



9-1-1 Public Educators of Texas 1st Quarterly Meeting
Tuesday, January 24, 2012
Frontiers of Flight Museum - Dallas, Texas

Call to Order, Welcome, Introductions by Cindy Bridges

The meeting was called to order by Cindy Bridges. She welcomed and thanked everyone for attending. The following were in attendance:

Bridges, Cindy	Central Texas Council of Governments
Caballero, Claudia	Smith County 9-1-1 District
Crittenden, Gail	South Plains Association of Governments
Cross, Patty	Denco Area 9-1-1 District
Eskew, Christie	North Central Texas Council of Governments
Issel, Sandy	Denco Area 9-1-1 District
Malone, Charlesetta	Deep East Texas Council of Governments
Noyola, Christina	DFW International Airport DPS
Rodriguez, Susan	City of Plano PSC
Simmons, Alisa	Tarrant County 9-1-1 District
Young, Keitisha	St. Tammany Parish Communications District
Connie Chavarria	City of Laredo
Jeanna Olberts	Emergency Communication District of Ector County
Joanne Gilliam	McLennan County 9-1-1
John Spann	Midlothian / N.E.E.D.
Juan Gomez	Lower Rio Grande Development Council
Kelly Williams	Hurst Police Dept.
Leticia Truex	Potter Randall 9-1-1
Lisa Boss	Midland Emergency Communications District
Patti Davis	West Central TX Council of Governments
Pattie Hannon	East Texas Council of Governments
Regina Ramon	Collin County Sheriff's Office
Robert Gonzalez	Commission on State Emergency Communications (CSEC)

Last Meeting Follow Up (Cindy Bridges)

A new part of the agenda added is to follow-up on the last meeting held. The follow-up from the November meeting, is as follows:

Alisa Simmons from Tarrant County 9-1-1 District was elected to the 2012 Next Generation 9-1-1 Institute (NG-911 Institute) board as the public education representative. This is wonderful news for 9-1-1 educators as Alisa will help to insure that the public education concerns are expressed and discussed.

The committee was formed for the NSI (Non-Service, Non-Initialized phones.) The committee has not met yet, but last week, the North Texas Public Educators were meeting about the media campaign and gave some feedback on the topic. Stickers could be given to the centers that are in charge of cleaning up the phones? The committee will be meeting, to discuss that possibility.

Approval of Minutes (Sandy Issel)

Sandy asked if there were any changes or comments for the November meeting minutes. Charlesetta Malone made a motion to accept the minutes and the motion was seconded by Susan Rodriguez. All were in favor and the minutes were approved.

Website Report (Sandy Issel)

The webmaster was doing a great job in handling the many additions and changes to the site. She negotiated a very good rate with him, as he worked on many different items on the site. The site has been experiencing some problems with registration emails needing to be changed. Sandy appreciates everyone's patience as we make this transition to the new board, new emails, etc. Christie Eskew asked if the webmaster could help decrease the amount of "spam" registrations that come through and Sandy will discuss this with him.

Treasurer's Report (Leticia Truex)

Leticia passed out copies of the treasurer's report and asked for questions or comments. She has changed banks. The PET account will now be at the Bank of America. This change will provide more flexibility and choices with more branches to choose from. The PET group has a Tax ID Number! Pat Ebel established this years ago, and we are classified as an un-incorporated association. Cindy gave Leticia the invoice for the plaque purchased for Vereda Koch who recently retired. Charlesetta Malone motioned to accept the treasurer's report and the motion was seconded by Alisa Simmons. All were in favor and the treasurer's report was approved.

Historian & Liaison Need (Cindy Bridges)

Cindy reports that Vereda Koch, who retired recently, did a very good job at putting together the historical data for the PET group. Although there are a few years where information still needs to be documented, the historical section is started and has been placed on the website. Sandy Issel was doing that role, however, since she now holds both Secretary and Website positions, Cindy would appreciate a volunteer to take Historian over. Charlesetta Malone agreed to take over the Historian position.

We currently have a committee description of "TX – NENA Liaison." That position is really not needed since each PET member is capable of representing the group and can fulfill that need of liaison at any time. Susan Rodriguez made a motion to do away with the TX NENA Liaison position, until further notice. Patti Davis seconded the motion, all were in favor and the motion passed.

Share Time

Cindy suggests that share time be limited to 3 minutes maximum for each person, to eliminate a lot of extra time spent on it. If a PET member would like to share for more than 3 minutes, they are most welcome to do that, and Cindy can put it as an agenda item. Let Cindy know, via email, if you would like to have a block of time, to discuss a new program, new pub ed items, etc. for share time. She will also send reminders prior to the PET meeting, to remind everyone that this is available. Those PET members who participated in share time, are as follows:

Connie Chavarria – Working on the Laredo to Washington celebration. Her organization will be participating in the parade, complete with a float! They will have Cell Phone Sally in attendance, and will give opportunity for the public to view GPS and mapping examples.

Lisa Boss – Is getting new time and carpet in the center. For Christmas, they gave blue polos to the TCs. She has done a few presentations to schools.

Jeanna Olberts - Spring presentations have started. TC week celebrations will include another baseball outing. Last fall, books were purchased on the history of Ector County for the TCs. The new operations manager is on board.

Regina Ramon– Her agency is getting out to the public to do education. They have a deputy assigned to do public education, and are working with him, to educate him, and bring him up to speed with current information.

Patti Davis – Has been involved in re-organizing their filing systems at their organization. NPEF (National Public Educators Form) conference plans are underway and she is very involved in that. She is working on a new tshirt design and is open to suggestions from the group.

Connie Chavarria - Has joined with the Sheriff's office on a Health Fair. One of the deputies dressed up as Red E. Fox. Finished up all school presentations recently. Working on TC week plans now. She is due in March, but may deliver her baby girl in February.

Christina Noyola – Recently her grand-daughter was able to help teach her classroom about 9-1-1 and was very proud to have a grandmother that works for 9-1-1. Christina developed a new, informative brochure that she distributed all over the DFW airport and surrounding businesses. It was very well-received by most people. Each time she went into a business, they had questions, which was very good!

Pattie Hanon – Created a clever Xmas card for their TC's with a little bag of spices in each card that can make a dip. She is getting ready for TC week, and is not sure what they will do yet, as they have no budget. Still looking for a stable, capable Public Education / Training person to join their staff.

Alisa Simmons – Working on bid requests on a very large number of items. Recently got the survey back from Dec. 2009 and results are very helpful with public education needs. She is currently working with the North Central TX Public Educators, developing the media / public education campaign for this year, which will launch in April.

Charlesetta Malone – ordered TC gifts for April 2012 TC appreciation and 2014. For April 2012, she purchased the black 9-1-1 wing blankets. She is currently working with PSAPs to coordinate a two-day conference. Her organization is also getting their mapping software updated and training information to go along with it.

Juan Gomez – Their staff has been reduced from 22 to 17 persons. Each of the staff members is trained and does public education. They recently purchased a big printer/copier that is capable of doing maps. They will charge certain organizations for maps requested, to help make the money back for the supplies, etc. They charge about half of what other agencies charge, because they are not trying to make profit on the maps.

Joanne Gilliam- they are celebrating their 25th anniversary this year. Working on tshirts, and letting the dispatchers be involved, by having a design contest.

Kelli Williams – just getting the ball rolling on public education. Has been out to the area malls and has teamed up with Firefighters. Firefighter discusses their public safety concerns and education and then she discusses the 9-1-1 public education.

Susan Rodriguez – In December, they had their annual awards banquet. She is finishing up school presentations. In March, the girl scouts have a “safety day,” which is a perfect time to make presentations to them. She has teamed up with the Fire Dept. and Police Dept. to make presentations to home schoolers, and has been successful in reaching most all of the teachers/educators / students for that. In celebration of their 25 year anniversary, she will be working on a recycling gift, which includes the re-use of soda bottles. She creates a clever label to go on the bottle. She is a member of the North Texas Public Educators group and is the volunteer coordinator for the TX NENA-APCO joint conference. Please consider volunteering, and see Susan for more information on that. If you would like more information on how to reach the home-school teachers, educators, please ask Susan and she will help you.

Patty Cross - Denco recently did a survey about the newsletter and results showed that the TCs want the newsletter to be filled with pictures, happy news, funny 9-1-1 or upbeat stories. They are less interested in tips about 9-1-1 call-taking. They prefer a digital format, however, not on facebook. There were still enough requests to keep the paper newsletter, so Denco will send it both ways. She is currently working on Denco’s annual report. Each TC received an engraved glass ornament for Christmas this year. Sandy is working on the annual 9-1-1 picnic, held in April and the theme is going to be “family reunion.” We will also be serving BBQ, which is much easier and tastes a lot better at the Austin Ranch, the location where the picnic is held. Sandy will be working with the Activity Director / DJ on incorporating some “minute to win it” games this year.

Keitisha Young - for Christmas, she gave the TCs ceramic angels. The newsletter highlights a dispatcher each quarter. She is working on an open house for the communications district, held next week. Opportunities to meet the board of directors, staff and a tour of the center and EOC are planned, with guest speaker, Marcus Dupree (football player). She will be working with the Fire Dept. and Police Dept. for Mardi Gras and will ride on the Fire Truck in the parade.

Gail Crittenden – Their PSAPs and other agencies in the county inform them of when an event is held and they try to provide for the number of children and adults. They have been successful at having the supervisors attend a meeting every 6 to 7 months, to discuss issues and come up with resolutions. They have implemented new computers in the mapping dept. and are getting updates for the ARC 10 product.

John Spann – Is in the developing stages of Public Education program. He appreciates the help and great ideas he receives from the group.

Cindy Bridges – since the budget was cut, she does not have a public education program, however, she still gives items to the police, fire depts., schools, etc. When a school wants a presentation, she filters them to the agency because she cannot do the presentations herself. They purchased coffee must for April’s TC appreciation gift. She is interested in looking at some designs for a new tshirt.

Christie Eskew – For Christmas, TCs received coffee mugs and she created a video, which featured her daughter in the Cell Phone Sally costume, which was much too large for her small frame. They are not allowed to send actual Christmas cards, so she created the video instead. She has purchased a lot of pub ed supplies, so right now, she is well-stocked and hopefully, they will have money put back in the budget again. Christie is chairing the TX NENA/APCO joint conference this year. She hopes that each and every public educator will attend the conference. She recently sent out her very first annual report and it is fabulous!

Leticia Truex – Is currently developing a facebook page and working on a newsletter. She has 15 events lined up, so far. Elementary and Day care school presentations have been scheduled. She would like to use Cell Phone Sally, for some upcoming events.

Charlesetta Malone - please be sure to make nominations for Public Educator of the Year and Kid Hero! Nominations are due Feb. 11th.

Alisa Simmons - would like the name of a good webmaster. The group referred her to Patrick Brothers and Patti Davis will give her the contact information.

Thanks to Alisa Simmons and Christie Eskew for being our wonderful hostesses for this meeting.

President Minute (Cindy Bridges)

Cindy would like to have a “President Minute” at each meeting, where the group can go over particular items of interest that are important for the group. The topics and discussion are as follows:

Goals & Accomplishments – Cindy distributed copies of the Goals & Accomplishments page. Corrections are needed on the left side of the page, under Website committee – Sandy Issel needs to be added to that, and the Liaison has been eliminated, and can be taken off the page. Patty Cross suggests that the repetitive statement “presenting at conferences” can be condensed down.

Logo Design - The current Logo is very difficult to re-produce. Cindy presented three new design ideas, done by her sister. The group discussed the possibility of moving the 9-1-1 from the state of Texas, to the top of the logo, with Public Educators. The group decided that would be a good change, as most of the members like the original logo best. The members ask the designer to go ahead and come up with a new design, with those changes in mind, and Cindy will present that to the group at next meeting. There are many members interested in getting new shirts done, once the logo is established and a Polo shirt is preferred.

By-Laws & Committee Thoughts –

By-Laws – the PET group does not have established By-laws, and the group is all in agreement, that By-laws should be done. Christie Eskew suggests that the board members come up with a draft to share with the group. Patty Cross will let the group use the TNT established By-laws for reference. Board promises to have a draft by July meeting.

Mentoring - The members looked over the descriptions and it was decided that the Mentoring committee should not be a break-out session, so new public educators could benefit from other break-outs. Mentoring chairperson will be sensitive to the new public educator being from a COG, District or Home Rule City and keep that in mind, when pairing up the new person with a mentor.

Public Education Committee Chair – Newsletters that other organizations put out can be a very good place to put PET news. Jeanna Olberts agreed that she would send hot topics the group is working on, important news about Public Education that is newsletter worthy or any other important information to the editors for placement in their newsletters. If it is for the TX NENA Transfer, please send it to Christie Eskew, as she is the editor for that. Since a lot of TX NENA members are administrative positions, topics such as budget, using social media, etc. are good topics to send.

If the PET members have any other suggestions of changes, additions, etc. to the different committee descriptions, please let Cindy Bridges know.

TX NENA/APCO Awards & Sessions -

Please submit Public Educator nominations to Charlesetta, no later than Feb. 11th. If you had a kid hero anytime during 2011, you can submit that nomination. We have plenty of wonderful people in this group and Cindy expects everyone to submit nominations for deserving public educators. Keep in mind that there are other awards that can be nominated, as well.

Meeting dates & reminders –

April 1st, the TNT meeting is in the morning. The PET group will join in for a joint lunch, with the PET meeting following lunch. Discussion of the registration fees was had, and decided that if you are a member of both TNT and PET, you still must pay the registration fee for each meeting. Everyone agreed that the registration fee for the PET meeting on April 1st is **\$45.00**.

There is a PET meeting scheduled during the NPEF conference on Sunday morning from 9am-12pm. The NPEF (National Public Educators Forum) Conference is being held in San Antonio July 22 – 25th. The conference is held at the Drury Plaza Hotel, located downtown on the Riverwalk. If you are going to the NPEF conference and will arrive on Saturday July 21st, you do NOT have to pay for breakfast on Sunday. If you are not arriving Saturday night, you will be responsible for payment of \$15.00 to cover the cost of breakfast.

CSEC Report (Robert Gonzalez) –

911safety.org is the on-line store for the public education items CSEC provides. You are able to order any time of the year, and your items should arrive 3 – 5 days after your order is complete. There is a new storybook, which is a mini version of the large storybook. Robert may submit the mini book to the book fair of Texas. He is currently updating the social network sites. He does not post everyday, however, he tries to post once a week, on both Facebook and Twitter accounts. He encourages all PET members to post footage of Cell Phone Sally costume being used at events. Pictures are also appreciated. You can post directly to facebook from your Iphone, or flip video. CSEC has a new website – take a look and let Robert know if you have any suggestions.

Newcomers Packet –

Jeanna Olberts would like feedback on the design of the packet. The TAG Team training class that Christie Eskew teaches provides an excellent handbook as a resource for all new public educators. Christie recommends that all new public educators attend her course, however, with budget cuts and no travel allowed, that might not be possible for everyone. Jeanna appreciates any suggestions members have on what to include in the newcomers packet. Can some of the information be placed on the website? Yes, however, not for free. Anything posted on the PET website is done through the webmaster and he must receive payment for those type of changes, additions, etc. When the newcomers packet is ready, Sandy will work with the webmaster, to get it posted to the PET website, under the password protection, of course. Please send Jeanna and/or Connie your thoughts, suggestions for the newcomers packet and they will get started with development.

NPEF (National Public Educator Forum) Conference -

Patti Davis provided more information on the conference: NPEF Conference is July 22 – 25th and is being held at the Drury Plaza Hotel, located on the Riverwalk in San Antonio, TX. You can save \$100.00 on registration if you are registered by April 13th. The opening speaker is Susie Humphries, a very entertaining and powerful speaker from Fredericksburg, Texas. Please go to www.911npef.org for more information and register today! If you are interested in volunteering for this conference, please contact Susan Rodriguez at City of Plano.

Committee Breakouts & Reports

Resource – Robert Gonzalez

We have agreement that we must find cost-effective ways to educate the public. One of the most affordable, is paper products. Some ideas are to sponsor a coloring contact that you can incorporate into a calendar, paper airplane templates, finger flappers and stickers. About 5 years ago, Denco Area 9-1-1 District designed a placemat for kids and distributed them to local restaurants. The placemat had activities kids could do, such as dot to dot, word find, etc. Other issue addressed is 9-1-1 emergency for lost and stolen phones is not an emergency and neither is kids playing with cell phones.

Mentoring

See previous discussion on mentoring information in these minutes

Public Information – Jeanna Olberts

There is a FREE app for the Ipad and Iphone called, “Dial Safe Pro.” The maker of the app has agreed to offer it as a free download to the public. There is a section that teaches the basics of calling 9-1-1. If parents want to teach their kids their own phone number, there is a simulator included. Susan wants to ask the designer if he can change it to ask the question “what is the location of the emergency?” The creator is also working on an Android version which will accommodate android phones, such as Blackberry, Droid, etc.

TC Recognition – Patti Hannon

Efforts to secure community donations was discussed in this breakout. Keitisha sends letters to vendors and Sandy will forward some samples when Keitisha sends them for everyone’s use. Challenge coins for TCs are a good idea. Alisa has a large list of TC Recognition items she will send to Sandy for distribution to all.

Items from the floor –(Cindy Bridges)

The PET booth. We need new ideas. The group thought of using the conference logo as the backdrop for the PET booth. Along with that, we could get a Harley Davidson motorcycle in and have people sit on it, and get their picture taken. You can also get a cardboard cutout, if getting the real thing is not possible. Cindy will try to get a real motorcycle. Perhaps we could get some temporary tattoos made, with the wings logo? Cindy needs a committee to help with the organization of the booth design and all elements. Volunteers for the committee are: Joanne, Lisa, Patti, Susan and Cindy. Any others interested, contact Susan Rodriguez. I

Motion to adjourn was made by Charlesetta Malone and seconded by Susan Rodriguez, all were in favor and meeting was adjourned at 2:40pm

Look for the following, to be send via email from the Secretary to the membership:

NENA Update from Sonya Clausen

Survey Results from Alisa Simmons

List of TC Appreciation gift ideas from Alisa Simmons