



## 9-1-1 Public Educators of Texas (PETS) Quarterly Meeting

Tuesday, May 18, 2010  
Frontiers of Flight Museum  
Dallas, Texas

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

Susan called the meeting to order and the following people were present:

Austin, Julia	Smith County 9-1-1 District
Boss, Lisa	Midland 9-1-1 Emergency Communications District
Bridges, Cindy	Central Texas Council of Governments
Brown, Michelle	South Plains Association of Governments
Castro, Sergio	Lower Rio Grande Valley Development Council
Chavarria, Connie	City of Laredo
Clauson, Sonya	Greater Harris County 9-1-1 District
Cunningham, Michelle	Amarillo Communications Center
Davis, Patti	West Central Texas Council of Governments
Ennis, Kenneth	Lower Rio Grande Valley Development Council
Eskew, Christie	North Central Texas Council of Governments
Frisk, Pamela	Panhandle Regional Planning Commission
Gonzalez, Robert	Commission on State Emergency Communications
Gonzalez, Samantha	Lower Rio Grande Valley Development Council
Gregory, Karen	Ark-Tex Council of Governments
Howell, Heather	Texoma Council of Governments
Issel, Sandy	Denco Area 9-1-1 District
Koch, Vereda	Wichita-Walberger 9-1-1 District
Malone, Charlesetta	Deep East Texas Council of Governments
Olberts, Jeanna	Ector County 9-1-1 District
Patterson, Sara	Sherman Police Department
Pitts, Lauren	North Richland Hills Police Department
Rodriguez, Susan	Plano Public Safety Communications
Sanders, April	Longview Public Safety Communications
Truex, Leticia	Potter-Randall 9-1-1 District
Seiple, Lydia	Middle Rio Grande Development Council
Simmons, Alisa	Tarrant County 9-1-1 District
Skaggs, Dianne	North Richland Hills Police Department

### **Approval of Minutes (Susan Rodriguez)**

Susan asked if there were any changes, comments, or questions regarding the minutes from the February 9, 2010 meeting. There were none. Pam Frisk made a motion to accept the minutes, seconded by Alisa Simmons. All were in favor and the minutes were approved.

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

Christie provided a copy of the treasurer's report to the members. She also requested that each member mail in their registration checks prior to each meeting, so she can ensure that adequate funds would be available to cover the cost of the meeting room and to pay for lunch. Susan asked for any questions or comments regarding the report. There were none.

### **Website Report (Vereda Koch)**

Vereda stated she'd received requests in the past to have PET member pictures included with the membership list posted on the website. She asked for input from the group on including the photos. Cindy agreed with the inclusion of the photos because of the many new members in the group. Susan agreed as well. Robert asked if photos were included in the past? Vereda stated yes, as part of the hard copy resource manual. Photos will be included but will be password protected as the minutes are.

Patti D. made a motion that we include photos with each PET member's contact information, seconded by Cindy. All were in favor and the motion passed. Cindy stated that she could take pictures today and at the August meeting.

Vereda suggested that the PET membership list also include their respective TX-NENA (TENA) chapter's region number. The listing will also help in submitting nomination requests for various positions on the TX-NENA board. Cindy made a motion to include each PET member's TX-NENA (TENA) region number on the membership list, seconded by Susan. All agreed and the motion passed.

Vereda noted while looking for other groups such as PETS on the internet, she came across postings of the PET's previous minutes and treasurer's report which were not password protected. Mark and Susan were contacted and Mark began working on the problem.

A suggestion was made to copyright all of the slogans created by various PET members and used on various products. This will eliminate having vendors or other entities read the slogan and decide to copyright something we created, and then we have to ask permission to use as has happened in the past. Robert stated that we could probably get all of the slogans copyrighted for an estimated fee of \$35.

Alisa stated that each member should have a separate username and password. Currently each member can access the minutes with one generic username and password. The majority of the members did not have a problem with keeping one generic username and password. Alisa emphasized the importance of not having our information available for everyone to see.

After further discussion, a motion was made by Sergio to not include a copy of the treasurer's report with the minutes and the PET Treasurer, Christie, should be contacted for a copy. The motion was seconded by Jeanna. All were in favor and the motion passed.

Kimberley Cole created several informational flyers and had them translated in Spanish, Korean, Vietnamese, and Chinese. The flyers were:

- ★ Cell Phone Sally
- ★ Safety Saves
- ★ Help Keep Kids Safe This Pool Season
- ★ Red E. Fox
- ★ Kids in Cars

If anyone is interested in getting a copy of the flyers, please contact Kimberly Cole via email, [kimberley.cole@dpc.ci.dallas.tx.us](mailto:kimberley.cole@dpc.ci.dallas.tx.us).

### **Preview of the CPS Video (Robert Gonzalez)**

Robert was happy to inform the group that the production of the new Cell Phone Sally DVD was completed and ready to be used. The process began approximately 5 ½ to 6 years ago with the discussion of a new video to replace the now obsolete, The Great 9-1-1 Adventure. He thanked the committee who worked with him on the script (Alisa, Susan, Cindy, Patty C., Patti D, Sonya, and Vereda). The new video is very high quality, has a solid script with pertinent information, strong animation, and it's available in English and Spanish. The cost of the video is \$8.00 to make sure that it stays affordable. The video is a little over 10 minutes and packed with lots of good information. He showed the video and asked for comments. The group was very pleased with the video.

Sonya asked how was the video received by the kids? Vereda did an Academy Award presentation with 15 second graders to preview the new video. The students critiqued the video and they students loved it. Cindy did a presentation for all 3<sup>rd</sup> graders in one of her schools. They laughed when they were supposed to, remembered the types of phones, named all the characters, knew that they could not text 9-1-1. The students retained all the information presented in the video. The teachers emailed her and told her that the video looked Hollywood created and was pleased with the current material. They provided an excellent review. Patti D commented that although the video is targeted for 5-8 year olds, we could also include older kids as well. The information provided would be a benefit. The group thanked Robert and the committee for all of their hard work on the DVD.

### **CSEC Report (Robert Gonzales)**

Robert advised that the new Cell Phone Sally DVD's and classroom kits were available, so he can process orders upon receipt. He provided a DVD and a classroom kit to each member present. The new Cell Phone Sally costume will be available in the fall catalog. Currently, you can only order a costume from the vendor. The costume may have slight variations, but the cost will remain the same, approximately \$5,000. Robert was still considering having an inflatable costume available in the fall catalog at an estimated cost of \$2,500 - \$3,500. He also stated that in the future, he may have costumes of the boys made (Josh and Kid-Friendly Keith) so that there can be equality for both genders.

In past order periods, new items were available using the characters from the video, such as: Cell Phone Sally puzzles, coin medals with Sally and Keith, lapel pins, pens, and more. He informed the group that the characters images could only be used in Texas for printed materials and specialty items. He had a proposal submitted to their in-house legal counsel to work out all of legalities of their use. CSEC's final approval should be in August, so please contact him to ensure that use of the images falls within the specified guidelines.

Sonya asked if the characters can be used on our websites? What about disclaimers? Robert will include copyright images on each character. He will provide a copy of the guidelines in August. Robert stated if anyone needed a copy of the character images to contact him. Also, if someone was interested in the classroom kits or materials from out of state, to have them contact him. He's updating the list of items available on the website, but you can still place orders. He asked that no coop purchases be made from out of state.

Robert thanked the group for those who contacted their PSAPs for TC awards nominations. He received nomination for 57 Silent Heroes, 50 TC of the Year, and 25 Team Merit awards. A committee has been selected and the winner will be selected and notified, including the nominators. Robert stated that in the past, Texas NENA paid all costs for TC of the Year winners, including registration for the conference and hotel. In the future, the selected winners will only have registration paid for Tuesday and Wednesday, no hotel or travel.

Robert showed the group the updated, sound added, lime green portable plush button phone that can be used in demonstrating how to call 9-1-1. The phone will be made available in the fall catalog. The cost of the phone is approximately \$200.00 The sound states: "9-1-1, what is the location of your emergency?"

The fall order period will begin the first full week of October and last approximately two weeks. Further details will be provided on the deadline date. Vereda suggested that we copyright the slogans used on various public education items. Robert stated that the slogans could all be submitted for about \$35.00.

### **Shirts (Cindy Bridges)**

Cindy introduced Mr. Joe Buehler, who personally delivered the new polo style 9-1-1 PETS shirts. Mr. Buehler thanked the group for their business and added that he would have a booth at the Texas NENA conference to display additional items. Cindy stated that she would send an email to order additional shirts.

### **Share Time**

**Cindy** – For TC week, her theme was "Even angels need help sometimes, 9-1-1 Know Your Location." She passed out stickers, guardian angel pins with a slogan, cups that change colors when filled. For Earth day, she had a booth at Fort Hood and gave out post it notes on recycled paper, seeded bookmarks, highlighter pens with post it flags, dog tag key rings, and slider key bracelet. She participated in a Senior Saint Summit at a local university and gave out arthritis pens. She wanted more participation from her PSAPs during TC week, so she had asked the

TCs to take a picture wearing their themed t-shirt and a pair of wings. For those who participated, she gave individual goody bags with random items. For the PSAP who had the most participation, she gave them an acrylic award.

Cindy reminded the group to submit resource sheets with any new products ordered. She also passed around a list of slogans used on various 9-1-1 products.

**Christie Eskew** – For TC week, her theme was “*9-1-1 Up Close and Personal.*” TCs received lunch bags filled with chips, water, nuts, and more. She had a contest and asked the TCs to decorate and personalize their PSAPs. Two PSAPs were chosen as the winners, one from the Eastside (*Balch Springs PD*) and one from the Westside (*Springtown PD*). As a winning PSAP, each TC received a \$25 Wal-Mart gift card and a cake was delivered to their PSAP. Christie also held her first 9-1-1 Public Education Academy, April 6-7, 2010 at the North Central Texas COG. She, Susan Rodriguez and Alisa Simmons are the instructors for the course. The next academy will be held June 1-2, 2010. Christie also reminded the group to become a fan of North Central Texas COG on Facebook (NCTCOG 9-1-1) and follow her on twitter (@NCTCOG911).

**Lauren Pitts/Dianne Skaggs** – They attended the 9-1-1 Public Education Academy and are now educating second graders in their area. They will also participate in events for the 4<sup>th</sup> of July.

**Lydia** – For TC week, she gave out duffel bags filled with goodies and an umbrella. She also ordered flashlights that you pump to charge – no batteries needed. The slogan used was “*Call 9-1-1 for emergencies – your guided light for protection*”

**Alisa** – Since April was 9-1-1 Public Education Month, she partnered with NCTCOG, City of Plano, City of Dallas, Denco Area 9-1-1 District and they did a media buy by purchasing television spots and put up billboard announcements. The media campaign ran the entire month of April. She recognized two kid heroes from her area, ages 9 and 6. The stories received a lot of good media coverage. You can see this event if you’re a fan of the NCTCOG Facebook page.

For TC week, she had an event at the Dallas Cowboy stadium for 700. She scheduled a tour of the stadium, locker room, field, and other areas. She had casino night and a live band performing. She sent posters to each of the PSAPs to ensure that all TCs were aware of the planned activities. To register for the event, each PSAP supervisor was given an individual password to RSVP their TC’s online. Alisa was very pleased with this process.

Some of the public educations efforts in her area included:

- Irving PD personnel going into schools and doing presentations for 2<sup>nd</sup> graders
- Special population was targeted inside the city of Fort Worth – an outline and curriculum was developed for EXPANCO employees to teach them about 9-1-1. At the end of the training, a graduation ceremony with each participant was given a certificate and t-shirts. It was a big event and those participating were Careflight, fire department, Chief of Police for Fort Worth PD, Deputy Chief, and the media.

Alisa informed the group that her assistant, Elaine Noe retired from Tarrant County 9-1-1 District. Her position will be posted in the near future.

**Patti D.** For TC week, she gave out umbrellas with the slogan, “9-1-1, We’ve Got You Covered.” Also during the month, she had various articles printed on 9-1-1 awareness.

**Robert** – posted a trailer of the new Cell Phone Sally video on You Tube.

**Sonya** – Greater Harris County 9-1-1 District had a public education campaign at the various movie theaters throughout her area. In June, this campaign will also be on TV, radio, taxi cabs, and more. You can view the campaign message on their website, [www.911.org](http://www.911.org). For TC week, she gave out spill proof acrylic cups with twist lids. She got a note from her PSAPs advising her that they had various daily themes, such as: ‘80’s day, patriotic days, pajama party; suspect day; 9-1-1 attire; Hawaiian beach day. Also the PSAPs made bags for their neighboring PSAPs.

**Karen** purchased tote bags, flashlights for TC week. She also sent letters to all the schools in her region and delivered materials.

**Vereda** did a coop purchase for umbrellas with Patti D. and put them in a tote bag along with other items and delivered them to her PSAPs on one day. She also showed the group a traveling trunk with various types of “*named*” phones she uses for presentations.

**Sandy** – The District purchased reflective dots to place on bicycles for their area’s end of school year program. The dots were given out to approximately 70,000 K-5<sup>th</sup> grade students. Get a list of activities from sandy. Their theme for TC week was travel oriented. TC’s were given a hang up travel kit with the slogan: “9-1-1 The Ultimate Adventure. The kit had compact brush with mirror, a sewing kit, a thank u card, and a toothbrush cap. Patty C. dressed up as a Travelocity Nome and the Executive Director of their district dressed up as a tourist. They also had a picnic at a ranch and served various foods from around the world. The picnic theme was “*Your Passport to Fun*” and had passports made for the invitations. She gave the TC’s t-shirts designed by Patti D. The TC’s guest received a koozie with the slogan, “Keep your cool, call 9-1-1 in an emergency.” Activities for the children included Caribbean themed Inflatables. She ordered laser tag for kids ages 10 and older. They ordered a photo booth and decorated it with various hats. Also given away, were reflective slap bracelets with a felt backing. Sandy stated that the TC’s had a wonderful time.

**Sergio** – the LRGVDC held their first TC banquet. They had a total of 120 TCs show up out of 250, which was very exciting. The theme was Hollywood style with photos. They gave out various awards to their TC’s including TC of the Year and gave out 30 door prizes. They had sponsors donate up to \$1,000, and the convention center served as the venue for the event. The TC’s received t-shirts and other items, including a 5” x 7” plaque with their name on it. Cell Phone Sally was also presented at the event. Some of the local dignitaries attending included local Representatives, public officials, police chiefs, DPS, and others. They are still working on their public education programs and want to expand it. They will participate in various events,

including 4<sup>th</sup> of July activities, Thanksgiving and Christmas programs. They will also host their first ever local hurricane conference. The LRGVDC will have a 10' x 30' booth with various information to distribute. They will also do a PSA mail out to over 40,000 of their citizens.

**Michelle B.** – For TC week, she gave the TC's lunch bags, shirts, A Dispatcher's Prayer poem, and a thank you card. She also distributed over 20,000 public education items in 14 counties.

**Leticia Truex** – For TC week, she gave out t-shirts and various goodies. Red E. Fox made visits to the day care centers in her area. She also had pamphlets made for the schools. She also announced that her agency will be hiring a new director.

**Pam F.** – For TC week, she gave out T-shirts, thank you cards, A Dispatcher's Prayer poem, sent articles to the local newspaper, and had radio spots. Andy the Ambulance and Red E. Fox participated in the March of Dimes walk.

**Heather** – For TC Week, they held their 2<sup>nd</sup> banquet, had a band, and gave out t-shirts.

**Jeanna** – For TC week. She gave out free license plate covers received from PlantCML; t-shirts, umbrellas, thank you cards, and had homemade muffins, juice, yogurt, and fruit for each shift. The TC's also took pictures and she had them published in the paper. She participated in Trauma Awareness Week at the ball park with a booth set up giving away Frisbees and 9-1-1 facts. She also finished her school presentations for 2<sup>nd</sup> graders and will host a volunteer luncheon.

**Lisa Boss** – She participated in Trauma Awareness Week and gave out coloring books, pencil sharpeners, bookmarks, and other items.

**April** – For TC week, they had various themes for each day; she did presentations in the schools, and will participate in various upcoming community events.

**Connie** – For TC week, they held a banquet with all of the local elected officials attending, presented TC of the Year for the south region using the same CSEC criteria for nominations, gave out duffle bags with water bottles and desktop organizers with supplies. She also participated in the Relay for Life with 300 city employees and Cell Phone Sally.

**Susan** - For TC week, she participated in activities with Tarrant County and NCTCOG. She baked cakes for all three shifts and did a 9-1-1 tip of the week on the City's Facebook and Twitter accounts. The Public Information Department did an article on her center and an article on "Accidental Calls" made by phones in your pocket. This article was picked up by the Dallas Morning News and other media.

**Charlesetta** gave out t-shirts and the Governor's Proclamation for TC week.

### **Report from National Fire Academy (Susan Rodriguez)**

Susan attended a 6-day prevention program course at the National Fire Academy in Emmitsburg, Maryland, which focused on providing an effective program evaluation. The four stages of evaluation include forming, process, impact, and outcome; which were also quantitative and qualitative. She stated the training was very thorough and intense in nature and provided some valuable information in effectively trying to evaluate her public education program. Susan stated that since so many agencies are facing budget cuts and program elimination, then we, as a group, should begin thinking on how we are evaluating our programs. Prior to attending the course, the Academy sent her some pre-course materials to review and use to begin preliminary evaluation of her program. She received a stipend to cover the cost of the course and she stayed in the dorm at the Academy. The only cost to her agency was her airline ticket and meals, which were reimbursed by the Academy upon completion of the course. The Academy provided information on methods and samplings used to gather information. The instructor of the course advised that the programs offered are so effective and beneficial to others that his budget was not getting cut. Pre-requisites to attending the course was completion of the IS 100 and IS 300 course, and to submit a pre-course assignment on what you want to evaluate. She submitted her course work on The Great 9-1-1 Adventure. There were a total of 18 people in attendance. She suggested, for those who were interested in attending, to do a 9-1-1 course as a pre-assignment. In other words, have a plan. She passed out brochures to the group, with the other programs listed, and encouraged attendance by other members of the group. She also stated that you can take any of the three courses at any time, but you can only receive one stipend.

### **NENA & TX NENA Booth (Cindy Bridges & Patti Davis)**

Cindy stated that Kenneth will man the booth at the NENA Conference. Sonya stated that she, Patti D, and Cindy B. will do presentations on utilizing social media. Patti D. will also do a presentation on media relations.

Cindy B. expressed the need for volunteers for the Texas NENA conference in August. This year's booth theme is Cell Phone Sally. Sergio offered to create a backdrop to use at the booth. A brief discussion was held on what can be included on the backdrop as well as items to distribute.

### **Other Business**

Alisa stated that she had her graphic artist design a new 9-1-1 Kid Hero t-shirt that will be worn by her upcoming hero recipient. She'll show the design at a later date. Susan advised that the next PET meeting will be Sunday, August 29<sup>th</sup> at the Westin in Dallas. Further details will be provided as the meeting/conference date gets closer. Susan asked for other business, questions, or comments. There were none and the meeting was adjourned.