

9-1-1 Public Educators of Texas



3rd quarter meeting
Tuesday July 20th, 2021
10:00 am

Call to Order - Welcome, Introductions (Audrey Wilbourn)

The following people were in attendance:

Attendee / Agency

Andrea Wilson / Montgomery County 9-1-1

Audrey Wilbourn / RC Sheriff

Bonnie Barnett / Amarillo

Charlesetta Malone / Deep East Texas Council of Governments

Doug Burks [via FaceTime or Zoom] / West Central Texas Council of Governments

Jenna Barrington / CAPCPG

Joanne Gilliam / Plano 9-1-1

Laura Richardson / Alamo Area Council of Governments

Leticia Truex / Panhandle Region 9-1-1

Lisa Ybarra / CAPCOG

Patti Davis [via FaceTime or Zoom] / West Central Texas Council of Governments

Pattie Hanon / East Texas Council of Governments

Samantha Martin / ATCOG

Sharon Brown / City of Houston

Sonya Clauson / Harris County 9-1-1

Susan Rodriguez / Plano 9-1-1

Vangie Dovalina / AACOG

Approval of Minutes (Sharon Brown) Pattie Hanon made motion to approve minutes and it was seconded by Laura Richardson. Approval of minutes for 2nd quarter minutes May 04, 2021. Minutes sent out for approval.

Treasurer's Report (Leticia Truex) Leticia gave the treasurer's report. The balance as of yesterday was \$5289.74. Normal fees for the website. (1) refund for May meeting since meeting was not in person.

President Elect Nominations (Pattie Hanon) Nominations should be sent to Pattie. Will send out Survey Monkey for voting, winner will be announced in October meeting. Will be accepting nominations for secretary and treasurers. Deadline for nominations will be August 1st and the deadline for voting will be August 30th. Submit to: Pattie.hanon@etcog.org. Members may self-nominate.

New officers will be sworn in during JAN meeting.

PET Educator of the Quarter Amelia Mueller is PET Educator of the Quarter, not in attendance.

Texas NENA Update (Rosa Rodriguez) Updates sent to Audrey Wilbourn – NENA working on a new website. Preparing for joint Tx NENA & Tx APCO Public Safety Conference in Galveston. New president Charlesetta Malone. PET will co-sponsor a booth. Andrea will be checking the storage unit to take inventory of conference supplies on hand.

Legislative Updates (Andrea Wilson) House Bill 786 passed – CPR for telecommunicators. The effective date for the law is Sept 1 but TCOLE has a grace period to figure out their guidelines. House bill 788 passed – eligibility of dispatchers to participate in court programs. Changed language of chapter 129 of government code to include dispatchers in treatment programs for drug / alcohol offenses. Includes former and retired professionals. House Bill 792 may use alternate work schedules for (certain municipal) police dispatchers, must be under the police department. House Bill 2911 related to NG911, reimburses for Next Gen upgrades (will not cover recurring fees). No set amount.

Federally, HR 2351 introduced in the House and Senate. HR 4319 Protect 911 Act, advances health and wellness for telecommunicators. Treating PTSD and establishing grants for treatment.

Updated Cell Phone Sally activity book (Sonya Clauson) Conference in Columbus? Who has joined WIN? If not, encouraged members to go and sign up on NENA website. Under membership, look for Women in 911 Alliance. Will be door prizes offered for signing up through July 27th. Stepping into leadership panel. Networking social. May watch on Facebook Live. Several webinars hosted, previous ones are accessible on website. Mentoring program available in NENA (under membership). Sign up to be a mentor or mentee within WIN group. Cell Phone Sally activity book, working with Melinda, going through the current Cell Phone Sally book. New book is ready in Spanish & English. Will share with PETs group and My 911 Shop. Several new pages.

Committee Chair Vacancies: Mentoring possibly for immediate past president, as suggested by Leticia. Talked to Lisa Aguilar and she has agreed to do that, will be at the next meeting. Sharon Brown will chair mentoring for today. Communications chair, Leticia has volunteered to maintain the website on Wix. Read responsibilities for the communications chair. Asked for volunteers to take the position. Susan Rodriguez will chair for today.

Bonnie Barnett volunteered to be Communications Chair at the end of the meeting and will begin at the next meeting.

Breakout Groups: Mentoring (Sharon) / Communications (Susan) / Public Information (Sonya) / Resources (Doug) / Telecommunicator Recognition (Leticia) About 20 minutes.

Mentoring (Sharon Brown) - Use your resources. Each person has a mentor next to them with access to different resources and information than you, just reach out to them. Be a mentor.

Communications (Susan Rodriguez) - the history of the public educators group. Different ideas and programs. Discussed ways to reach different audiences. How to reach adult audiences.

Public Information (Sonya Clauson) - sharing of news; if you see something, share it. Stories about Apple watches calling 9-1-1 and misdials. Caitlyn from Charleston County made a video about how to deactivate autodialing to 9-1-1. Boating accident that allowed the user to call 9-1-1 using an Apple watch, on Lake Conroe at 0300, the boat hit a bulkhead and landed on a golf course. Call connected to the correct agency, MC Sheriff's Office, came in as an uninitialized call. How to do PR and recognize call takers in different ways. Referred to website and resource page.

Resources (Doug Burks via FaceTime or Zoom) - My 911 Shop is going strong. New products in stores: leather air fresheners, cooking aprons, first responder t-shirts, etc. Looking at Cell Phone Sally plush dolls. 8" plush. Camouflage caps coming soon - call 9-1-1 embroidered, in regular green and pink. Live stream event featuring back to school special with things for the kids, after OH conference. www.my911shop.com

Telecommunicator Recognition (Leticia Truex) - Laura gave out mugs from 911 Shop, credit card holders, desk picture frame, clip light, baskets with goodies, stationary bikes, massage cushions, (some items were 1 time things) etc. Joanne gave out easy on the go lunch items: ramen noodles, mac and cheese. Massage chairs \$2K at Sam's. Vangie said dispatchers have requested water repellent rain jackets. Ideas for 9-1-1 day: food or gift bags. Baseball team night. T-shirt ideas. Varsity sports - working with them for 2-3 years, they will contact sponsors for the shirts. Will send out contact information for Varsity Sports. Shirts for dispatch team and some extra to give out to the public. Pink out game for breast cancer.

LUNCH 1148-1218

Non-traditional Outreach Presentations (Sonya Clauson, Amelia Mueller [video], Audrey Wilbourn) Will be done after lunch. "Community Outreach During the Pandemic" - virtual panelists to show and explain what they did in this last year when the public was shut down. How communities had to put events on hold. Educators have to be innovative in how they reach the public. How the message has changed (tailored to COVID); in tune with PSAPs and news - regular press conferences; don't call 9-1-1 to figure out where to get tested or to inquire about symptoms.

Using digital media - created a subpage on the website that listed resources. NENA put out some messages on when to call 9-1-1. NEW PSAs of examples of when NOT to call 9-1-1.

Use of digital outreach and inbound marketing method, (via video) presented by Amelia Mueller - *North Central Texas Emergency Communications District*

Links to 2-1-1 information page. "Safe to Save your Life" campaign - information on what emergency room and EMS providers are doing to protect the public. Adaptability. Meeting the goal of educating the public to get through the pandemic. Utilizing social media to direct the public to resources.

Podcasts - will send links.

Share Time (2 minutes)

Charlesetta Malone advised that she will be hiring a new Public Education & Training Coordinator sometime after SEPT; ordered APCO blankets for telecommunicators - issue with vendor, their machine broke. Just arrived and her team will be getting them next week. May be her last meeting due to her upcoming promotion in SEPT. Will be making a huge order in the next couple of weeks.

Sonya Clauson advised trying to get more active on social media. Just launched our area's new digital, radio, TV and billboard campaign with a new marketing group - not doing movie theaters ads right now. Trying to stay in touch with agencies to figure out who is ready for new materials. New director Stan Heffernan.

Andrea Wilson is staying with her agency and is commuting between Austin & Woodlands. Plans to eventually move to Austin.

Vangie Dovalina advised her agency is getting new equipment for PSAPs, moving hosts. Trying to get social media going and start the process.

Laura Richardson - Moving buildings, their old building was located on Tesoro. See next meeting.

Samantha Martin is working on developing her agency's public education program and getting into the school system. Behind with COVID. Items on hand are outdated and will need to make an order without spending a ton of money. Referred to my911shop and 4Imprint.

Lisa Ybarra just took over public education. Creating more of a social media presence and doing more events instead of relying on PSAPs. Will query PET group and network for more ideas.

Jenna Barrington ordered masks, hand sanitizer, and touch tools, with 911 messages on it.

Pattie Hanon's agency just went back 100% in June. About to place an order from DJs Print & Promo for sleeves to store vaccine card inside. Cutting over and getting new equipment, training supervisors on VESTA.

Audrey Willbourn works with Leticia Truex who does their promotions.

Leticia Truex ordered masks and lanyards; APCO/NENA did COVID relief fundraiser for TC's affected by COVID, giving out about \$5500. "Snowmageddon" fundraiser raised about \$3600. Virtual classroom for Charleston County. Pre-K through 5th grade teachers' emails and sent out presentations. 3 PSAs on website. Partnership with March of Dimes - superheroes sponsor, anytime a child registered to walk they got a cape. Videoed superhero sprint (race). Finished partnership with Venom football, booth at game and first responder night in Amarillo. 3 main things that demographics call for and will interview dispatcher(s). Used a green screen. Ad-lib came out better than written script.

Bonnie Barnett discussed the Juneteenth parade; in August will be doing an event called Braids & Fades, will be handing out backpacks.

Joanne Gilliam does classroom kits for teachers to pass out to their class; last year did presentations on YouTube video since they weren't allowed in the schools. Have done radio, TV and billboard ads. Edited on iPad.

Susan Rodriguez offered Zoom presentations, already sent out school letter and they expect the schools to let them in this year. Did weekly videos for Facebook page, uses app to help remember what you want to say - Prompt Smart Pro. Drive thru events with minimal contact, used litter pickers to pass items to cars. May continue this method; had event registration which allowed them to gauge how many items were needed and what the expected participation was with sign-up time slots. Citizens academy - filmed everything in preparation for a virtual academy for the future. Back in the office full-time in June unless allowed by their director to work 2-days from home.

Sharon Brown shared telecommunicator week 2021 - "We're all in this together" Houston sports team theme.

NEXT Meeting date - October 26th in San Antonio Special meeting on Monday night, possibly murder mystery. Looking into venue and murder mystery again.

ACOG bought a new building and the PET October meeting will be in the main building. Board room is being remodeled right now, unsure if it will be ready by October. If not, we will be next door. Courtyard by Marriott may be offering a special rate, if so, will include the link for hotel accommodations for those travelling from out of town. Also checking with Embassy Suites. October 26th is next meeting.

Adjourn

Motion to adjourn made at 1314. The motion was accepted and the meeting was adjourned.

Group picture.