



9-1-1 Public Educators of Texas
4th Quarterly Meeting
October 23, 2012
Dallas, Texas

President, Cindy Bridges - Called meeting to order at 10:13am.

Introductions were done around the room while participating in the Opening Activity: Describe your “best costume ever” or in the spirit of the Casino theme, your “luckiest time ever.”

Approval of Minutes - Patty Cross motioned to accept the meeting minutes with one edit: to change 2nd quarter to 3rd quarter on top of the page, for the July meeting minutes. Charlesetta seconded the motion and all in favor, motion passed

Website Report - Sandy Issel gave report for the website. The website needs to have **all members updated with current information and photo**. Patrick Brothers will update it with the proper information and add the photos. He has given a quote of \$250.00 for this project and Sandy needs approval for that. Gail Crittenden motioned to spend the \$250 for Patrick Brothers to update the membership listing and add photos to each entry. Susan Rodriguez seconded, all in favor, motion passed.

Treasurer Report – Leticia Truex gave the Treasurer’s report. Charlesetta motioned to accept the treasurer’s report and Pam Frisk seconded the motion, all in favor and motion passed

Last Meeting Follow Up – Cindy wanted to mention that some discussion was started on updating Cell Phone Sally at last meeting with no time for discussion. What would we change to update her? Group agreed that Cell Phone Sally is made to be very basic and it is not possible to incorporate all different features / styles of cell phones. Cell Phone Sally is meant to represent all cell phones, focusing in on the basic skills of dialing 9-1-1 and pressing the “green” “send” button.

New PET Logo shirts have been handed out to those people who ordered them. If you are still interested in placing an order, please contact Joe at Joe Knows Promos, or send Sandy Issel an email and she will get you an order form to start with.

President Minute – TX NENA Awards and Conference Update – The NENA organization has an Apps committee that discusses features and/or issues with the different smart phone applications and their effect on public education. Sonya Clausen brought that information to everyone’s attention.

TX NENA Awards and Conference Update - The committee is working to reduce the amount of requirements necessary to submit a nomination. The Silent Hero nomination requirement for years on the job, has changed from five down to two years. One Silent Hero nomination per agency is allowed. The 2013 joint conference is scheduled for May 19 – 22 in Houston, Tx., and is being held at the Houston Hyatt hotel. This last year’s conference was the first joint venture with TX APCO and TX NENA and it was a huge success. Think about who you would like to nominate for 2013 awards. The awards and their requirements will be placed on the 2013 TX APCO / TX NENA website. All nominations will be done on-line.

PET booth at the 2013 Joint Conference - The PET booth will be outside the vendor hall, once again this year. There will be a TNT, PET and TERT booth. What do we want for our theme? What about any give-aways? The conference theme is Education Empower and Enlighten. We can play off of that theme if we want. January meeting will be the only meeting to arrange all of the plans for the booth and finalize ideas. TNT agreed to having a joint meeting at the conference again this year. Meeting space is done for the

conference, but the group will meet for lunch at an area restaurant, instead of at the hotel since they are so incredibly expensive. Cindy and Mindy will look for area restaurant to have a large group lunch. That will give the group the ability to pre-pay and attend the networking lunch. Charlesetta would like to know how this will affect registration cost for the meeting. It should be a more reasonable amount, but Cindy will find out about it. Cindy needs to let the TNT group know if we want to split the meeting. It might be simpler to have the lunch fee be completely separate and you have to pay a certain amount. Susan made motion to split the meeting – PET in AM and TNT in the afternoon. Connie Chavarria seconded the motion. All in favor...motion passed.

We will be going to Don Patron for our lunch for our "Power Lunch" at the joint conference. Thank you for your help. See below on the meal price and information. Our meal will be \$18.50.

http://www.donpatron.com/index.php?option=com_frontpage&Itemid=1

I will make a flyer up as we get closer to the meeting.

Share Time -

Gail Crittenden - did a farm safety day in one of their communities. What is the best way to get the public to display their addresses at their home? Suggestion to use an addressing brochure which is available to purchase through the 911 safety.org store. Some counties have laws that require residents to display their address and there are certain sizes of numbers that must be used. Door hangers are a good idea to use in communities, to get the word out to residents that they need to display their address properly.

Patty Cross - The entire month of October is very busy as we not only are at the end of our budget year, but we also collaborate with Tarrant County 9-1-1 District and NCTCOG on the media campaign. Denco had a wonderful kid hero and we celebrated her at the elementary school she attends. She received a lot of media, including Spanish media. The kid hero recognition jump-started the 9-1-1 awareness campaign. Patty and Mark visit each communications center during 9-1-1 awareness week. This year, they took Polos to all of the TCs. The polos ran extremely small which was the only drawback to the gift. Sponges have been made, which focus on location. This is especially important for children to know their address and know how to give the location for where to send help. Patty passed around goodies for everyone.

Susan Rodriguez - She is doing a lot of education in the schools right now. Susan gave bags to all her TCs for the appreciation gift. Susan showed a survey that she gives the general public, showing basic information and after they take the survey, she can immediately have it graded and show them what they got right, and wrong. She uses polldaddy.com for this, which is a free account. You can use this same program to do surveys through facebook. She has also set up a scan code on a flyer for adults, which can launch specific questions, and it is immediately evaluated. The results give Susan the percentage of people that get certain questions wrong. Robert Gonzalez says that this is definitely what they have been wanting and the CSEC office can organize and provide the statistics. He is very interested in using the product and will be looking into it. For businesses, such as assisted living centers, Susan gives a quick, 5-question survey to determine what they know and what they need education on.

Joanne Gilliam – They celebrated National Night out by giving away personal fans and painters hats that they allowed kids to color. They purchased custom popcorn for all the dispatchers as their gift. They are doing a lot of education in the schools right now.

Nancy Dana - NCTCOG celebrated National Night out with glowsticks, which were a huge hit! Nancy showed the group the Digi-clean pads that she has developed and gotten raves reviews on. Dana recently took a FREE class, on Social media for businesses and it was very informative. She will send Sandy the information on the company so she can send it out to everyone and they can take advantage of the free seminar. Nancy has been meeting with a lot of legislators regarding 9-1-1 Next Generation needs and specifically public education needs. Nancy sent out a lot of letters to a variety of businesses, requesting donations for contests that the TCs will participate in. Nancy will get a sample letter and send it to Sandy so she can forward it to everyone. She has also been busy creating presentations, brochures and putting education on the website.

Athena Walker – has just started her job as public educator at St. Tammany’s Parish. She is a trained dispatcher. She is gathering as much information as possible, to learn about what programs she wants to put together.

Jeanna Olberts - She is finding that many second graders do not know their address or phone numbers. This year, Kevin Jones had commemorative coins made, and Joanne will give everyone a coin at the next PET meeting. She has been keeping very busy with 9-1-1 education for students.

Charlesetta - She gave out the Cell Phone Sally noisemakers during National Night Out and the kids went crazy with them. She always provides 9-1-1 education in conjunction with head start, breast cancer awareness, domestic violence month, etc., all of which is going on during the month of October and into November. She will be attending a NCMEC two-day seminar.

Pattie Hanon and Kerri Perez - Just completed installation of the new 9-1-1 system, called “Emergency Call Works.” Kerri has been training on the new system, and that has kept her very busy. Their agencies are having a large issue with staffing, so Pattie has few volunteers right now, to help out with Public Education. Kerri is getting some wonderful ideas from this meeting. If anyone has any ideas how to involve more volunteers, please Pattie and Kerri know. Robert Gonzalez suggests that she contact AT&T pioneers, a group of retired AT&T employees that are volunteers that go out and do public education.

Claudia Caballero - She continues to do a great deal of public education, and partners with the Sheriff’s office. They focus on “bullying” – how to prevent, how to report it to 9-1-1, etc. She is working on the District’s first newsletter now. They gave t-shirts and pizza coupons for TC week.

Pam Frisk - they have updated Andy the Ambulance with new paint and other things. Please “friend” Pam’s facebook page at panhandle regional 9-1-1. Pam has attended several parades with Andy the Ambulance. Farm and Ranch shows are a great way to get involved because they offer free barbecue for everyone who attends. Her agency also makes mapbooks. They do a page for every county and they sell it to a printer for \$10.00 each. They use that money for purchasing candy and other items for gifts. They even sent staff members to the NENA conference in Fort Worth, using that money.

Leigh Ann - She is brand new and this is her first meeting. She has been a supervisor of AECC (Amarillo Emergency Communications Center) for about one year now. For TC appreciation, they developed a circus theme for the week. Each day, they did something different, to go along with the theme. Leticia helped with the gifts, and the gifts were “circus themed.”

Lisa Boss – They gave out coolers for gifts and cookies in the shape of keyboards, headsets, cell towers, etc.. They are giving out throws as a Christmas Gift to all TCs, with the “your worst day is our work day logo w/ Police, Fire, EMS patch on them.

Connie Chavarria – She has educated a lot of adult daycares. She has been working with volunteers, giving presentations at schools. They hosted a booth at two different school districts and will be working with various partners in the area for festivals and booths. They do an awards presentation similar to TX NENA and gave the winged blanket as gifts. They would like to start recognizing public educator volunteers because she has twelve volunteers that help her a lot. They have been educating a lot about texting and driving. She created packets with flyers and brochures for teenagers, about the dangers of texting and driving, and because it is a \$500 fine if you are caught!

Alisa – She recently switched warehouses in September. She showed a new t-shirt that a company called “Art that Celebrates” made, and the dispatchers loved them! She will be one of the hosts for the January PET meeting, and will bring everyone a goodie bag, featuring some of the new items she has recently purchased. Alisa reported on the very large task of public education on a national level, which will focus on incorporating several key messages to the public which will launch in April 2013.

Cindy Bridges – Cindy attended the Mexico NENA conference and shared information about the PET group with them. She saw a little girl who had a silicone bracelet that actually keeps your headphones organized and the child showed Cindy how to wrap up the headphones. Cindy’s boss thinks it is a good idea to start doing public education.

Leticia Truex - September was very busy. They held an event at the Ballpark. During each switch, the announcer gave tips about calling 9-1-1. Leticia has a facebook page for Potter Randall 9-1-1. Please go to her facebook page, and “like her.” In September they did a PSAP celebration, with a bowling event, and a car show and during the event, someone won a 50” TV! Leticia recently did her first Spanish presentation and it was successful. She also sponsored a “hydration station” at a walk, and she purchased 500 water bottles and labeled them with 9-1-1 tips. Leticia is also providing maps for the upcoming Farm and Ranch show.

Robert Gonzalez – CSEC Report- 911 safety.org is the store to know. The store is open 24/7 and you can order anytime. He is out of a few items right now. They have a Facebook page, twitter, a Cell Phone Sally blog. Melinda Clockin oversees their blog. All of these sites will be more valuable if all PETS contribute pictures, videos, etc. from activities held across the State. Our agencies are trying to be more resourceful and Robert is trying to help. Examples of efforts are: In April, the Cell Phone Sally DVD was made available on-line. Spanish is soon to follow. Robert is making some of the items available with PDF format, so you can print them. A closed caption version of the Cell Phone Sally DVD will be available soon. CSEC is also responsible for Poison Control. Their public education program is still done on their own and CSEC does not obtain any budget money from the Poison Control side. Eventually, the poison education dept. will collaborate with Robert. There are only 6 poison control centers in Texas.

Newcomers Packet Committee - Jeanne Olberts - Charlesetta Malone and Jeanne met together this morning. Jeanne shared the drop box information with the group and displayed examples of what she has created so far. Discussion amongst the group of how to use the Dropbox for all PET members to gain access, yet still remain “secure.” The log in and password can be shared with anyone, and specific pages can be made “private”

Boot Camp - This is an excellent class, that Christie Eskew had a lot of involvement in. After you take the Boot Camp course, you are allowed to use that information that is taught for your education campaigns. Robert suggests that we make Boot Camp literature available to all public educators in Texas. The two-day course is FREE, however, if the trainers must travel, those costs will need to be covered by the hosting agency. Robert is entertaining the idea to offer 9-1-1 Boot Camp in Austin, which will enable people with no budget to attend. Also, the CSEC office has contingency money available in spring that COGs can take advantage of. It is usually available in April.

Committee sessions and reports -

TC Recognition Chair, Patti Hanon - This committee develops ideas for TC appreciation.

Patti reports that the committee has suggestions on how to provide TC recognition and/or appreciation with no budget money. Here are some of the suggestions: Make certificates, send poems, ask local businesses to donate, ask local paper to put in an article, send a power point to city hall or other institution to spread the word about appreciation. Send a box of chocolates, make a personal visit and say “thank you,” or have kids in the after-school program make thank you cards for each Telecommunicator.

Mentoring Chair, Connie Chavarria - This committee does not need a breakout session.

Public Information Chair, Jeanna Olberts – This committee is responsible for discussing, updating and getting the word out about 9-1-1 news. Verizon recently came out with a message to the public, that starting in January, it is possible to text 9-1-1. The group discussed ways to educate on that. Many phones will give an immediate error message, such as AT&T’s message: “9-1-1 ERROR” - Invalid number. Please re-send using a valid 10-digit mobile number or valid short code. See “Next Generation Texting” section in these minutes below, for more information on the issue.

Resource Chair, Pam Frisk - Resource is responsible for assisting with the creation of new specialty items, and maintaining the resource guide. The old resource guide is a little outdated and time-consuming for some. Sandy Issel suggests using Dropbox for the resources. Pam Frisk thinks Dropbox might be the answer for utilizing the resource directory, however, more investigation will need to be done on that and a basic outline will need to be started to make sure that all the pictures will work, etc. ISSUU.com is a website publishing program that is FREE. You can use it for newsletters, journals, flyers, etc... If you turn a newsletter into a PDF, your TCs can access it, where they cannot access it from a regular document program. Pam Frisk discussed a free recording software where you can record yourself.

Lunch Break

National Public Educator Forum Conference – is still the only conference that is only for 9-1-1 public educators and will be held in Austin, July 21 – 24, 2013. Held at the Hilton Garden Inn in Downtown Austin. If you want to see a presentation on a particular session, please email Susan Rodriguez, Patti Davis or Robert Gonzalez. We encourage you to attend. The Hilton Garden Inn is a really nice hotel. Go to the NPEF website to secure your registrations!

NPEF vs PET emails - Is everyone that is a PET member, also on the NPEF email listing? In order to avoid “duplicate emails,” Patti Davis and Sandy Issel work together when forwarding information. Patti Davis

always puts **“NPEF”** in the subject line first, letting Sandy know that she is sending that email to all NPEF members. Sandy, in turn, will put **“PET”** in the subject line first, letting Patti know that she is sending the email to all PET members. This will reduce the number of duplicate emails the membership will get.

Meeting Dates, hosts and locations for PET meetings 2013:

- Jan 15 - Patti Hannon, Charlesetta Malone and Alisa Simmons, at Frontiers of Flight Museum in Dallas
- May 19 - Hosted by the PET board. In conjunction with the TX APCO/TX NENA Conference in Houston
- July 21 - No host needed. Meeting is held at beginning of the NPEF Conference in Austin
- Oct 22 - Pam Frisk and Leticia Truex

Items from the Floor - Next Generation TEXTING group is headed by Sherry Powell. Group meets once each week. When to educate, how to educate, what are the messages, when to start the education? Verizon has introduced a texting solution, to launch at the beginning of 2013 and they are working towards agencies accepting text messages into each center. They will not be doing a big advertising campaign regarding text to 9-1-1. They will have a news conference, so there will be some publicity when they launch. Are there liability concerns for 9-1-1 agencies, that might not be ready for accepting those messages? Sprint message says: TEXT messaging is not available in your location. If this is an emergency, please call 9-1-1. Verizon: Please make a voice call to 911, There is no text service to 911 available at this time.

Alisa Simmons, - NENA, APCO, NASNA, NPEF make up the National 9-1-1 Education Coalition. This Coalition works together throughout the year in April which is National 9-1-1 education month. The Next Gen institute has taken the lead on this national education coalition and we are supposed to be presenting education material that helps you educate the public in your area. We should focus on two tasks. Collect as much info as possible and post this information on www.know911.org If you go there now, you will see color sheets, bookmarks, etc. Keep checking the website for information. You must register to download items. Alisa serves on that board as the public education rep.

Patty Cross wants to know about Angel Guard. Apparently, it is a device in your car that dials 9-1-1 for you. It plugs into your diagnostic program in your car.

What does the group think about doing a PINK SHIRT next October for Breast Cancer awareness? Let Susan Rodriguez know if you are interested?

Susan moves that we adjourn, Charlesetta seconded the motion. All in favor motion passed.
Meeting adjourned at 3:34pm

Those in Attendance:

- | | |
|--------------------|--------------------|
| Lisa Boss | Robert Gonzalez |
| Nancy Dana | Kaylie Hamilton |
| Charlesetta Malone | Jeanna Olberts |
| Leticia Truex | Leigh Ann Bluntzer |
| Pattie Hanon | Kari Perez |
| Cindy Bridges | Gail Crittenden |
| Susan Rodriguez | Connie Chavarria |

Claudia Caballero
Patty Cross
Joanne Gilliam
Athena Walker

Pamela Frisk
Sandy Issel
Alisa Simmons