

## 9-1-1 Public Educators of Texas



**4<sup>th</sup> quarter meeting**  
**Tuesday October 26th, 2021**  
**10:00 am**

The following people were in attendance:

*Attendee / Agency*

**Alejandro Barrera Jr / Zapata County**

**Amanda Tienda / City of Laredo**

**Ana Ramirez / Rio Grande City PD**

**Andrea Shepherd / Montgomery County 9-1-1**

**Audrey Wilbourne / RC Sheriff**

**Bonnie Barnett / Amarillo**

**Carla Herbert / Sweetwater**

**Carla Lozano / Starr County**

**Charlesetta Malone / Deep East Texas Council of Governments**

**Connie Chavarria / City of Laredo**

**Doug Burks / West Central Texas Council of Governments**

**Eliza Lozano / Zepata County**

**Janie Lopez-Garcia / Brownsville PD**

**Joel Davila / Cameron County**

**Jose Garcia / Cameron County**

**Karla Lozano / Laredo PD**

**Laura Richardson / Alamo Area Council of Governments**

**Leigh McLennan / Bexar Metro**

**Leticia Truex / Panhandle Region 9-1-1**

**Lisa Aguilar / Midland 911 District**

**Luis Ortiz / City of Laredo**

**Nelson Martinez / Roma PD**

**Pattie Hanon / East Texas Council of Governments**

**Rose Martinez / Webb County SO**

**Sharon Brown / City of Houston**

**Silbia Barajas / Cameron County**

**Sonya Clauson / Harris County 9-1-1**

**Susana Cardona / PBRPC**

**Vangie Dovalina / AACOG**

**Zanisha Molina / Jim Hogg**

**Zelenia Alvarez / Bexar Metro**

Call to Order: 10:00 am

- **Welcome** – (Audrey Wilbourne) Icebreaker: If you could be reincarnated as any animal, what would you be?
- **Approval of minutes from (JULY) Meeting** – (Sharon Brown)
  - Charlesetta Malone motioned to approve minutes, seconded by Leticia Truex.
  - 3<sup>rd</sup> quarter minutes approved
- **Treasurer report** – (Leticia Truex)
  - Presentation of balance by Leticia Truex, balance \$4968.87, will have some deposits coming in this week.
  - Award presentation to Charlesetta Malone to Leticia Truex – last meeting due to her promotion. May attend a few more meetings.
- **Election Results** (Audrey Wilbourne) – Announced election results: Pattie Hanon will be new President, President Elect is Leticia Truex. Secretary is Laura Richardson. Treasurer is Bonnie Barnett.
- **My 9-1-1 Shop** – (Doug Burks) changes coming to website as of Jan. 1<sup>st</sup>. More materials and products coming. Activity books have been updated. Transitioning verbiage from call to contact due to text to 911. If having a large event, contact him for travel around the state. 5 events this month. They will bring booth out and/or Cell Phone Sally suit. Take advantage. Door prizes. Stand for Cell Phone Sally can be ordered. Manufacturer in OH that makes stands so that the costume can be inflated on stand instead of worn. Cost about \$400. Inflatable costume is about \$7000. New costume being designed and will be more durable, not as heavy. New costume will cost about \$3500-4000. Josh costume still in the works for boys.
- **APCO Letter Update** - (Audrey Wilbourne) last meeting mentioned APCO letter to request larger presence at convention. Update emails and discussions between Cindy Bridges & Jessica at APCO international, determined that track with APCO International – next conference in Anaheim

(2022) - will leave APCO Int with Empath. Would need more presenters committed. Push this year was because it was in San Antonio. Next year schedule is already set for 2022.

- **2022 Texas Public Safety Conference Sponsorship and Booth** (Audrey Wilbourne) - April 3<sup>rd</sup>-6<sup>th</sup>, will do a booth. Free booth with \$250 donation / half with TNT. Found pods and signage inside storage with two full boxes of giveaways, tablecloth, and signage in storage. Theme is Texas Strong. Think about volunteering for booth if attending conference, assist with setting up and tearing down. Pens, hand sanitizer, “squishy” stuff. Door prizes from booth for raffle in vendor hall? Every year we do gift basket. Around \$250 – last year gave away an Instapot. Possible ideas? Air Fryer or dual – Instapot/air fryer. Thin gold line flag. Mike Auroro makes flags. Tour of Texas wine set with different wines from around Texas or have everyone bring something from their area in Texas to contribute. Andrea (from AT&T) has a winery now. Wine glasses. Contribute basket for Silent Auction? Acquire donations from wineries? Decided to do wine basket will solidify plans at Jan meeting and make commitments for what they will bring/contribute to Tour of Texas basket.
- **Next Meeting date (Tentative) – February 1, 2022 – Frontiers of Flight Museum in Dallas,** different places to meet.
  - 2 meetings in Dallas and 2 in San Antonio proposed. Will send out survey to decide locations for all meetings with all blanks: Dallas, San Antonio, and blank. Surveys may have set locations to choose from or choose from major cities in each region. May give people opportunity to attend that don't normally get to attend.
  - Discussed importance of voting or majority will prevail. Multiple surveys have been completed over the years and came back to Dallas and/or San Antonio. Is anyone able to host or represent for El Paso? If someone is available to host at their agency would also help. Add on survey if they are willing to host.
  - Agenda needs to be packed for the day if people are flying out for meeting. Should be packed full of information. Be mindful of those traveling from long distances and bringing multiple personnel. Houston is one way; Dallas may have layovers. San Antonio is central to almost everyone. In Galveston, Sylvia is able to take 20 to conference.
  - Think about having meetings at conference again? One reason we stopped is because many are also serving on boards and committees, then are in and out. More beneficial to attend for TCOLE credit than for meetings. TNT/PET meetings are combined and then meetings end up being shorter. Also had separate meetings with people still in and out. Conference may not allow opportunity to focus on meeting. What else can we fill our agenda with or highlight things going on in area?
  - Suggestion to have at least one presenter to give information or highlight a product. Discussions about text to 911 video. Having meeting in morning and presenter in the afternoon to create conversation.
  - Flights from the valley are very limited which forces them to leave early because additional flights may not be available, puts them at the mercy of the airlines. Must consider multiple schedules especially telecommunicators. Sometimes members are driving to make it more economical.

- Dallas, Austin, Houston, San Antonio, Corpus Christi – would like to offer more options for more to be able to attend. Go with four options with the majority vote. More difficult to send people to Dallas for some agencies, normally gets attendance of about 25 people.
- Looking at including virtual option for those who cannot physically attend in person. Virtual option would eliminate need for travel. Some fear that virtual may convince agency that travel is not necessary. Virtual makes it difficult for small group participation. Tabling discussion for 11a presentation. 5-minute break.
- Survey to determine venue of all 4 meetings, with responses due by 11/12. Dates for Dallas have been set for 1/31 (TNT) and 2/1 (PET). If Houston, GHC willing to host. If San Antonio, Bexar Metro willing to host. Frontiers of Flight was paid \$250. Options for survey are Houston, Dallas, Corpus, San Antonio and a blank with a space saying that their agency is willing to host. Reached out to Frontier of Flight in advance but we can cancel if another venue is chosen.
- Amanda made the motion and Bonnie seconded to move forward with the survey.
- Dates need to fall in line with previous dates so that other events can be taken into consideration and will not conflict. Currently 2022 PET meeting dates are: 2/1, 5/3, 7/26, 10/25.
  - GHC hosts alliance and sometimes directors' meetings, will need to check dates.
  - Proposed 2/1 in Dallas. Someone will still not be able to attend. Based on support of management, may not always be able to accommodate everyone. Decision must be made.
  - Should survey only include last three dates? Do we want to meet in Houston during hurricane season?
- **Crisis Communication Training for Facebook** – *Carlin Daharsh; US Politics & Government Outreach*  
– *scheduled at 1100*
  - “Communicating During a Crisis: Disaster Response on Facebook”
  - Recommended by Sonya
  - Facebook public policy team
  - To equip us with ability to communicate before, during and after an incident
  - Two principles after a disaster: 1. Information, 2. Community resilience
  - How much individuals rely on Facebook
  - How can governments and first responders use Facebook to communicate before, during, and after a response?
    - Page verification: needs to be verified, set page category to government organization
    - Enable 2 factor authentication
    - Upload a cover photo
    - Publish at least one piece of original content
    - Reach out to concierge
  - Your page must be blue badge verified to participate
  - Enroll personal profile - monitors for potential hacking
  - Tools for Disaster Communication

- How you have leveraged them in the past
- Pages – two-way communication channel and allows you to engage with your audience, post frequently with relevant and timely information
- Social media policy stating what will and will not be tolerated
  - Pro-tips to consider use call to action buttons, like and follow similar Facebook pages, share disaster preparedness tips and contact information, use the About section to outline your organizations missions, vision and values, and use hashtags
- Page post – provide real time updates, including actions of first responders on the ground; inform people on how to access relief and aid; engage the community in recovery efforts; promote and support emergency preparedness and awareness activities
  - Page posts are the primary way for your organization to communicate with the people in your community
- Pinned post
- New comment moderation tool – option to decide who can and cannot comment on post
- Posting strategy
  - BEFORE – create a content calendar. Focus on educating your community on how to prepare for a disaster.
  - DURING – Stay connected to your followers. Go Live, share time sensitive information, pin a post, and frequently respond to questions and comments. Have a realistic and pragmatic plan in a crisis.
  - AFTER – post clear information about where community members can find official information, receive aid, or help in the community’s recovery efforts. Do not forget to post after to thank people for their help and assistance. Post where community members can find relief and aid, where to go, etc. Don’t leave people hanging.
- Consistently create engaging content
  - Optimize for discovery. Engage. Lean into trends.
  - NOTE: Do not use more than three hashtags or you may be flagged for spam.
  - Take advantage of things like National Preparedness Week, let other people do the work for you and just jump into it where you can.
- Groups for pages
  - Create public or closed communication channels, connect group members to collaborate on projects and share documents, organize volunteers, tasks, and relief efforts, communicate with strategic partners and agencies.
- Understanding roles of Administrators vs Moderators
  - Adding, removing people, or deleting the page

- Let people be moderators to keep the conversation going, rewards users and creates a sense of ownership
      - Group pro-tips: invite new members to introduce themselves, ask questions, share exclusive content, create recurring posts, comment on posts by members.
    - Facebook Live – broadcast to your followers in real time to share official emergency guidance
      - Notifications go out to engaged fans
      - 10x more comments while live
      - Boost your live while live or after, exclusive for verified pages
    - When should you go live?
      - Behind the scenes, hot topics, real time updates, Q&A, interview
    - Events: used to bring community together for a common goal. Raise awareness. Create and promote donation/volunteer opportunities. Coordinate relief and recovery efforts.
    - Photos and videos used to communicate the severity of emergency situations. Increases community’s understanding of first responders’ roles and duties. Have a live strategy. Just needs to be real and informative.
  - Messenger – great way for people to reach out when phone lines are down, but internet access is uninterrupted. Receive and share time-sensitive information. Create message templates for common questions during and after a crisis.
  - Crisis Response Tools
    - Exclusive for state and local responders – Local alerts used to communicate urgent information to users on the platform. Think: urgent, actionable, timely, local.
      - Pops up in notifications, news feed and news tab.
      - Only available on desktop currently. Unable to post on mobile phone.
  - Safety Check – people in an affected area are prompted to go to Safety Check to let friends and family know they’re safe. People activate Safety Check. Add link to safety check page.
  - Will send information to Laura for dissemination to PET group. Presentation not recorded due to rate of change, may be outdated soon.
- LUNCH – Door prizes and cake cutting (Charlesetta’s cake)
- Breakout Groups
  - *Resources with Doug Burk*
    - Discussed items for adults vs children. Flashlight magnets. Brought up waterproof Ziploc bags for storage. Pill cutters for those who take medication. Requests for combs and nail files. Fingerprint kits for elderly. Recently ordered seatbelt covers – customizable? Pamphlets to store credit card information?
    - Ordered items for elderly – openers for cans and water bottles
  - *Public Information with Sonya Clauson*

- Discussed idea for public information, if you see something that might be helpful to know please share it. Make sure everyone is staying informed. Get on PETS email list. Two social media groups: (private group) Public Educators of Texas and (public page) 9-1-1 Public Educators of Texas.
    - Greater Harris County page
    - 3G phones are going away soon. Two agencies have shared news about it. Tarrant County posted about it. Not enough data from office yet. Phone service may be going away for some. 3G will lose cellular service in 2022.
      - Possibly affects elderly that use medical alerts, need to reach out to vendors.
  - *Communications with Bonnie Barrett*
    - Did not breakout.
  - *Telecommunicator Recognition with Leticia Truex*
    - TC recognition, Laura ordering ornaments with candy inside. Patti giving away red jackets with logo on it. Talked about BBQ apron with grilling utensils. Baskets with goodies. Hoodies and duffle bags, etc. Shirts, scarves, gloves. Something to make them feel appreciated with budget in mind. Audrey mentioned Door Dash or Uber Eats subscription to make it cheaper for employees to order food. Blankets, heaters, fans, etc. Email ideas to Laura – will send it out to everyone.
    - Christmas & Telecommunicators Week – plan ahead
  - *Mentoring with Lisa Aguilar*
    - Met with Alex with Zapata County, fall festival coming up. List of slogans. Joined groups with Telecommunicators.
- **Share Time – 2 minutes**
  - Patti Hanon shared that her organization ordered a lot of stuff. Ordered captain's chairs and popping plates for stress relief. Also ordered clear bags for football stadiums. Ordered lunch bags as well. If interested, will send list of items ordered from DJ's print promos, Alicia Simmons.
  - Charlesetta Malone hired new 911 Promo Specialist to take over ordering products from Doug Burks. Making transition to director. Office building caught fire. 6 months to a year for repairs. Expecting adverse weather, cold front. 60-70 miles per hours winds.
  - Laura Richardson concentrating on getting back into normal groove of everything. Looking at ordering different things. 7 PSAPs. Wanting fresh ideas. Busy now and trying to stay in close contact with PSAPs.
  - Susana Cardona recently moved PSAPs to ESI net platform. Purchased new CPE equipment and backpacks/masks/hand sanitizer for telecommunicators. Positive Promotions and Ad Tech Promotions. Pub Ed and Halloween bags provided. Encouraged to speak to neighborhoods and ask if they wanted to start a parade for the kids. Have everyone drive by and pass out candy instead.
  - Carla Herbert has not moved back into the classroom yet, did not have National Night Out. Pattie came up with "sunshine" boxes that can be filled with water, Kleenex,

goodies, etc. That will be sent out to telecommunicators in need. Sent out to those in your region.

- Doug Burk advised Pattie making transition out of Pub Ed and into Finance. Did participate in National Night Out. Attended event in Earle, TX, Brown County with about 70 people in attendance with different abilities.
- Joe Garcia no public events because of COVID but they are providing materials to those doing events. No one in office has gotten ill. Cutover tomorrow. Working on artwork for text to 911.
- Ana Ramirez did have drive-thru National Night Out, had some backpacks to give out with other supplies. Did coffee with a cop for the first time. About to have Trunk or Treat event tomorrow. Keeping safe, no one with COVID in department.
- Leigh McLennan has not really done anything due to COVID. Helping get CALEA certified. Starting program in deaf community.
- Rose Martinez at South Regional 911 working side by side with Laredo. Also did backpack distribution. Able to go to the schools but not able to interact with the kids. Sometimes deputies help. Only 300 this year. Difficult to get back in. Did not participate in National Night Out.
- Karla Lozano has not done any outreach, usually done through regional office.
- Carla Lozano has not interacted with schools, distributed backpacks. Planning to go to Trunk or Treat.
- Nelson Martinez advised county is very strict right now on social events. Doing Red Ribbon week. Presentation had to be cut short. Unable to interact with kids. National Night Out was curbside, over 300 in attendance.
- Silbia Barajas distributed 4000 backpacks in total. Great outreach. Did drive by event that they were able to give out 1000 alone. National Night Out at arena, most done outside. Requested Cell Phone Sally but not able to do it yet because they don't want anyone wearing the suit. Ordered executive pens, notebooks, headphones, etc. Made bags with logo for the same price. Light up fans.
- Alejandro Barrera planning Pumpkin Patch, with state and federal partners. Fall Fest tomorrow. Next week coffee with law enforcement including local sheriffs, Tx Dept Public Safety, etc. Busy next few weeks.
- Zanisha Molina advised had backpacks to give away but did not have a big turnout. Completed first National Night Out in person, planned within a couple of weeks, had a good turnout. Trunk or Treat is tomorrow. Following week is homecoming. Then Christmas will be the next event.
- Bonnie Barrett at Amarillo 911 did public events all summer. Some days two events. Did not have any issues. Shut down middle of last month due to being shorthanded. Police department lost 2 sergeants to COVID in last few weeks.
- Sonya Clauson still working remotely until one more week. Staff has been taking a lot of precautions. May only come to office on their scheduled week but are transitioning back as of Nov. 1<sup>st</sup>. Not a lot of requests for materials but they are starting to pick up. First event attended was hosted by Spring Fire Dept. Called Spring into Safety. Ordered a new



tent with logo and messages. 10x10 popup. Available for use at events. Opened three new secondary call centers. 9-1-1 day was late getting materials out. Shipments are delayed, beyond vendors control.

- Lisa Aguilar advised fire department did trunk or treat already, police event is coming up. Did roll up blankets for 911 day. Added questions to Facebook group page to ensure new people have their email on file with group.
- Audrey Wilbourne advised they are just starting academy at once a week for three hours incorporates pub ed into presentation. No National Night Out, Trunk or Treat on Friday. Having Safety Town in fall, but it was canceled due to COVID. May still have event in the Spring – tentative.
- Any other new business? Finished giving out door prizes.
- **Adjourn** - Motion to dismiss by Laura Richardson, seconded by Lisa Aguilar. Motion carried. Meeting adjourned at 1415.