



9-1-1 Public Educators of Texas Meeting

Frontiers of Flights Museum – Dallas, Texas

May 19, 2009

Call to Order, Welcome, Introductions (Patti Davis)

The meeting was called to order by Patti Davis. Welcome and introductions were done with the following attendees present:

Alejandro, Vangie
Arias, Pam
Borunda, Armida
Bissett, Betsy
Bridges, Cindy
Brown, Michelle
Clauson, Sonya
Coe, Shirley
Cole, Kimberley
Corona-Hunter, Monica
Crittenden, Gail
Cross, Patty
Davis, Patti
Flores, Clarissa
Frisk, Pamela
Gilliam, Joanne
Gonzales, Robert
Howell, Heather
Issel, Sandy
Jones, Kevin
Koch, Vereda
Mack, Darla
Martin, Mandy
Moya, Dorina
Reyna, Jessica
Rodriguez, Susan
Salazar, Maria
Seiple, Lydia
Simmons, Alisa
Truex, Leticia
Ward, Kim

Middle Rio Grande Development Council
City of Richardson Police Department
Rio Grande Council of Governments
Midland 9-1-1 District
Central Texas Council of Governments
Friendswood PD
Greater Harris County 9-1-1 Emergency Network
Fort Worth Police Department
Dallas Police Department
Corpus Christi Police Department
South Plains Association of Governments
Denco Area 9-1-1 District
West Central Texas Council of Governments
Corpus Christi Police Department
Panhandle Regional Planning Commission
McClennan County 9-1-1 District
Commission on State Emergency Communications
Texoma Council of Governments
Denco Area 9-1-1 District
Ector County 9-1-1 District
Wichita Wilbarger 9-1-1 District
Dallas Police Department
Midland 9-1-1 District
Lower Rio Grande Valley Development Council
Lower Rio Grande Valley Development Council
City of Plano
Dallas 9-1-1 Communications Center
Middle Rio Grande Development Council
Tarrant County 9-1-1 District
Potter-Randall 9-1-1 District
Houston-Galveston Area Council

Approval of Minutes (Patti Davis)

Patti asked for any changes to the minutes from the last meeting held on February 10, 2009. There were none. She asked for a motion. Vereda made a motion to approve, seconded by Heather. All were in favor and the minutes were approved.

Treasurer's Report (Pat Ebel)

Pat Ebel has been appointed by Patti Davis to replace Beth English who resigned from the PET group and her position as PET Treasurer. Pat distributed a copy of transactions made since the last meeting held in February. She advised that the balance excluded the cost of renting the meeting room, meals, and some member's registration fees. A copy of the report is attached. Cindy B. made a motion to accept the treasurer's report, seconded by Kim C. All were in favor and the treasurer's report was approved.

Member Update (Patti Davis)

Target Baby Gift Cards were mailed to Sarah Wines, due in May, and Christie Eskew, her baby arrived in April. Beth English, PET Treasurer, retired from Longview PD and accepted a 9-1-1 position at Blaine County in Idaho. A farewell/best wishes card was passed around to sign. A PET watch and the card will be mailed to Beth. Charlesetta Malone's ex-husband passed away. A card was passed around for everyone to sign and a donation was made to American Heart Association in memory of Derrick Malone.

Committee Breakouts

TC Recognition (Patty Cross)

TC Week was celebrated across Texas in some unique ways, including:

- Texoma COG's first ever Banquet, with TC Awards, slideshow and Tony Harrison as key note speaker
- MRGDC tapped into 211 for some promotional items, plus male TCs got nifty tire gauge/pens
- Henderson Co. 911 District Board member suggested a MC gift card for each TC
- Denco 911's Patty and Mike dressed as UPS guys – the theme was "9-1-1 Delivers". Each TC got a car visor, "I Thank God for You" CD, etc.

Group discussed how to get funds/donations for Appreciation events, since COGs cannot use State funds for food items. Ideas included asking shops/stores including Wal-Mart's (\$25 at each store goes a long way if you're cooking up spaghetti!), Citizens on Patrol or Citizen Police/Fire Academy Alumni, local "patrons", and tapping the talents in Dispatch for cake decorating, etc.

Dallas PD plans a spread of food for 4th of July. Maybe buy each TC a box of Cracker Jacks with a note, "You're a Cracker Jack TC." Other summer celebrations could include Bug-themed items from Oriental Trading Co., "Bug us, only in an Emergency," or picnic themed celebrations with the FD or Supervisors doing the BBQ.

Mentoring (Sonya Clauson)

Maggie, Terri, Jeanie, Ele are our new members. They are all from the same area –Southeast Texas (their areas have not had public educators for a while). They are going to start a SE Texas mini-PET group. Sonya gave a brief history of the PET Group.

Resource (Cindy Bridges)

Discussed more Cell Phone Sally items to add to the CSEC catalog (plush, zipper pull, poster). Can Cell Phone Sally and Red E. Fox appear together on items? Robert would prefer to keep the characters separate if we plan to sell them outside of Texas. Other items discussed: horn, arthritis pen, rain pancho, foldable ruler, post-its, highlighters and arrow markers.

Sub-Committee Report (Kevin Jones/Sandy Issel)

Your PET subcommittee dealing with the effectiveness of 9-1-1 public education programs met with the standing committee for Public Information. This subcommittee's particular findings and submitted action items are:

Project 1: Identify existing pre- and post- tests that are being administered in regards to any 9-1-1 public education.

The response from PET membership resulted in two submissions of pre/post tests being used in any training. Conclusions were that no valid pre/post exists on a significant scale that could determine level of knowledge gained from any presentation.

Action item: CSEC is open to the idea to coordinate with PET a pre/post questionnaire that will be included in the Cell Phone Sally classroom kits. These tests to be administered within a two-week time frame before and after any presentation, with results submitted to participating agency for evaluation and statistical tabulation. These can then be pooled into a joint dbase

for overall effect of public education efforts throughout the state. Volunteers from among PET are requested to assist in the development of this short questionnaire – need to contact Robert Gonzales ASAP – as this needs to be completed within the next couple of months.

Project 2: Identify existing call volume statistics from any agency in association with 9-1-1 public education campaigns.

There were no statistics of any type submitted indicating that no such study exists that identifies the effectiveness of public education campaigns (i.e. billboards, television, radio, etc.).

Action item: PET members were requested to make contact with their local universities in attempt to obtain graduate students with project assignments that would be willing to conduct specific studies within their jurisdictions. Measures would be more qualitative (is the message being heard) than quantitative (how many people heard). Tarrant County indicated they are planning on a paid study to be conducted in mid-June during a media campaign they will be running.

Project 3: Identify source of education for 9-1-1 Heroes.

No PET member responded to this specific area.

Action item: PET members were encouraged to ask one question of any 9-1-1 Hero they may have or will have – “Where did you learn to call 9-1-1?” Results of this question would need to be forwarded to a central position within PET (i.e. President), with responses archived for future use.

Project 4: Development of a state-wide repository supporting 9-1-1 Public Education.

Committee member Vereda Koch was able to confirm that there is adequate storage space on the PET website for a repository of information. Discussion was made during open meeting to attach historian duties to the Web-Liaison Committee Member in anticipation of archiving PET minutes and statistical and informative information for easy storage/retrieval by membership.

Action item: During this year’s election of officers, duties for Web Liaison Committee Member are anticipated to be expanded to allow for the research and storage responsibilities. With this in place all statistical and report information concerning the effectiveness and quality of 9-1-1 Public Education in Texas will have a home for easy retrieval for any agency faced with the question from their stakeholders – “can you show me the effectiveness of your programs and why we should continue to fund your position.”

(Vereda made a motion to re-instate the Web Liaison as an elected position. The motion was seconded by Patty C. The group voted to re-instate the Web Liaison position.)

This concludes the findings and recommended actions of this sub-committee – the rest is up to each of us to act.

Can we effectively measure a Public Education Media Campaign? Alisa Simmons is currently working on creating surveys in Tarrant County to see if analysts can help measure. Starts sometime in June.....

Is there any chance that 9-1-1 Public Education items will eventually go away? Depends on the target audience.

Ele Hawthorne & Sonya Clauson volunteered to work with Robert for designing the questions for pre/post test.

Public Information (Alisa Simmons standing in for Willima Banner)

The public information committee tries to find newsworthy items or issues and shares them with the PET membership. If you see something newsworthy, please share it with the group via Willima or Charlesetta. We rely on each other’s eyes and ears for valuable information.

For this meeting, the public information committee combined with subcommittee dealing with the effectiveness of 9-1-1 public education programs.

Statewide Repository – Development of a statewide repository is needed to retain information regarding 9-1-1 public education. Our PET website has plenty of room for whatever we’d like to put into it. Some information about PET group has been mentioned in various magazines, conference brochures, etc. We probably need the Historian to organize some of these articles of information to place into the Repository (and/or website). We also need the Historian to go back and add information about the PET group, i.e.,

how it got started and when, purpose, leadership at beginning, etc. Cindy stated that she was the current Historian but had not had much time to devote to the duties of the position. She suggested that the new Historian could pick up where she left off on compiling the historical information and to begin the repository of information. *Please note: the Historian position was not an elected position on the last ballot. Cindy was appointed to the position by the PET President. The Historian position will be added to the election ballot for the 2010-2011 term.* Vereda Koch volunteered to do some research on the PET group. The information will be provided for the new Historian.

Nominations for Elections 2010-2011 (Susan Rodriguez)

Nomination form was passed out along with Officer & Committee Descriptions. A mistake was made on the nomination form, the Communications Chair & Website Liaison to TENA were supposed to be removed and they were inadvertently left on. The Liaison to TENA duties and Website Liaison duties were moved to the President Description. Discussion was brought up by Vereda to keep the Communications chair to serve as an inlet for all the clearing house items brought up by Kevin. We would have a repository of information available to all PETS and this would also have the PET history. It was decided that the Historian and Web Liaison positions will be combined to replace the Communications Chair.

NENA PET Booth (Susan Rodriguez)

Plans are coming along for the PET booth in the Exhibit Hall at the NENA Conference. We'll be in booth #631. A schedule was sent around for PETs to sign up to work in the PET booth – to sign up contact Susan Rodriguez.

The booth theme is: *Boots on the ground, eyes on the stars...looking to the future of 9-1-1 public education.*

Patti gave a rundown of the donations we had received from vendors to date and what would be purchased for the PET booth:

- *Laine Advertising* (Vereda's local vendor): 5' tape measures
- *PlantCML* (Alicia Caddy): will definitely provide some kind of item (probably hand-held fans in shape of Texas)
- *Positron/IPC* (Valorie Taylor): 2500 "I Am 9-1-1" bumper stickers
- *Verizon*: 100 boot-shaped jar openers
- *ProForma* (Patti's local vendor): 2500 Texas Critters w/2 imprinted ribbons (multi-colored)
- *WSC, Inc.* (Paul Dunigan/Andy Bollinger): sponsorship in the amount of \$500 (applied toward purchase of PET stickers)

CSEC Report (Robert Gonzalez)

APRIL PROCLAMATION

Although for 2009 we did not have a proclamation from the Governor of Texas, for National 9-1-1 Month next April, CSEC will obtain a proclamation from the Governors Office. This proclamation will be distributed to all Texas educators to use in conjunction with their media outreach or to use as they see fit.

SPRING ORDERS

Materials are on schedule for delivery in June. Keep in mind that order shipments depend on size, so if your order is small then you can expect your order earlier in June. If you order is larger then you can expect it sometime from mid-June to Late June.

CELL PHONE SALLY DVD

Production is scheduled to begin in September. Distribution of the DVD is in Jan/Feb time frame. DVD will be in English, Spanish and Closed Caption. \$463,000 is the expected cost for production. To help recover the costs of the production, CSEC plans on making the DVD available to 9-1-1 entities across the entire country. In addition, the CSEC catalog will also be made available outside of the state with the intended revenues to be used for other 9-1-1 products, whether it be a teen video, a follow-up to the CPS video, or even new comics. CSEC will be selling the new DVD at a cost of \$8.00 to all Texas and out of state educators.

POISON CONTROL CAMPAIGN

CSEC will be used launching a media campaign using the NCSA model from TAB. Although the spots for Poison Control are 10 years old, they still have a timeless appeal to them and will be aired later this year. Help Us Help You campaign will be put on hold for now since no funds are available.

NENA Conference Update (Alisa Simmons/Cindy Bridges)

The National NENA Conference will be in Fort Worth on June 6-11th. Alisa reported that NENA has had fewer than 800 people register (last year's attendance was 1800+). NENA has canceled all of the offsite tours except the PSAP tours. No golf tournament has been scheduled but discounted golf rates are available.

Cindy reports that volunteers are still needed – if you can help out, please contact Cindy Bridges. Volunteers should report to the Registration Desk. Cindy Bridges and Shirley Coe are the volunteer coordinators.

9-1-1 kid heroes will be honored on Sunday by 9-1-1 for Kids. They are looking for local kid heroes. 9-1-1 for Kids nor NENA will be paying for travel expenses. If you have someone coming as an honoree, you will be responsible for their travel and lodging.

The NMEC course is on the last day of the conference. Attendance is encouraged. It is a FREE course.

There will be a few sessions on public education: media relations, NextGen 9-1-1, generational differences, and a pub ed forum.

April 9-1-1 education month was promoted on the NENA website and through e-mail blasts.

Social Networking (Sonya Clauson)

A discussion was held about social networking (i.e. FaceBook, MySpace, Twitter) and how it might benefit our organizations to help spread messages to the citizens.

Points to ponder: How can the PET group take advantage of new communications, such as Twitter, My Space, Facebook and others? How would that fit in? Do we really want a twitter account, where you can send alerts, or minute by minute progress of an event? This might be okay for cities, and some are actually using TWITTER to give minute by minute updates on 9-1-1 emergencies, to help alert their citizens to NOT call 9-1-1. It is a great idea, however, there is probably plenty room for FRAUD or possibly the bad guys using TWITTER to scan for opportunities to take advantage of areas that they know the police department is tied up with? Must be careful with this new technology. Perhaps the PET group could do their own My Space page? Would that be helpful?

Patti suggested a sub-committee to research social media. LaTisha and Melissa volunteered to help Sonya research these topics further.

Share Time

Armida - water bottles

Cindy - T-shirts, sunglasses, beach balls, chapstick, pails

JoAnn - mugs w/ logo, filled w/ tootsie rolls and a poem, fruit baskets, TC picnic at water park, cake made w/ TC names.

Lydia - tire gauges and stress heads, cups

Lower Rio Grande COG - Working w/ Mexico NENA, new public educators

Kevin - Taking over as Executive Director, introduced them to Red E. Fox. Trauma awareness team educated over 6,000 children.

Heather - banquet, challenge coins, re-addressing of Van Alstyne

Kim - pushing for public education

Susan - cards from kids, cake, 9-1-1 socks, stress balls and lanyards (thanks Alisa) event at Splitsville, press conference

Patti - water bottle, string backpacks, proclamation

Alisa - joint press conference, TC appreciation event at Splitsville, TC PSA (I'm Proud) in English and Spanish, LED Fans, Irving had a great presentation for their city. Annual report, shopping bags, Working on educating city officials.

Sonya - launched public awareness campaign, movie ads (5 weeks), TV ads, radio messages in June, Outdoor campaign (billboards, bus cards, taxi cards), T-Shirts, moving to new office in October. Missing persons class from NENA will be available soon.

Vereda - Wichita Falls hosted a banquet, planning a swim party In Sept, Bags w/ items, e-grips w/ language line message.

Patty C - same as Alisa/Susan, education campaign to promote Denco (postcards), Red mugs w/ invitation to brunch. Has a speaker for a future meeting for VRS.

Terri - 9-1-1 mugs,

Bea - Luncheon, windbreakers, 9-1-1 pen and poem