



**Texas 9-1-1 Public Educators of Texas Meeting  
Frontiers of Flight Museum, Dallas TX  
February 4, 2020**

**Call to Order, Welcome, Introductions (Lisa Aguilar)**

The meeting was called to order at 10:08 am by Lisa, and she welcomed everyone. Introductions followed. The following people were in attendance:

Aguilar, Lisa	Midland Emergency Communications District
Barnett, Bonnie	AECC
Cardona, Susana	PBRPC
Lopez-Clauson, Sonya	Greater Harris County
Crockom, Melinda	CSEC
Ennis, Kenneth	Pharr Public Safety Communications
Garcia Jr, Jose	Cameron County ECD
Garcia, Rene	Pharr Public Safety Communications
Hanon, Pattie	East Texas COG
Lawson, Kristi	Wichita Wilbarger 9-1-1 District
Maldonado, Dariela	MRGDC
Malone, Charlesetta	Deep East Texas COG
Martin, Samantha	ATCOG
Morales, Ariana	LRGVDC 9-1-1
Mueller, Amanda	NCTCOG
Osman, Chassidy	North Richland Hills
Richardson, Laura	Alamo Area COG
Rocha, Stephanie	West Central Texas COG
Rodriguez, Susan	City of Plano
Sauceda, Valentina	Harlingen PD
Seiple, Lydia	MRGDC
Truex, Leticia	Potter Randall 9-1-1 ECD
Wafer, Betty	Dallas 9-1-1 (MCECD)
Wilbourn, Audrey	Potter Randall 9-1-1 ECD
Wilson, Andrea	Montgomery County ECD

**Approval of Minutes (Lisa Aguilar)**

Approval of minutes for October 29, 2019. Charlesetta Malone made a motion to approve the minutes. Pattie Hannon seconded the motion. Motion passed.

**Treasurer's Report (Leticia Truex)**

Leticia gave the treasurer's report. The balance as of today is \$6334.64. Transfer of the treasurer's accounts are still in process because Connie has been on leave.

Charlesetta Malone made a motion to approve the minutes. Laura seconded the motion. Motion passed.

**Website Update**

Stephanie and Leticia created and designed the new website that will be used moving forward. Any suggestions or ideas are greatly appreciated. Pictures from past meetings and event are requested to personalize the website.

The address has changed.

The new address is:

<https://www.911publiceducatorsoftexas.com>

### **CSEC updates- Melinda Crockom**

She has ordered the proclamation for TC Week.

### **Public Educator of the Quarter**

Patti Bryan was nominated and received the majority votes but she has retired so Bonnie Barnett from AECC was awarded Public Educator of the Quarter.

### **2020 PET Meeting Dates**

Feb 4, 2020	Dallas	Frontiers of Flight Museum
May 5, 2020	Dallas	Frontiers of Flight Museum
July 28, 2020	Dallas	Frontiers of Flight Museum
Oct 27, 2020	San Antonio	TBD

All meetings begin at 10am and end at 3pm.

### **Texas Public Safety Conference**

The 2020 Public Safety Conference is scheduled for April 19-23, 2020

Visit: [txpublicsafetyconference.com](http://txpublicsafetyconference.com)

#### **Booth Theme**

The “2020 see the future theme” was selected in conjunction with the TNT Group. 9-1-1-What it was then to how it is now

#### **Booth Volunteers (Lisa)**

A need for volunteers to work the booth was requested from the group. TNT and PET’s will use the [signup.com](http://signup.com) website for scheduling time slots for volunteers. For each shift that is worked, your name will be entered in a drawing for a [my911shop.com](http://my911shop.com) \$50 gift certificate.

#### **Grand Prize Gift for Booth (Stephanie)**

In conjunction with TNT, a \$200 Amazon Gift card was recommended as the grand prize gift for this year’s booth. Half of the amount will come from TNT.

Susan made a motion to donate \$100 towards an Amazon gift card to be used as the grand prize at the Texas Public Safety Conference, Charlesetta second the motion. Motion passed.

#### **Silent Auction Donation Request (Joe Garcia)**

Joe has requested a donation basket for the Texas Public Safety Silent Auction from the PET’s group. He explained that the funds raised go towards the Juan Gomez Fund & Sunshine Fund. Tish motioned that the PET group donate a basket for the 2020 auction, Laura Richardson second the motion. Motion passed.

The basket theme decided on was the Texas Theme featuring local items and specialties from each area. Donations were requested for this basket.

Send items to Dariela for basket:

Dariela Maldonado  
1204 W. Nopal  
Carrizo Springs, TX  
78834

You may email her at [dariela.maldonado@mrgdc.org](mailto:dariela.maldonado@mrgdc.org)

#### Conference Bags (Andrea)

Items donations for the conference bags need to be received by Saturday (04/18/2020) at 3pm.

Please ship to:

Pearland Police Department  
Attention: TXPSC (Christina Deleon)  
2255 Cullen Blvd.  
Pearland, TX 77581

#### TCOLE Hours

The Law Enforcement Management Institute of Texas (Lemit) will be reporting TCOLE hours

#### Volunteers for Conference

Volunteers for the conference are needed.

### **Member Announcements**

Susan Rodriguez was diagnosed with cancer last year but is now at a stage 0. Prevention screenings for all was suggested and encouraged.

Connie Chavarria has been out on personal leave, so a card was passed around to be sent to her during this time.

### **Presentation (Sonya Lopez-Clauson)**

Sonya is from Greater Harris County (job title-Media Relations and Development of Public Education Materials and Programs)

Public Education is a priority, and this is why the PET group and other similar groups were created. Advertising does in fact improve call or conduct and minimize inappropriate calls for 9-1-1.

#### What is a Public Education Campaign?

- One centralized message
- Several different methods of distribution
- Specific time frame
- Based one or more target audience and geographical areas

#### Components of a Public Education Campaign

- Creative Development-message, design

Media Announcements (ex: press conference, social live events)  
Publications and Printed Pieces (ex: mailers and storefront distribution)  
Advertising (traditional and digital-website, billboards, movie theatres, public transportation, radio, taxi & bus cards, digital)  
Social Media  
Community outreach presentation and community events

#### What Is Your Message?

9-1-1 Related

A topic you haven't been focusing that needs to be addressed again for refresher (ex: prank calls, proper use, testing, etc.)

Action

A topic that will allow you to partner with another agency (know your location, texting)

#### Know your audience

Use a catchy message or slogan/logo

#### **Spring Co-Op**

The order deadline will be February 29, 2020.

Prices are dependent on the quantity total purchased of each item for the entire co-op order. Prices are subject to be lower than the listed price.

Shipping and handling cost will be calculated at 10% of the total value of your order.

Once all of your items have shipped, my911shop.com will send an invoice.

If you would like to request items for the fall co-op, please send requests to Stephanie the month before.

#### **NPEF Update (Melinda)**

##### Logistics

2020 Conference is the 10-year Anniversary

July 12-15, 2020

Location- Austin TX,

Please register at <https://www.911npef.org>

Early Bird registration deadline is March 27, 2020

The Hilton Garden Inn is the conference hotel. Please book your rooms ASAP.

##### What to expect

NPEF is for all Public Safety agencies (not just 9-1-1)

The goal is to share and collaborate with the other public safety agencies

##### Speakers

Monday- Hank Hunt (Kari's Law)

Tuesday- Tracy Eldridge

Wednesday- Thom Singer (Educate and reach a community in a technology obsessed world)

##### NPEF Call for sessions (Susan Rodriguez)

The deadline has passed but there are still openings for speakers.

Topic Session Request:

Recruiting  
Participation in first responder events  
Community outreach after a tragic event  
Video production for social media and websites  
Analytics  
How to build a successful Pub Ed program (ex: TAG Teams)

### **NENA Update (Sonya Clauson)**

#### **Kari's Law and Ray Baum Act**

Kari's Law (state level) applies to multi-line telephone systems (MLTS), which are telephone systems that serve consumers in environments such as office buildings, campuses, and hotels. Kari's Law requires MLTS systems in the United States to enable users to dial 911 directly, without having to dial a prefix to reach an outside line, and to provide for notification (e.g., to a front desk or security office) when a 911 call is made. Signed in 2018, the **laws go into effect starting on February 16, 2020**. Kari's Law amends the original Telecommunications Act of 1934 as well as its overhaul in 1996. The bill has transformed emergency communications by mandating that public safety be built into every aspect of a telephone system.

Ray Baum's Act (federal level) requires the Commission to conduct a rulemaking proceeding to consider adopting rules to ensure that "dispatchable location" is conveyed with 911 calls, regardless of the technological platform used, so that 911 call centers will receive the caller's location automatically and can dispatch responders more quickly. "Dispatchable location" is defined as "the street address of the calling party, and additional information such as room number, floor number, or similar information necessary to adequately identify the location of the calling party."

CSEC has a Kari's Law Toolkit on their webpage and will be creating one for the Ray Baum Act in the future.

Sonya has updated the Texas Kari's Law Webpage with information in regard to the approaching deadline.  
[texas911.org](http://texas911.org)

For more information on requirements or to request a waiver, visit [texas911.org/KarisLaw](http://texas911.org/KarisLaw)

Melinda will send out a fact sheet about both laws.

### **988 Implementation**

988 will be the suicide hotline however, it is not in effect now and will take time before it becomes in effect everywhere.

Think of some issues and concerns related to this that will need to be addressed.

FCC will be putting out publications soon. Andrea will follow and report on this.

### **NENA SVP- Best Practices Development Conference**

Took place Jan 20-23 in Austin TX

Sonia was not able to attend.

The following were among the items addressed:

Text to 9-1-1

Real time texting

Social Media (Request for Service) (Andrea)

Requesting members for this working group, please contact Andrea for more information

#### W.I.N. Group (Women in 9-1-1)

Kickoff was at the annual NENA Conference.

They have hosted 2 webinars and have held successful get togethers.

Signup on the NENA website to be a part of this group.

The mentoring program is a priority of this group.

Goals include highlighting talented woman professionals in 9-1-1.

#### Legislative Updates (Andrea)

##### 9-1-1 Goes to Washington

This event takes place next week.

NENA is focusing on NG funding and 9-1-1 Saves Act

##### Texas NENA Fall conference

Over 200 people in 2019

APCO and NENA are hosting in the DFW area for 2020. Location TBD.

Dates are not secured yet

##### Mentoring Program

Texas NENA started a mentoring program called Texas NENA Public Safety Communications Advisory Program (PSCAP)

Strictly for Texas members

Can be found on Facebook

##### NENA Board Positions

Board Nominations are requested

Nominations close on Friday

##### Award Nominations

Deadline for nominations is 02/28/2020

##### 9-1-1- Goes to Austin 2021

Will take place around the first of March 2021

#### Share Time

-Susan- Successful Balloon fest and Christmas Parade in Plano. Dancing 9-1-1 people- dance along the parade route (she will send picture and share with the group). Recently implemented text to 9-1-1

-Kristi-just getting into the schools and presenting, will be doing a home and garden show booth

-Amelia-9-1-1 Gala for the TC's, launching a campaign for the spring- going all digital, participated in DFW deaf expo

-Chasidy- focusing on 2nd grade presentations in the school, revamping school program and making the video interactive

- Laura- she orders for all 7 counties and distributes to each county and they do their own pub ed programs
- Kenneth-Implementing pub ed program and working with COG to design program and create custom designed leggings with distressed thin gold line flag, dry fit shirts, custom shorts, and face shields
- Joe- ordering pencils, CPS goody books, advertising at the Cinemark and creating a PSA
- Andrea- planning for camp
- Sonya- gearing up for spring and creating a content calendar of different messages for social media. Currently looking for a backdrop banner.
- Betty Wafer-trying to get more involved in pub-ed and enjoyed today's presentation, does tours in the call center and neighborhood watch programs but is planning to get more involved
- Samantha-created a PSA and wrapped some transportation vehicles, Gold Line Gala for TC's where they honor the TC's of the year and acknowledging a kid hero out of Franklin County
- Valentina-Christmas Parade and used CPS costume
- Charlesetta- moved to new office last month and is getting settled. Currently working on NG PSAP contingency plan, student created their own homemade CPS costume for 9-1-1
- Pattie- looking for ideas for TC week
- Susana- traveling and doing site visit with GSI coordinators and finding out what pub ed needs are
- Lydia- has been going with sheriff's department and assisting with active shooter trainings. She has also sent out the videos to the school and shared posters to the school, was part of the Christmas Parade for the 1st time
- Tish- did and long-sleeved shirt for Christmas, 2nd annual City View subdivision parade of all public safety agencies, will start doing after school programs with 9-1-1 Feud game and simulator
- Stephanie- will be debuting the new inflatable CPS Costume at the Texas Public Safety Conference
- Lisa- ordered long sleeve shirts

### **TC Week Ideas**

- Jackets
- Long Sleeved Shirts
- Food donations for each shift
- Gym Bags or backpacks

### **NEXT MEETING**

May 5, 2020

### **Adjourn**

Meeting was adjourned at 1:53 pm.