



9-1-1 Public Educators of Texas
4TH Quarterly Meeting
November 4, 2014
Frontier's of Flight Museum, Dallas, Texas

Meeting called to order at 10:06am

Opening Activity- Let's Play Clue- Cindy Bridges and Andrea Wilson

Approval of minutes – Pamela Frisk

Both dates of April and July 2014 meetings were completed and submitted to the PET group for approval. Patty Hannon made a motion to approve both sets of minutes and Leticia Truex seconded.

Treasurer's Report – Leticia Truex

Leticia distributed a copy of the treasurer's report. She asked for any questions, there were none.

9-1-1 President's Update-Charlesetta Malone

*Update of Bylaws-Cindy Bridges will present the bylaws. She was not at the meeting yet, but on her way and will submit the updates when she arrives.

*Appointment of President-Elect (90days) Will make an appointment after 90days to make sure that Sandy Issell is not back working for 9-1-1 Public Education.

2015 Meeting Dates:

- February 10, 2015 - Dallas at FOF Museum Hosts: Lisa Aguilar and Joanne Gilliam
- April 19, 2015 - Galveston at TX APCO/NENA Conf (Networking Lunch w/TNT) Hosts: PET Board
- July 28, 2015 - Dallas at FOF Museum Hosts: Sonya Caluson and Andrea Wilson
- October 27, 2015 - Dallas at FOF Museum Hosts: Susan Rodriguez and Kelly Williams

9-1-1 Program Considerations/Updates-Kelly Williams

Susan Rodriguez, Andrea Wilson, and I were at a PIO seminar together last week and we talked about some realistic ways to possibly update our education program and we wanted to share:

First, we need to consider the technology changes that we are all facing, namely Text to 9-1-1. Together, we thought it *probably should not cost too much* to add in a small chunk of information on when, how to utilize Text to 9-1-1, and that the service is not available everywhere at this time into the current Cell Phone Sally video. By adding this into the video, it stimulates an opportunity for the educator to set the stage right for what is happening in their particular community. This is a hot topic and one that is not going to go away that we need to be addressing with our audiences, young and old.

The second item that we talked about was the need to do a facelift on Sally and change up a few “cosmetic” items. Technology has changed a lot since her last update in 2010 and Sally now resembles an “old” flip phone. The talk was to make her look more like a smartphone with a large screen and a home key button. The local TAG Team also expressed some concerns about Sally’s pink color not being gender friendly and possibly give her a more red hue. This facelift comes at a pretty good time as we are working on the creation of the Cell Phone Sally App and a securing a new costume provider.

We, our TAG Team, has even tinkered with the idea of adding a whole new character for our 9-1-1 Public Education Family. We realize this will entail a lot of work, time, and the use of focus groups to incorporate this character into our 9-1-1 family. Just something to toss out there and see how the PET group feels.

Discussion over: Would PETs be interested in working together to roll out a Texas wide media buy campaign? This could run in April and help promote our 9-1-1 Education Month.

Update of Bylaws-Cindy Bridges

Cindy submitted copies of the bylaws with some updates for the members to look over.

Communications Report/Website Update – Cindy Bridges

Committee Breakouts and Reports:

Resource – Andrea Wilson

TC Recognition- Joanne Gilliam

Public Information – Melinda Crockom

Mentoring – Susan Rodriguez

Lunch- (Thanks to our Hostesses, Cindy Bridges and Sandy Issel)

CSEC Report/ Public Education Committee Update – Melinda Crockom

August 27th MLTS workshop in Austin- stay tuned for more.

April PSA contest winner was Cedar Park Police.

CSEC created a PSA video featuring CPS dancing to one of the 9-1-1 songs we had created. If you have not had a chance to check it out, please do!

The CPS app initiative is live on GoFundMe. We are hoping to get some big sponsorship secured but in the meantime, please share with constituents and donate so we can reach our goal. We currently have raised \$200. www.gofundme.com/cellphonesallyapp

Working on putting together the public education training video for those who cannot attend the training provided at the NCTCOG headquarters. Stay tuned!

Public educator of the month for June was Susan Rodriguez and July was Charlesetta Malone.

Hoping to have a new CPS costume available within the next few months through my911shop.com.

Working on a Flat Stanley initiative will have more info at next meeting.

Girl Scout Gold Project- Lauren Alexander and Beth English

Lauren will be presenting marketing on Smart911 with Beth.

Share Time-

Nena Pub Ed/Training Update- Sonya Clauson

NENA Education committee update:

The NENA conference held several great sessions including a few on public awareness of 9-1-1. In particular, Sherri Powell moderated a panel of representatives from areas who have implemented texting and they discussed their awareness plans so far.

MLTS is a high priority with FCC. More to come on that soon.

The NENA website is going to be reformatted slightly to more clearly list resources for 9-1-1 entities. Sonya will send this when it is updated. In particular we wanted to remind you that there are some available resources for text to 9-1-1 that includes SOPs but also some educational tips for the media, etc. Also some more are being developed soon including FAQs, news release templates, and more.

ASL video – A video is being developed to educate the deaf community on text to 9-1-1.

NENA Development Conference – October in Orlando – October 5-8. This is an opportunity for 9-1-1 professionals to work together to develop resources, and more. In particular the educators and trainers will be working on training standards, and enhancing public ed programs in particular for texting and NG.

9-1-1 Institute Update-Alisa Simmons

The NG9-1-1 Institute is in rebuilding mode.

The institute board has recently hired a new executive director, Kim Robert Scovill.

Board members and Kim are recalibrating and restructuring the NG 9-1-1 Institute in order to get back to its original mission - to educate and engage members of the congressional NG9-1-1 Caucus on Capitol Hill. To that end, we've scheduled a Technology Fair which is designed to heighten awareness about NG9-1-1 for members of congress and their staff.

This NG9-1-1 Capitol Hill Technology Showcase takes place as follows:

NG9-1-1 Capitol Hill Technology Showcase

Rayburn "Gold Room" - RHOB 2168

Tuesday July 22, 2014,

9:00AM to 3:00PM

Presented by the NG9-1-1 Institute

in cooperation with iCERT

Indoor Location Accuracy

Text-To-911

Product / Service Demonstrations

Learn from Industry Experts

Latest Developments in NG9-1-1 / Public Safety

Intrado, Motorola Solutions, NextNav, Cassidian,
TeleCommunication Systems, Rave, & beamCitizen

Distinguished Speakers:

- *Adm. David Simpson, Chief of the FCC's PSHSB*
- *TJ Kennedy, Deputy General Manager of FirstNet,*
- *Antwane Johnson, Director of FEMA's iPAWS system,*
- *Steve Souder, Director of the Fairfax County 911 Center,*
 - *Congressional Representatives (invited)*

In addition, the Institute plans to return to recognizing 9-1-1 heroes at the national level during its NG9-1-1 Gala Event in 2015, in conjunction with NENA's 9-1-1 Goes to Washington.

NPEF National Public Educator Forum Conference-Susan Rodriguez

Join us in Chicago/Naperville, Illinois July 20-23, 2014 at the Marriott Chicago Naperville in Naperville, IL. Special conference rates of \$92 per night. The 9-1-1 NPEF Conference is the nation's ONLY conference designed specifically for 9-1-1 educators. The event features four days of industry-focused sessions and

technical education with practical training on how to implement plans, learn innovative "tools of the trade", and make programs successful and cost effective.

For more information, see our website: www.911npef.org

Those in attendance:

Charlesetta Malone, Deep East Texas COG
Sandy Issel, Denco Area 9-1-1 District
Pamela Frisk, Panhandle Regional 9-1-1 Network
Leticia Truex, Potter-Randall Emergency Communications District
Audrey Alsip, City of University Park
Melinda Crockom, CSEC
Kelly Williams, NCTCOG
Andrea Wilson, Montgomery County 9-1-1
Doug Forsythe, Dallas Police Department
Robert Haynes, Dallas Police Department
Claudia Caballero, SC 9-1-1 District
Angela Shaw, Dallas Police Department
Betty Wafer, Dallas Police Department
Maria Salazar, Dallas Police Department
JoAnne McGilliam, McLennan County 9-1-1
Carly Weems, Permian Basin RPC
Connie Chavarria, City of Laredo
Susan Rodriguez, City of Plano
Gail Crittenden, South Plains Association of Governments
Frances Jimenez, El Paso County 9-1-1
Cindy Bridges, Williamson County 9-1-1
Beth English, City of Rowlett

Adjourn