



Texas 9-1-1 Public Educators of Texas Meeting  
Frontier of Flight Museum, Dallas TX  
October 24<sup>th</sup>, 2017

**Call to Order, Welcome, Introductions (Andrea Wilson)**

The meeting was called to order by Andrea and she welcomed everyone. The following people were in attendance:

Aguilar, Lisa	Midland Emergency Communications District
Castillo, Jackie	Lower Rio Grande Valle Development Council
Chavaria, Connie	City of Laredo
Crockom, Melinda	CSEC
Davis, Patti	West Central Texas Council of Governments
Dean, Kelsey	CAPCOG
Dudek, Abigail	Tarrant County 9-1-1 District
Garcia, Jose	Cameron County 9-1-1 District
Garcia, Juanita Lopez	Brownsville Police Department
Hanon, Pattie	East Texas Council of Governments
Hebert, Carla	Sweetwater Police Department
Malone, Charlesetta	Deep East Texas Council of Governments
Martinez, Jessica	Amarillo Emergency Communications
Reyna, Jessica	Lower Rio Grande Valley Development Council
Rocha, Stephanie	West Central Texas Council of Governments
Rodriguez, Susan	City of Plano Public Safety Communications
Shepperd, Michelle	SWRCC
Truex, Leticia	Potter-Randall
Wilbourn, Audrey	Randall County Sheriff's Office
Williams, Kelly	North Central Texas Council of Governments
Wilson, Andrea	Montgomery County Emergency Communications

**Approval of Minutes (Andrea Wilson)**

Approval of minutes for January, April and July. Andrea made a motion to approve the minutes, Audrey seconded the motion. Motion passed.

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

Leticia gave the treasurer's report.

**Old Business (Andrea Wilson)**

**Public Educator of the Quarter (Melinda Crockom)**

Congratulations, Jennifer Ochoa on being named the Public Educator of the Quarter. Submissions can be made online. Link: <https://www.team911.com/default.asp?page=PETsEQN>

## **Proposed 2018 PET Dates/Locations**

January 23<sup>rd</sup> Dallas-Frontiers of Flight Joanne Gilliam & Lisa Aguilar will host.

April 8<sup>th</sup> Galveston (Joint Meeting w/ TNT) Proposed time noon-5pm or April 11<sup>th</sup> after the luncheon. Most agreed the Sunday date would be better. Board will host.

July 24<sup>th</sup>, Dallas-Frontiers of Flight. Host-TBD.

October 23<sup>rd</sup> Location TBD (survey will be sent out). Ideas discussed: Amarillo, Waco, Austin, El Paso, McAllen & Houston

Suggestion was also made to have a guest speaker for the October Meeting-Speaker TBD.

## **Fall Co-Op Order (Kelly Williams)**

Proposed list at the end on the minutes. Discussed the following item: Slap bracelets, magnifying ruler, green CPS activity book colored pencils, bubbles, tattoos, stickers, trick or treat bags, yo-yo's, plush key chains, baseball caps. Rubik's cube, stadium cuts, lunch totes (animal). Co-Op order will go out in August.

### **Fall Co-Op Order**

- **Slap Bracelets:**
  - Full Color Imprint / 1-Side
  - Quantity Price Breaks:
    - 5,000 = \$0.32 ea.
    - 10,000 = \$0.28 ea.
    - 15,000 = \$0.25 ea.
    - 20,000 = \$0.23 ea.
  - Free Set Up
  - Free Shipping
  
- **Magnifying Rulers:**
  - Colors: Translucent Blue; Translucent Clear , Translucent Green, Translucent Red
  - Quantity Price Breaks:
    - 5,000 = \$0.55 ea.
    - 10,000 = \$0.45 ea.
    - 15,000 = \$0.42 ea.
    - 20,000 = \$0.40 ea.
  - \$40.00 = Set Up (1-Color Imprint)
  - Please call for Shipping Estimate (Based on order quantity & zip code)
  
- **Cell Phone Sally Activity Books:**
  - 8 English pages and 8 Spanish pages
  - 8. 1/2 x 5 3/8" landscape
  - 400 per carton
  - Quantity Price Breaks
    - 10,000 = \$0.448 ea.
    - 25,000 = \$0.31 ea.

- 40,000 = \$0.26 ea.
- Please call for Shipping Estimate  
(Based on order quantity & zip code)

### **Legislative Update (Andrea Wilson)**

Legislature is in special session. See attached Bill Report for bills that may be of interest.

### **Kari's Law-(Andrea Wilson & Melinda Crockom)**

No updates on the federal level. Sonya Clauson's Kari's Law letter was distributed to the membership (also attached). CSEC is sending out a press release with a quote from the governor, that anyone can use.

Link to Toolkit: [https://www.csec.texas.gov/s/rpc-resources?language=en\\_US&tabset-bda76=1](https://www.csec.texas.gov/s/rpc-resources?language=en_US&tabset-bda76=1)

Once you go to that link, scroll down to where you see a tab for **MLTS** and then click on that tab and you will find all the toolkit resources under that tab.

**[https://www.csec.texas.gov/s/9-1-1-program?language=en\\_US&tabset-634e4=ebd18](https://www.csec.texas.gov/s/9-1-1-program?language=en_US&tabset-634e4=ebd18)**

### **Board Elections (Kelly Williams)**

President Elect Nominees- Joanne Gilliam & Jessica Reyna

Secretary-Lisa Aguilar (unopposed)

Treasurer- Connie Chavarria

### **Other Business**

#### **Discussion of potential public education sessions for TX Public Safety Conference.**

- Basic presentation skills.
- How to present to children.
- Things to avoid when presenting.
- What does the PET group do?

**Registration to move to Team 9-1-1**, this will give us more access. They have also agreed to host our website.

**Cell Phone Sally App Funds**-Discussion as to how to proceed with the funds. Not enough funds were raised to go forward with the original CPS app project. A committee is currently working on a 9-1-1 educational app but CPS will not be the primary character. After discussion, Cindy bridges made a motion to:

**Draft a letter to go out to every agency who proved funding, to either refund their money or allow those funds to go towards the new app. Deadline of the end of July for decision for how they want to proceed.**

Frances Jimenez seconded the motion.  
Vote taken, motion passed.

### **Welcome 9-1-1 Delegates from Mexico (Sergio Castro)**

Delegates from Mexico were introduced and each discussed their issues (high call volume, many with 70-80% prank calls). They asked questions of the group and we asked questions and provided some input to possible solutions/education.

### **Strategic Plan Review (Andrea Wilson and Kelly Williams)**

Review of committees and progress. Plan, goals and membership are below. Contact the Project Manager to be included in the group.



#### PET 2016 – 2018 Strategic Plan

##### **Goal: Provide justification for the need of 9-1-1 public education**

**Problem:** An essential part of protecting the public is through education. Ensuring they know when, how and what to say when calling 9-1-1. Areas may lack a dedicated public educator, resources or program. The Public Educators of Texas strive to provide information to grow public education programs state wide.

**Objective:** Deliver quantitative data to show stakeholders the need for 9-1-1 education

**Project Manager:** Francis Jimenez

**Working Group:** Patti Davis, Jessica Reyna, Sellenne Vallejo

**Notes:** Possibly use Survey Monkey while out at events, use age and zip code to help sort who needs what education

##### **Goal: Discover funding for PET projects**

**Problem:** Newly identified opportunities, updating materials and resources used in public education can be costly. For larger statewide initiatives additional funds from outside resources would give the Public Educators of Texas the ability to create materials and resources with professional quality.

**Objective:** Identify and obtain means for funding to create public education materials and programs

**Project Manager:** Andrea Wilson

**Working Group:** Jessica Reyna, Patti Davis

##### **Goal: Provide an alternative location for one quarterly meeting**

**Problem:** Meetings offer a great opportunity to network face to face with other public educators in the state through collaborating on state-wide initiatives, sharing regional programs and identifying new educational resources.

**Objective:** Provide an alternate location for meetings to areas who may not usually attend

**Project Manager:** Connie Chavarria

**Working Group:** Amanda Tienda, Cindy Bridges

Notes: Proposed Jan or Oct meeting in San Antonio

**Goal: Identify PET educational awareness opportunities**

Problem: 9-1-1 education encompasses more than knowing when, how and what to say when calling. It now includes technology and law changes as in text to 9-1-1 and multi-line telephone systems.

Objective: Raising awareness to public safety personnel and special interest groups

Project Manager: Joanne Gilliam

Working Group: Kelly Williams, Sonya Clauson, Charlesetta Malone, Connie Chavarria

Notes: Provide a list of opportunities for the Oct 24<sup>th</sup> meeting to begin attending Jan 2017

**Goal: Establishing regional PET teams**

Problem: As public educators it is critical to collaborate with regional agencies in regards to expanding 9-1-1 education.

Objective: Promote cooperation and continuity between state and local public safety agencies

Project Manager: Connie Chavarria

Working Group: Amanda Tienda, Charlesetta Malone, Joanne Gilliam

**Goal: Modernize public education materials**

Problem: Effective public education requires materials that contain up to date information that is aesthetically pleasing for each intended audience.

Objective: Identify, purge and update literature, resources, and materials used by public educators

Project Manager: Sonya Clauson

Working Group: Cindy Bridges

Notes: look at moving away from Dropbox and moving to place resources on Team 9-1-1, using the PET logo or some other generic logo on each piece

**Goal: Creation/enhancement of 9-1-1 educational app**

Problem: As times change, so does the way educate our audience. Alternatives to engage citizens in a technology driven society is vital.

Objective: Introduce 9-1-1 education through alternative technical format

Project Manager: Kelly Williams

Working Group: Susan Rodriguez, Jessica Reyna, Hector Chapa

**Goal: Launch co-op ordering system**

Problem: With the increasing demand for public education a consistent message is key to successfully educating the community. Tangible items can become cost prohibitive to some agencies.

Objective: Provide cost effective opportunities for public educators statewide

Project Manager: Cindy Bridges

Working Group: Patti Davis, Leticia Truex, Kelly Williams

Notes: Two co-op orders per year; present item samples and group buy pricing at the October meeting – order closes mid-January and present item samples and group buy pricing at the April meeting – order closes a month later

**Goal: Update/create new public safety character(s)**

Problem: Public education in regards to health and safety remains one of our region's top needs. Changes in technology requires the need to evaluate the mascots the public associates with in regards to 9-1-1.

Objective: Present characters used in 9-1-1 education that coincide with current technology

Project Manager: Susan Rodriguez

Working Group: Jessica Reyna, Patti Davis, Stephanie Rocha, Melinda Crockom

**National Night Out**

Group discussed various ways and times for celebrating National Night Out. Highlights: Block parties in August and October. Getting assistance from Target (National Sponsor), local partnerships with businesses and other public safety entities and schools.

**Committee Breakouts/Reports**

No Committee Breakouts were held due to time.

**Share Time**

Share time was not held due to time.

**Adjourn**