



9-1-1 Public Educators of Texas (PETs)

Quarterly Meeting

Frontiers of Flight Museum

Tuesday, November 17, 2009

Call to Order, Welcome, Introductions (Patti Davis)

The meeting was called to order by Patti Davis, with the following persons in attendance:

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| Ainsworth, Matt | Longview Public Safety Communications |
| Arias, Pam | Richardson Police Department |
| Austin, Julia | Tyler 9-1-1 District |
| Bridges, Cindy | Central Texas Council of Governments |
| Brown, Michele | Friendswood Police Department |
| Brown, Michelle | South Plains Association of Governments |
| Borunda, Armida | Rio Grande Council of Governments |
| Chaffin, Tina | Collin County Sheriff's Office |
| Chavarria, Connie | City of Laredo |
| Clauson, Sonya | Greater Harris County Emergency Network |
| Crittenden, Gail | South Plains Association of Governments |
| Cross, Patty | Denco Area 9-1-1 District |
| Ebel, Pat | Henderson County 9-1-1 District |
| Ennis, Kenneth | Lower Rio Grande Valley Development Council |
| Eskew, Christie | North Central Texas Council of Governments |
| Davis, Patti | West Central Texas Council of Governments |
| Frisk, Pamela | Panhandle Regional Planning Commission |
| Goodan, Harry | Longview Public Safety Communications |
| Garza, Diana | Lower Rio Grande Valley Development Council |
| Glass, Annetta | Concho Valley Council of Governments |
| Gonzalez, Robert | Commission on State Emergency Communications |
| Hawthorne, Ele | Houston-Galveston Area Council |
| Howell, Heather | Texoma Council of Governments |
| Issel, Sandy | Denco Area 9-1-1 District |
| Koch, Vereda | Wichita Wilbarger 9-1-1 District |
| Malone, Charlesetta | Deep East Texas Council of Governments |
| Martin, Mandy | Midland 9-1-1 District |
| Noe, Elaine | Tarrant County 9-1-1 District |
| Olberts, Jeanna | Ector County 9-1-1 District |
| Pacheco, Cori | Lower Rio Grande Valley Development Council |
| Reyna, Jessica | Lower Rio Grande Valley Development Council |
| Rodriguez, Susan | Plano Public Safety Communications |
| Seiple, Lydia | Middle Rio Grande Development Council |
| Shelley, Peggy | Texoma Council of Governments |
| Simmons, Alisa | Tarrant County 9-1-1 District |
| Truex, Leticia | Potter- Randall 9-1-1 District |
| Wines, Sarah | Heart of Texas Council of Governments |

Approval of Minutes (Patti Davis)

Patti D. asked if there were any revisions to the minutes from the last meeting held Sunday, August 23, 2009. Vereda noted that on page 3, the election date should be changed from "2010-2011" to reflect "2010-2012". Patti D. stated that in the committee break-out/reports section, that Gail Crittenden gave out lifesaver candies and Patti D. ordered 9-1-1 t-shirts. Patti D. also noted that a photo of the group with Cell Phone Sally was included with the minutes. She asked for additional changes and there were none. Patti D. asked for a motion to accept the minutes with the revisions. Patty C. made a motion, seconded by Vereda. All were in favor and the minutes were approved.

Treasurer's Report (Pat Ebel)

A copy of the treasurer's report was distributed to the group. There was some concern over the low balance. Vereda reminded everyone that the group has never kept a high balance. Patti D. emphasized that all expenditures would be paid and the balance would remain positive. The biggest expense incurred by the group is the luncheon held in conjunction with the Texas NENA/CSEC conference. Since the meeting is held at the hotel, the lunch must be catered by the hotel and meals cannot be brought in by outside vendors. Pat E. asked for additional registration monies for the current meeting. The treasurer's report was accepted as presented.

Elections Results for 2010-2011 PET Officers (Susan Rodriguez)

| | |
|---------------------------|---|
| President: | Susan Rodriguez |
| President-Elect: | Cindy Bridges |
| Secretary: | Charlesetta Malone |
| Treasurer: | Christie Eskew |
| Mentor Chair: | Kimberly Cole |
| Public Information Chair: | Patti Davis |
| TC Recognition Chair: | Patty Cross |
| Historian/Web Liaison: | Vereda Koch |
| Resource Chair: | Tina Chaffin (appointed by Susan Rodriguez) |

Special Presentations (Patti Davis)

Patti D. thanked Pat E. for graciously stepping up to serve as Treasurer after Beth English's departure to Idaho. Patti D. thanked each of the PET board members and committee chairs who served during her tenure as President and presented each with an appreciation gift. Gail Crittenden was acknowledged for her service to the group as unofficial "airport taxi" for those PETs flying into Love Field for the meetings. Robert Gonzalez was also acknowledged for his continued work for the group. Gail and Robert were presented with appreciation gifts. Susan presented Patti D. with a plaque from the PET group for her service to the group as President.

Dates for 2010 PET Meetings (Patti Davis)

Patti D. announced the 2010 PET meeting dates, locations, and hosts:

Tuesday, February 9, 2010 – Frontiers of Flight Museum, Dallas
Hosts: *Leticia Truex and Pamela Frisk*

Tuesday, May 18, 2010 – Frontiers of Flight Museum, Dallas
Hosts: *Alisa Simmons and Elaine Noe*

Sunday, August 29, 2010 – in Dallas at the Westin Park Central in conjunction with the TENA/CSEC Conference and Awards Luncheon (*alternate meeting locations are being researched*)
Hosts: *PET Board Members*

Tuesday, November 16, 2010 - Frontiers of Flight Museum, Dallas
Hosts: *Christie Eskew and Maria Salazar*

Texas Nine-One-One Trainers (TNTs)

Patti D. asked Patty C. to give a brief overview of a project being worked on by the 9-1-1 Trainers of Texas (TNT) group. Patty C. stated that she serves as chair of the Telecommunicator Standards and Education Steering Committee. The purpose of the committee is to strengthen hiring and training standards for telecommunicators throughout the state of Texas and have legislatively mandated training for all agencies (*no matter the size or number of employees*) for the Basic 40-hour course and Crisis Communication. She has worked diligently with those working on the committee to develop a survey for law enforcement entities/PSAPs to complete and provide an overall view of their hiring standards and training. She passed around a draft copy of the survey for all to review and advised that it will be available online via the North Central Texas COG website in January 2010. She also asked for volunteers to help gather data from COGS, Districts, and Home Rule Cities. Patty C. also advised that she and Sherry Decker met with representatives from the Texas Engineering Extension Service (TEEX) to discuss the possibility of creating online learning for the 40-hour Basic TCLEOSE 1013 course. The TEEX staff will work on writing and submitting a grant to fund this project. She'll update the group as the project progresses. Patti D. thanked Patty C. for the information.

Committee Break-Outs and Reports

Patty Cross – Telecommunicator Recognition

Over the holidays, telecommunicators appreciate gifts delivered in-person. Patty C. stated that since some PETs have large areas to cover, they could utilize their local fire departments, TAG team members, local merchants, etc. to assist in delivering the gifts. Patty C. suggested the following ideas for those who have limited budgets:

- buy Hershey bars and replace the wrapper with a neat slogan
- print dispatcher poems and frame them to hang at PSAPs
- request free license plate frames from Plant/CML that say "my work number is 9-1-1" to distribute to PSAPs

She also suggested that gifts be personalized, so that each telecommunicator is given individual recognition.

Additional ideas:

- The Lower Rio Grande Valley Development Council will deliver muffins on Thanksgiving. For Christmas they will deliver a holiday mug with hot chocolate inside.
- The North Central Texas COG will distribute baseball caps.

Patty C. asked if anyone has found a resource for grocery totes that fold and will fit in a purse? Suggestions were made to check at Wal-Mart and Target. She also asked for ideas on items that can be purchased for those with larger budgets. Suggestions were made for lunch-size coolers, jackets, hats, backpacks, and backpacks that fold down the size of a frisbee. She thanked all for their suggestions.

Mentoring – Sonya Clauson

Sonya will send a list of the new PETs to Cindy B., so each PET can receive a resource manual CD. Sonya will try to pair each new PET with someone in their respective areas, but advised that all PETs were more than willing to assist with any questions posed by new PETs.

Cindy Bridges – Resource

Cindy stated that the new Resource Manual will include the items purchased this year, so a comparison can be done with the old and the new products purchased by PETs. She asked for resource sheets from everyone who may have purchased new items this year so she can include them all in the Resource Manual. Cindy also stated that Robert wanted to increase the availability of paper products in the catalog because the price to supply these type items is inexpensive. A creative printed paper item sub-committee will be set up to begin development of various items. Vereda passed around an activity book she created to include as part of the CSEC public education catalog.

Other ideas and suggestions to include in the catalog were:

- The flash card set will be revamped to include Cell Phone Sally
- Cindy suggested that people like the springy thingy and the finger flappers
- A puzzle of Cell Phone Sally
- Gail talked about folding 12” rulers that decreased to the size of a 1” cube
- Vereda suggested clicking measuring tapes
- Grocery tote bags
- Pens
- Pill cutters/crushers for senior citizens
- Tennis balls to go on the bottom of walkers for senior citizens
- Thundersticks for National Night Out
- Slap wrist bracelets
- Helium balloons

Cindy stated that the NENA Public Education committee has been conducting some informal surveys at high schools. Some of the items teens liked were: highlighters, post-it arrow tabs, hot pad storage for curling/straightening irons.

Susan stated that the Texas NENA conference committee wanted to expand the size of the vendor hall for the 2010 conference. She advised each PET to contact their respective promotional item vendors to let them know about the conference and the opportunity to increase their exposure by showing off their products and services. The average booth fee ranges from \$650 to \$1,000, but a definite price has not been set by the conference committee.

Public Information - Willima Banner-Tunis (Willima not present – report made by Patti Davis)

Patti D. received an e-mail from a Williamson County TC stating they had received a text-to-landline call on their administrative line (not a 9-1-1 line) and were curious to see if Patti D. had additional information about text-to-landline calls. Patti D. presented information provided by a major vendor of text-to-landline calls, *TeleMessage, Inc.*:

Wireless service providers can offer this service. A text message is sent from a text-capable device to a landline phone. The text message is converted to a voice message when the landline call is answered. The calls can be difficult to understand during delivery of the message. These types of calls are coming into the PSAPs on their administrative lines, NOT on the 9-1-1 lines. The calls will only be delivered to 10-digit numbers, not 9-1-1 lines. The calls can be blocked from the PSAPs administrative lines, free of charge, if requested, (and it can be reversed at any time). Cindy asked, when a message is delivered, is the telephone number of the sender given? Patti D. stated yes. The voice message will reveal the

phone number or name while delivering the message, unless the number was blocked or unlisted. Patty C. asked if there have been any emergency calls that have come in using this feature? Patti D. stated that as far as she knew, no. Mandy asked, if the sender receives a message stating that their message was blocked? Patti D. stated that if the wireless company provides it as part of the service, the sender receives a delivery status message indicating whether or not their message was delivered. She gave everyone a copy of the email she received from *TeleMessage*. For additional information or request a number block, you can e-mail TeleMessage support staff at support@telemessage.com.

CSEC Report and Cell Phone Sally Project Update (Robert Gonzalez)

Robert advised that Fall orders should be delivered by mid-December. Patty C. asked if the order periods could be extended from 5 days to possibly 10 days? She stated the longer order period would benefit her agency. Robert advised that he would take it into consideration. He also stated that the spring order period would be the first full week of February 2010, tentatively around the 8th, but he will send out an e-mail notice confirming the dates.

The Red E. Fox character can be used for another 9-10 years. The costume and other Red E. Fox items can still be purchased at any time from *9-1-1 for Kids, Inc.* To order Red E. Fox suits and/or repairs/replacements contact *FiberWorks*. Alisa and Christie stated that their contact at *Fiberworks* is Joe Turnpole.

The CSEC website will be updated to reflect the new Cell Phone Sally project in a few weeks. The quantity/variety of games, activities, and information will be dependent upon the amount of funding available to spend on the website.

Sonya asked about comic books. Robert stated that anyone can still order either edition (*Ed. 1 – Museum Mayhem* and *Ed. 2 – Summer Adventures*), but they have been phased out of CSECs catalog.

Cindy asked if we could use Red E. Fox and Cell Phone Sally together? Cori Pacheco stated she did a public education campaign on one of her region's public transit buses with a wrap of Red E. Fox and Cell Phone Sally. A picture of the bus wrap can be found on the Lower Rio Grande Valley Development Council website (www.lrgvdc.org).

The Cell Phone Sally project was discussed in depth, but per request of Robert Gonzalez, no information will be provided in this set of minutes. He is in the process of copyright protection of Cell Phone Sally characters and the information needs to be kept confidential at this time. Robert will provide further updates at future PETs meetings.

Creative Committee (Patti Davis)

Patti D. stated that because of the new Cell Phone Sally project, there is potential for the project to create new funds and spur additional projects. She suggested a creative committee be developed to begin working on some of these projects. She asked for volunteers. The following PETs volunteered to serve on the Creative Committee: Cindy Bridges, Susan Rodriguez, Christie Eskew, Ele Hawthorne, Leticia Truex, Pamela Frisk, Julia Austin, Michelle Brown (from SPAG), Patty Cross, Tina Chaffin, Patti Davis, Charlesetta Malone.

Update for Website (Vereda Koch)

Vereda stated that a new tab will be added to website to reflect historical information and minutes for the group. In her research, she discovered that Sonya actually started the PET group March 10, 1994. During the first meeting, public educators discussed the concept of a statewide mascot and the development of a video script. Funding was a crucial component to create a mascot and develop a script, but through the tireless efforts of the original public education committee, Red E. Fox became a reality. Vereda emphasized that she was very pleased with the PETs growth and overall success since 1994. She encouraged everyone to participate on the various committees and provide their input to increase 9-1-1 public awareness. She also passed around a sign-up sheet for those who wanted to include their agency's website as a link on the PET website.

NENA Pub Ed Update (Sonya Clauson)

Ball State University was in the final stages of developing an on-line training course, *Crisis Communications*. The course is designed for PSAP Managers, Directors, and Supervisors. It will teach them how to deal specifically with the media during a crisis. The course is expected to be completed by the end of 2009 and will be advertised through NENA. The course is funded by FEMA and will provide instructor training as well. A *Missing Persons* on-line training course is now available through the NENA website.

The NENA ODC/TDC conference will be held in February 2010 in Nashville, Tennessee. The 2010 conference will be divided by topics rather than committees, such as training, emergency preparedness, accessibility, language services, medical/mental health, TERT, training for interpreters, etc. She encouraged not only PETs to join NENA's Public Education and PSAP Training subcommittee, but also 9-1-1 trainers. During this annual conference, the committee meets and develops public education information, as well as developing and disseminating training information for the PSAPs. Some training information includes standard operating procedures for TTY accessibility, VoIP, missing and exploited children, human trafficking, Ford Sync product, wireless, contingency planning, and more.

Patty C. asked if the PETs could work with the wireless service providers to provide a consistent message to their customers on texting 9-1-1 for emergencies? Sonya stated that Aaron Johnson, a Sprint representative, is preparing a standardized recommendation letter from NENA to the wireless carriers on this safety issue. Also, materials will be developed to help educate consumers, such as bill inserts, website information, handouts, a user manual, and a website FAQ (frequently asked questions) sheet.

CPS Activity Booklet (Vereda Koch)

Vereda created an 8-page activity booklet that she uses for 4th graders. She sends it to the principal of the school before she does a presentation, along with a 3-page introduction to the 9-1-1 program. She also has a 5-page teacher resource guide available. Her booklet contains an intentional mistake for the children to find and contact her about it. She in turn, sends a reward to the children for finding the error. She has developed a cardstock pamphlet to introduce people to Cell Phone Sally with safety tips and other information. She has a pre-test, post-test, a laminated card, activity sheets for grades Pre-K to 4th grade students, and other miscellaneous information. She offered to share the information and materials with the PETs, as well as Robert to include as a printed product for the CSEC catalog.

If you would like a copy of any of these materials, please contact Vereda.

Cell Phone Simulator (Patty Cross)

Patty C. asked the group if anyone had a cell phone simulator or any ideas or resources for one? Is there a toy phone like a cell phone? Peggy suggested a walkie-talkie or perhaps asking cellular companies if they have something or if they can create it. Can Red E. Fox be retrofitted to with a cell phone?

Vereda stated she uses cell phones in her presentations and shows the students how to properly dial 9-1-1 by using the red light/green light on the phone. Susan uses decommissioned cell phones in her traveling trunk. A suggestion was made to buy/create an oversized cell phone with only the numbers 9-1-1 activated and then place a computer chip inside with a pre-recorded message that says, "9-1-1 what is the exact location of your emergency?" The computer chips can be purchased for a very cheap price. Cindy suggested visiting the website, www.freecycle.org, to locate free resources to use for public education – Cindy said all you have to do is post what you need and someone will send it to you. She created and uses materials/items received via freecycle.com for her traveling trunk.

Share Time

- Susan is currently revamping her public education program and focused on educating second graders and local businesses. She continues to gather data using pre/post tests to measure the effectiveness of her public education efforts. She participated in a Boy Scout event and asked each child a question. If they answered correctly they received a Smartie candy. She asked adults as well to gain insight on what they knew before and after her questioning. Once she compiles her statistics, she will share them with the group. Susan also let the group know that her office is being moved back to City Hall.
- Annetta wants to put together a TAG team
- Alisa reported on a research project that she has undertaken with NCTCOG. \$50,000 to see what people know, don't know, don't understand. Have they seen advertising campaigns over the years? Do they know what VoIP is? The challenges that come with wireless? The research company came up with a number of questions. It's a phone-based interview that will begin after Thanksgiving. She will share the findings at the February meeting. Alisa is also researching a fulfillment service to store public education materials off-site to possibly have the warehouse fill the order, maybe electronically. She has bids and will make a presentation to her E.D. in early December. Cindy asked if Alisa has an inventory management system. Alisa said yes, that this would be comprehensive and included in the contract.
- Sonya is getting ready to move into a new office building. Her focus is on the Open House and to create a new video on who GHC is and their overall role. After the Texas NENA conference, GHC did a *9-1-1 Day at the Park* and distributed over 900 tickets to their telecommunicators and families to attend a baseball game. GHC purchased the new Cell Phone Sally costume that made an appearance on the baseball field. The telecommunicators were recognized during the game.
- Pam F. participated in her region's 10-day Tri-State Fair in September. She had a booth each day from 10 am – 11pm. She purchased a new display board to use at public education events and she used pictures of her own telecommunicators and PSAPs. The pictures are interchangeable and it gives the display a more personal touch by recognizing those who serve the citizens in her region.
- Leticia is planning a PSAP celebration with a casino night theme. She will give away great door prizes such as gift cards, Wii consoles, PSP consoles, iPods, and other gifts.
- Sarah stated she has had an increase in requests from fire and police departments for public education materials.
- Mandy is looking for Christmas gifts for her telecommunicators, as well as looking to find a new public educator for her office. She may purchase t-shirts.

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- Jeanna has finished her public education programs for second graders this year. She took the telecommunicators who helped her complete the presentations to a special lunch. The Ector County 9-1-1 District Executive Director, Les Blaylock, is resigning and Kevin Jones will replace him as Executive Director. Congratulations to Kevin! (a PET for many years).
- Vereda distributed posters with a texting message for teenagers.
- Cindy was in re-order mode because of the numerous requests for materials in the month of October due to National Night Out and Fire Prevention Month. She also participated in the texting survey for NENA. She's having a contest for PSAPs to create a theme idea and a slogan for April. She is thinking of using the Angel t-shirts created by Christie Eskew with the slogan, "Even angels need help sometimes. 9-1-1, Know Your Location". She will have the TCs dress up as angels. Some themes suggested include a picnic theme, Star Trek, etc. She will look into placing an order for the flat iron/curling iron hot pads requested by teens.
- Michelle Brown (SPAG) ordered finger print ID kits, pens, and frisbees.
- Patty C. placed a co-op order for slap bracelets. She sent out a letter promoting the use of the learning unit. Denco's 9-1-1 Day event was at the Dallas World Aquarium. Invitations were sent out using a PowerPoint presentation that included sounds and a jungle beat. (Patti D. suggested that the PET group create and distribute a 9-1-1 message using PowerPoint slides as a public education tool.) In addition, Denco is breaking ground on additional office space.
- Charlesetta ordered various items including whistle/flashlight key chains, 7-day med minders, pop-up pill dispensers, tattoo books, colored pencils, backscratchers, tri-color highlighters, magnifying rulers, jersey shirt beverage koozies, pens, grocery tote bags, cube puzzles, salon nail boards, letter openers, clip 'n go hand sanitizers, and a table cloth to use at various community events.

Patti D. asked for additional questions or comments. There were none and the meeting was adjourned.