



**9-1-1 Public Educators of Texas 4<sup>th</sup> Quarterly Meeting**  
**Tuesday, November 15, 2011**  
**Frontiers of Flight Museum - Dallas, Texas**

**Call to Order, Welcome, Introductions (Susan Rodriguez)**

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

|                     |   |
|---------------------|---|
| Boss, Lisa          | Midland Emergency Communications District     |
| Bradfield, Joahanna | Sherman Police Department                     |
| Bridges, Cindy      | Central Texas Council of Governments          |
| Brown, Michelle     | Friendswood Police Department                 |
| Caballero, Claudia  | Smith County 9-1-1 District                   |
| Clauson, Sonya      | Greater Harris County 9-1-1 Emergency Network |
| Crittenden, Gail    | South Plains Association of Governments       |
| Cross, Patty        | Denco Area 9-1-1 District                     |
| Eskew, Christie     | North Central Texas Council of Governments    |
| Frisk, Pam          | Panhandle Regional Planning Commission        |
| Gilliam, Joanne     | McClennan County 9-1-1 District               |
| 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    |

**Approval of Minutes (Susan Rodriguez)**

Susan asked if there were any changes or comments for the August meeting minutes. Patty C. made a motion to accept the minutes and the motion was seconded by Alisa. All were in favor and the minutes were approved.

**Treasurer's Report (Christie Eskew)**

Christie passed out copies of the treasurer's report and asked for questions or comments. Charlesetta motioned to accept the treasurer's report and the motion was seconded by Cindy. All were in favor and the treasurer's report was approved.

**Website Report (Sandy Issel)**

Sandy stated that the webmaster was doing a great job in maintaining the website. They did find error on the website, a date was wrong in the historical section, so she will look into obtaining the original documents to correct the error. She'll contact Vereda to assist in correcting the error. The new webmaster was referred by the former webmaster, Mark Payne.

**Election Results (Cindy Bridges)**

Cindy revealed the results of the election for the new PET Board and Committee Chairs for 2012-2013. The results were as follows:

**Committee Chairs:**

Resource – Pamela Frisk (Panhandle Regional Planning Commission)

TC Recognition – Pattie Hanon (East Texas Council of Governments)

Public Information – Kenneth Ennis was elected, but since he was no longer with the COG, Jeanna Olberts (Ector County 9-1-1 District) will serve as the chair

Mentoring – Connie Chavarria (City of Laredo)

**PET Board:**

Secretary – Sandy Issel (Denco Area 9-1-1 District)

Treasurer – Leticia Truex (Potter-Randall 9-1-1 District)

President-Elect – Christie Eskew (North Central Texas Council of Governments)

President – Cindy Bridges (Central Texas Council of Governments)

She congratulated the newly elected board members and committee chairs. She also thanked everyone for their participation and looked forward to the upcoming year. She also presented gifts to the current PET board and thanked them for their hard work and effort.

**Share Time**

**Cindy** – Her public education program has been completely eliminated. She has public education supplies available for distribution, but they will not be replaced at this time. She still has a TAG team, does press releases, has a travel trunk available for use by the school. She will not make any presentations at the schools. She will buy TC appreciation gifts for the dispatchers for TC week in April 2012. She bought coffee mugs.

**Christie** – She's been working on the 2012 Texas NENA/APCO joint conference. She is the Conference Chair. The conference will be April 1-4, 2012, in Dallas at the Fairmont hotel. Additional information can be found on the Texas NENA website. Her 9-1-1 Public Education Academy and TAG team are still operational. She was able to buy TC gifts for September 11<sup>th</sup> and each telecommunicator received a big cooler bag. She's already purchased a holiday gift and a TC appreciation gift for April 2012. Christie stated that because of budget cuts, any agency requesting public education supplies had to attend at least two TAG team meetings a year, or attend the Public Education Academy and report to her the numbers of how many people were reached. The numbers have increased tremendously. Sandy asked if community resource officers were a part of her TAG team? Christie responded yes. Patty C. asked how she manages her inventory? Christie stated that she has an excel spreadsheet. Christie stated that she was asked to do a presentation at a Social Media Conference at Tarrelton State in Stephenville, Texas. She's also doing NG911 education for legislators and emergency management. Patty C asked if she would do a presentation for the group and she stated yes.

**Claudia** – She's doing a lot of public education programs at daycares. For the Sheriff's office, she's doing their Junior Deputy program. She wants to attend the Public Education Academy taught by Christie.

Christie stated that she will let her know when the next academy date is scheduled. Claudia was also interested in obtaining a spinning wheel for use at public education events. Patty C. advised her to look at the Trainer's Warehouse. She also discussed a local event she attended in her area.

**Pam** – She was excited that her boss was on board and supportive of her public education efforts. Her robot, Andy the Ambulance has been revamped and now has an mp3 player, new paint job, and LED lights. She will be participating in Shamrock Texas in her area in March 2012. She has a training website, a blog, agency website for maps ([www.panhandlemaps.com](http://www.panhandlemaps.com)), and will eventually create a public education site.

**Gail** – She ordered public education items at the close of their fiscal year. She distributed Cell Phone Sally posters to her PSAPs, as well as materials to the schools. She purchased sling type bags for TCs, coffee mugs, and t-shirts.

**Joahanna** – She was excited and thankful to her supervisor for getting her involved in public education. She will conduct her first presentation in conjunction with TC week 2012. She has letters drafted to present to her council. She's also sending letters to vendors and businesses to underwrite some of her projects.

**Christina** – She's working with the employees at the airport on radio etiquette and 9-1-1 public education and still seeking ideas to implement. Susan will provide her information on business education items. She's working with some of the foreign speakers to say their numbers. Patty C suggested using bilingual volunteers. Christina stated she had some but they were only available by telephone. Christie asked if the employees had to have a safety class or safety hours as part of their ongoing training? 9-1-1 would be a great resource to satisfy this requirement or include it during employee orientation. Patty C suggested using the advertising billboards in the airport or other digital media used to display 911 messages for the travelers. Alisa and Sonya went to Orlando in October and in the airport they saw 9-1-1 messages about reporting suspicious bags. They suggested to use short, simple messages, possibly 3-4 bullet points.

**Lisa** – She did a joint presentation at the SAAFE house. For 9-1-1 day, they had a luau themed event, "Whether the surf's up or down, 9-1-1 is still around." During the event, they gave the TC's tumbler cups and shirts. She's also doing a presentation for a church.

**Alisa** – For 9-1-1 day in September, she gave the TC's an auto car shade with the phrase "Help Us Help You Stay Cool - Know Your Location." She received an email from a PSAP noting that a Facebook user had been posting suicidal posts and wanted to know if there was a specific number to contact someone at Facebook on these type issues? Alisa read the email she sent to Facebook and the response she received from Facebook. A form was found and sent to Facebook, but they've received no results as of yet. Sonya stated that as part of the NENA's Operations group this was one of their projects, to have the contact information for these various social media sites. Patty C discussed the exigent circumstances form for landline and wireless.

Alisa and Christie are doing a survey again to see what people know, understand, think, feel about 9-1-1. The cost is \$30,000 and the number of people to be surveyed will be 800 people. The last survey

included 1,000 people. One of the questions to be included in the survey was can you get help if you post your emergency on Facebook? The questionnaire should be finalized soon. Alisa and Patty C. had a media relations event regarding the testing of the National Emergency Alert System. She's a candidate for the NG9-1-1 Institute Board for Public Education Representative, so please vote for her. Sonya discussed information on filling out the ballot on the E9-1-1 website. She will send out an email. Alisa stated that her purpose was to influence the legislators and keep them informed about 9-1-1. Patty C stated that she attended a 9-1-1 Overload Workshop and there were many issues on 9-1-1. She focused on the fact that 9-1-1 needed a national public education message similar to the "Click it or ticket" message. She suggested the need to use our vendors and associations to work together to be heard as one voice. It's a big initiative. We need a national advertising campaign. Alisa stated that she also teaches a class for Ball State University to PSAP managers on how to deal with the media.

Alisa informed the group that Vereda Koch was retiring. Vereda has served as Past President, Historian, and was one of the founding members of the PET group.

**Sonya** – She's been contemplating whether or not to do social media through their agency. She wants to keep their website relatively timely and provide informational tips. Michelle Brown assisted with creating a cookbook for distribution to TC's for 9-1-1- day in September. She sent a letter to the PSAPs requesting recipes to include in the cookbook. She formed a committee and everyone entered their own recipe(s) online. Morris Cookbook was the vendor. She's looking for something to purchase for TC week in April 2012. She's working on the NENA committee with Patty C on using Video Relay Services. An Abilities conference was held with over 2,000 participants and flyers were passed out. Her office was also looking to have texting capabilities available for the deaf community first in the PSAPs they serve.

She has a TAG team and she gave them incentives. She wants to get the public education material order form online to make it easier to process and to help with inventory control. She's working on recruiting more educators to participate in the TAG team. She did several news releases about the National Emergency Alert System testing. She worked with the Joint Information Center.

**Michelle** – They had an open house with the fire department and ID kits and a DNA swab were done for the kids. They had a Halloween in the Park, and a flyer was distributed on the proper use of 9-1-1, which also included some adult public education.

**Sandy** – For many years, Denco has paired-up with the Fire Safety Clowns and provides the take-home gift the children receive at the end of each show. The public education item is designed around the theme of the show. This year's theme was "Pirates" and the message was "Arrrrrgh, 9-1-1 Needs to Know Where to Go – Always Know Your Location!" A gold challenge coin from a large treasure chest was the children's gift, designed with the Lewisville Fire Dept. patch design on one side, and the Denco Logo with "Always Know Your Location" on the other. In August and October, Denco participated in the National Night Out program and distributed glow in the dark silicone bracelets. Denco borrowed a safety page idea and had them printed for all area Fire Departments. Denco took part in the group purchase from Cindy Bridges for the colored pencils and used the message "Stay Sharp, Know Your Location." In her area, they have numerous bike rodeos and many times, they use safety pages, bike stickers and anything reflective. The learning units they have available for use in 9-1-1 public education efforts have been frequently used in the schools and both the teachers and kids enjoy it.

Denco created a new t-shirt with the slogan “Deep in the Heart of Denco Area 9-1-1 District.” For their TC fall appreciation event, a Murder Mystery Black Tie Dinner was held. All guests were given a drawstring bag with an auto safety kit inside. Sandy also reminded the group that AT&T gives special permission to 9-1-1 for the use of their “Texting, It Can Wait” video, which sends strong messages about not texting while driving, and includes several powerful interviews from a State Trooper who has witnessed tragedy, first-hand and families who have lost loved ones because of texting while driving. This video can be played in conjunction with “the 9-1-1 Drive,” a video which reminds young drivers (and passengers) to always know their location, when out driving.

**Joanne** – She’s been very active in the schools seeing over 2,000 students in October. She’ll attend a Chief’s meeting in December. She’s had a request to do a presentation from a local council of the deaf . agency. She participated in the National Night Out program and continues to participate in community health/safety fairs. She will start placing public education billboards. Her agency will also celebrate its 25<sup>th</sup> anniversary on April 21, 20102. They will host a party at the zoo.

**Keitisha** – She’s fairly new with her agency - two months. She’s made presentation to over 200 seniors and 2,000 children. She’s putting together adult classes so they can come in and ask questions and find out the correct information. She participates in Homeowner Association (HOA) meetings. She’s planning an open house for their district for the community, which will provide the public an opportunity to ask questions on what they do. She’s also wants to purchase TC appreciation gifts for TC week and needs some ideas/resources on what to buy. Cindy will provide the link for access to the resource manual. She ordered ten puppets she uses to conduct 9-1-1 presentations for disabled children. She also requested presentation ideas for all target ages.

**Susan** – She participated in a Crime Stompers dance, National Night Out, and distributed trick or treat bags. She also participated in the National Emergency Alert System press conference held in Arlington in conjunction with the North Central Texas COG, Tarrant County, Denco Area 9-1-1 District, and City of Dallas. Tip sheet, facts. They also partnered with emergency managers in their area because of the potential for a mass influx of 9-1-1 calls. The Spanish television station participated as well. The public education efforts for the EAS testing received a lot of media coverage with 78 hits on different news cast. The main focus of the message was to be prepared and don’t call 9-1-1, it was only a test. A media kit was also prepared for distribution. An awards banquet will be held December 2, 2011, in conjunction with tree lighting ceremony. She’s also working on the NPEF conference and the NENA public education committee for special needs.

**Charlesetta** – She’s working on possibly hosting a regional telecommunicator training conference in her region. She’ll be looking for ideas.

#### **Cell Phone Sally Stand-Ups (Alisa Simmons)**

Alisa showed a sample stand up display of Cell Phone Sally and Red E Fox that she’s will order to display 9-1-1 tips. The displays will come with a literature holder and are made of gator board. She asked for input from the group to improve the look of each display. One suggestion was made to add a thought cloud to Cell Phone Sally with 2-3 tips. She has not decided if she will do a two-sided display. The cost for one-sided stand ups with a quantity of 25-100 was \$127.00 each; two-sided was \$158.00 each, plus shipping and handling. The cost decreased to approximately \$87 with quantities over 100 for one-sided

and decreased to \$116 for two-sided. Once she gets ready to order, she'll send out an email to see if other PETS would also like to order. She will order 50 for her use.

### **NSI (Non Service Initialized) Public Education (Alisa Simmons)**

Alisa has created a bilingual informational card with tips on inactive cell phones to distribute, as a result of an email request for information on NSI phones. She showed a sample of the card and asked for input on possible changes. She received several suggestions on a few minor changes, which Alisa noted on her draft printout.

She also needs a powerpoint that addresses the issues/concerns/tips for the recipient of an NSI phone and one for the person donating the NSI phone. In addition, she also needs to develop distribution points. Susan stated that a committee needs to be formed to address the issues/concerns for NSI phones. The volunteers for this committee include Alisa, Keitisha, Michelle, Susan, and Sandy. If anyone else was interested, please email Susan at [susanro@plano.gov](mailto:susanro@plano.gov).

### **Committee Breakouts/Reports**

#### **Resource**

Pam will obtain information from Cindy for the resource manual. She also asked those with new product orders to send in their resource sheets.

#### **Mentoring**

Christie met with Keitisha and Johanna and suggested they attend the Pub Education Academy and remain active in the PET group.

#### **Public Information**

Alisa talked about the need for more positive recognition and media coverage. A new NENA magazine, The Call, was developed and its third issue (Spring issue, possibly March 2012 ) will focus on public education and training. If anyone has an article they would like to include to please submit it to NENA. Please note that the article must be in APA format. The group also talked on the EAS testing on November 9, 2011. She contacted her PSAPs and their response was that they did not have an increase in call volume. As a matter of fact, they did not get any calls from the public regarding the testing. Alisa attributes this to the extensive national media coverage as well as their local area press conference.

#### **TC Recognition**

Sandy stated the group discussed agencies that really weren't enthusiastic to recognize their TCs, how to recover from low attendance events; providing surveys to people to assist in gathering information, and the difficulties of buying items in sizes.

Discussion was also held on GPS capabilities on wireless phones. A female caller had inquired as to why the Icloud application could track her if she were logged in to her account, but she could not be tracked if she called 9-1-1?

#### **Hostesses/Date for Next year (Susan Rodriguez)**

**January 24, 2012**, is the next PET meeting date in Dallas at the Frontiers of Flight Museum; hosted by Alisa Simmons and Christie Eskew

**April 1, 2012**, from 1:00pm – 4:30pm for PETS in Dallas at the Fairmont Hotel. The 9-1-1 Trainers of Texas will meet from 8:30a.m. – 12:00p.m. The two groups will have lunch together. The meeting will be hosted by the PET Board .

A discussion was held on the pros/cons of meeting in July at the NPEF conference, which mainly focused on cost effectiveness. Would your agency allow you, as a PET, to attend the NPEF conference which focused solely on public education, and then the next month allow you to attend a PET meeting? The PET meeting could be a part of the conference.

**July 22, 2012**, in San Antonio, Texas, at the Drury Hotel; hosted by Susan Rodriguez and Cindy Bridges.

**October 23, 2012** in Dallas at the Frontiers of Flight Museum; hosted by Patty Cross and Sandy Issel. Christie also suggested scheduling the 2013 meeting dates during the PETS January 24, 2012, meeting.

#### **CSEC Report (Susan Rodriguez from Robert Gonzalez)**

CSEC is accepting artwork usage requests from the Council of Governments. Interested entities need to send Robert Gonzalez an e-mail ([Robert.Gonzalez@csec.texas.gov](mailto:Robert.Gonzalez@csec.texas.gov)) requesting for an agreement to be provided. Entities making the request will need to provide a signature from their executive director on the agreement form. CSEC in turn will send out a signed agreement from their executive director.

A reminder that CSEC now has a new site for ordering materials. The website is: [www.911safety.org](http://www.911safety.org) If you still need a username/password contact Robert. CSEC no longer has specific order periods, you may order at any time and products will ship out within 5 business days. If there is a delay on a product then you will be contacted with an update. Go online to view the new items available which include, a Mini 9-1-1 Story Book, pencil sharpeners, hand fans, and decals with Kid Friendly Keith as well as Josh.

The 2<sup>nd</sup> Annual National Public Educator's Forum (NPEF) conference will be held July 22-25, 2012, at the Drury Hotel in San Antonio, Texas. The hotel is within a block of the Riverwalk. The NPEF Conference registration page will be up soon with early bird registration available. A welcome reception will be held on Sunday and conclude with a luncheon on Wednesday. Don't forget to join the NPEF Facebook page.

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

Sonya stated the NENA Committee had a conference call on November 7, 2011 with discussions held on the following:

- National Emergency Alert System testing
- The continued efforts of the 9-1-1 Education Coalition to create a national 9-1-1 message. The one currently being used is "9-1-1 the number the know." Additional information can be found at [www.know911.org](http://www.know911.org).
- 9-1-1 education for special needs for both children and adults, led by Dee Walchley

- NG9-1-1 education and how it will impact the calltaker and what information needs to be provided to the public.
- Social media standards

The NENA Development Conference (NDC) will be held February 5-8, 2012, in Orlando, Florida. Every aspect of the conference focuses on technical and operational issues. It's a real working conference with face to face interaction and a discussion on various topics and sharing of ideas. As a result of the conference, new public education messages and standards are developed. The conference will not have different tracks, as in the past, but each session will include public education as a component.

Two of the topics that will be intensely discussed are social media and new technological devices. An OID (Operational Information Document) has been developed, which currently only has human resources information. During the conference further discussion will be held on social media which entails:

- Personal use
- PSAP public safety to the public
- Alerts
- Disasters
- Data mining
- Public to public use
- Public to PSAP.

Sonya also stated the NENA summer conference will include increased public education sessions. The NENA website has been revamped.

#### **9-1-1 Logo Use (Sonya Clauson)**

Sonya discussed the development of the GHC 9-1-1 logo and the previous authority given to various PETS/agencies to use the GHC logo for 9-1-1 public education efforts. Over the years, the logo has taken on various formats and she wants to ensure the integrity of her agency's logo. She will send an email out detailing the proper usage of the logo along with a blanket authorization letter. It's been redesigned in different formats and authorized colors. A CD will be distributed which provides the appropriate information.

#### **Other Business (Susan Rodriguez)**

Susan asked if there was other business that needed to be addressed, any further questions or comments. There were none and the meeting was adjourned.