



**9-1-1 Public Educators of Texas Quarterly Meeting
Tuesday, February 15, 2011
Frontiers of Flight Museum – Dallas, Texas**

Call to Order, Welcome, Introductions (Susan Rodriguez)

Susan called the meeting to order and welcomed everyone present. The following were in attendance:

Arias, Pam	Richardson Police Department
Boss, Lisa	Midland Emergency Communications District
Bridges, Cindy	Central Texas Council of Governments
Caballero, Claudia	Smith County 9-1-1 District
Clauson, Sonya	Greater Harris County 9-1-1 District
Cross, Patty	Denco Area 9-1-1 District
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, Pam	Panhandle Regional Planning Commission
Gonzales, Robert	Commission on State Emergency Communications
Gregory, Karen	Ark-Tex Council of Governments
Hawthorne, Ele	Houston-Galveston Area Council
Howell, Heather	Texoma Council of Governments
Issel, Sandy	Denco Area 9-1-1 District
Koch, Vereda	Wichita-Wilberger 9-1-1 District
Malone, Charlesetta	Deep East Texas Council of Governments
Martinez, Roy	Lower Rio Grande Valley Development Council
Noyola, Christina	DFW Airport Department of Public Safety
Olberts, Jeanna	Ector County 9-1-1 District
Pippi, Sandy	DFW Airport Department of Public Safety
Robinson, Megan	Bonham Police Department
Rodriguez, Susan	City of Plano PSC
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 (Susan Rodriguez)

Susan asked the group if there were changes, comments, or questions regarding the minutes from the November 2010 meeting. There were none and Patty Cross made a motion to accept the minutes, seconded by Kenneth Ennis. All were in favor and the minutes were approved.

Treasurer's Report (Christie Eskew)

Christie thanked the group for sending in their checks prior to the meeting. She asked the group to make sure that the checks were made payable to the 9-1-1 Public Educators of Texas, not to North Central Texas COG. This was causing some confusion with her finance department and the monies were being deposited in the NCTCOG account instead of being given to her for deposit into the PETS account.

Ele requested a W-9 to submit with her registration request. Christie advised she was still trying to get more info for her. Cindy noted that we have a little extra money in the account to cover the hotel food expenses, as well as pay for website maintenance and fees. Sandy suggested possibly looking off site, maybe at the convention center for the August meeting. Susan stated that she will research her suggestion. Susan also advised that in the past, research has been done before on having an outside location, but the costs associated turned out to be more expensive than actually having the meeting at the conference site location. Sandy made a motion to accept the treasurer's report and Jeanna seconded. All were in favor and the treasurer's report was approved.

Website Report (Vereda Koch)

Vereda stated that the webmaster, Mark Payne, was working on adding the member's pictures to the website. Since Mark has taken on his new role as Executive Director of the Denco Area 9-1-1 District, he was requesting some assistance to get the PET website fully integrated with our requests/needs. Vereda stated this would cost \$140.00. Cindy made a motion to provide the \$140 requested to assist in the maintenance of the PET website. Patty C. seconded the motion. All were in favor and the motion passed.

Vereda also requested to make a motion to have the PET Secretary duties revised to remove the three week time frame written for posting of the minutes. Patty C. suggested that we say ideally within three weeks and she was satisfied with the very detailed minutes provided. Sonya suggested generally because doing the minutes is a time-consuming task and all of us are busy and out in the field. Patty C. made a motion to revise the PET Secretary duties to ideally have the minutes posted within the three week time frame after the meeting. Cindy seconded the motion. All were in favor and the motion was accepted.

Share Time

Cindy: For TC week in April, she will have a Next Generation 9-1-1 theme, similar to Star Trek. She's purchasing space blanket type koozies, a lunch bag, and a silver flashlight. She will purchase travel mugs this year for next year's TC recognition. This will be a co-op purchase and she will have three bids. She's also ordered silly bands and reflective slap bracelets. Cindy mentioned thumb bands seen on the Extreme Makeover television show highlighting a young teenage girl in West Texas killed in a driving/texting accident. The thumb band represented a promise to not text and drive. She'll look into purchasing some of these for distribution to teen drivers.

Heather: For TC week, she'll have a picnic for the TC's and their family

Sarah: For TC week, she'll purchase red/black umbrellas

Kenneth: For TC week, they'll have a Retro themed awards ceremony, serving dinner and giving out six major awards. Instead of an acrylic plaque, each TC will receive a certificate. His agency was aggressively doing a lot of public education presentations at high schools, adult day cares, and during public events, day care, public events. They're enlisting the help of their PSAP personnel to assist in doing presentations throughout their region. They have 42 cities, 18 PSAPs, and they're also receiving presentation requests from the 9-1-1 District in their area. They'll also have a TCLEOSE instructor's course on April 12th.

Alisa: For TC week, she's planning on having an event for the TC's at Quik Park, a minor league baseball park in Grand Prairie. She'll also do an advertising campaign for 9-1-1 National Public Education Month in April. She hasn't purchased any new items because she's been dealing with her new fulfillment center, which handles all of her requests for public education materials. She also gave a brief overview of serving on the Super Bowl Committee for their Joint Information Center, which was comprised of public information officers. The Joint Information Center served as a central communications center for all media inquiries on a national and international level. She enjoyed the experience.

Sonya: She will host a Houston Green tour of her agency's building for various entities interested in doing a green building. Her agency's office is a green building designed to be energy efficient and environmentally friendly. For national Pub Ed month, she'll do a public awareness campaign using movie theatres as a medium to get 9-1-1 awareness messages to the public. She discussed the challenges still faced with the public on what 9-1-1 is for and when to call. She's also seen an increase in prank calls made by middle school and high-school aged children. She will focus on incorporating real 9-1-1 calls in Powerpoint presentations and combine other information as well to target this particular age group. She stated that some students in her area schools prank called 9-1-1. As a result, the students visited the Houston Emergency Center and apologized to the supervisor for the incident, as well as wrote letters apologizing. In addition, Sonya was contacted by KIPP Charter school to make presentations to increase their student's awareness of how to properly use 9-1-1. Vereda stated that Sonya may want to consider doing the prank call posters used in previous campaigns. Sonya's also brainstorming on various outreach efforts to the deaf community. She's also educating her PSAPs on Video Relay Service and how it's used to access 9-1-1 emergency services. She's also working in conjunction with the City of Houston's Commission on Disabilities in her outreach efforts.

Pam Arias: She attended her city's annual fire banquet in January and a telecommunicator was recognized who helped saved a life. The participants also were involved. She will also attend the police banquet on February 26, 2011, in which four telecommunicators have been nominated for TC of the year.

Pam Frisk: working on being creative in lieu of the budget cuts

Leticia: She hasn't made any decisions on what she'll do for TC week. She's working on presentations for seniors and the Hispanic community, having monthly PSAP meetings, and recognizing Kid Heroes.

Claudia: For TC week, she's ordered shirts with the Smith County logo on the front and the date on the back, as well as giving the TCs a mug and gift card.

Patty Cross: Serves on the National Center for Missing and Exploited Children (NCMEC) standardization committee for Texas, which is working to implement these standards for all PSAPs in the state. She stated that it helps to have this type of uniformity on a statewide basis and that the public was aware that their dispatchers are adhering to these standards. There were several committees formed with the project, and Alisa and Christie are working on the Media committee to create a viable message to the public. Training will also be provided to the PSAPs. She received a call from a leadership group with the Chamber of Commerce and they wanted to visit her district. Jeanna talked about her role in the Junior Leadership Academy. Alisa also spoke of her involvement in Leadership Arlington. This was significant because it gives you agency credibility and allows for the adults involved in leadership programs to visit the 9-1-1 center and get a feel of their daily community involvement.

Sandy Issel: Her agency will send two TCs to the Navigator conference in Las Vegas. They will host a picnic on April 18th. She will use the 9-1-1 driver education campaign created by Caryn DeMarco for the local driver education groups. As part of this effort, she will also purchase thumb bands to distribute to these students. The thumb bands symbolize a promise to not text and drive. She's also giving out over 70,000 silly bands as part of the end of the school year summer safety message.

Karen: Sending out letters to schools in the region and filling public education orders.

Sandy Pippi: She's just now getting into public education and is having a hard time getting people to understand when to call 9-1-1. At the airport, travelers are being advised by airport personnel to call 9-1-1 for many non-emergency situations. She'll be working on teaching airport employees on when people should call 9-1-1, and what information to give non-residents at the airport. Sandy Issel suggested using the plasma screens to post 9-1-1 tips at the airport.

Patti D – She's had requests to do a t-shirt for TC week, ordered pencil sharpeners, carabine key rings, and other items.

Christie: For TC week, she's planning activities with Tarrant County 9-1-1 District Air Hog campaign. They're celebrating their 20 year 9-1-1 program anniversary and recognizing those people for 10, 15, and 20 years of service. She's also actively working on the 9-1-1 Goes to Austin and educating the legislators in her area. She's still doing Facebook and Twitter, so check her out on the web.

Charlesetta: For TC week, she will order the 9-1-1 Wing shirts. She's also been active in participating in her county's various Interagency Coalition and Community Resource Coordination Group meeting, as a networking resource for public education efforts. There are numerous agencies represented at these meeting. She's also working with the Head Start programs doing presentations and participating in resource fairs.

Susan: She's participating in the Air Hog campaign with Tarrant County, continuing to do business education, partnering with The Medical Center of Plano and participating in A Day of Dance for heart safety. She'll be attending a six day course on Presenting Effective Public Education programs in Emmitsburg, Maryland at the National Fire Academy. She attended last year and it was very beneficial. The Fire Academy offers a stipend to attend one course for free yearly. The Academy reimburses for your flight, provides housing, and the only expense incurred by your agency are meals; however, there is meal plan available at the Academy. There are online courses available. She'll provide an update at the next meeting.

Meeting Locations Discussion (Kenneth Ennis)

Kenneth and Roy discussed the possibility of having the next PET meeting in McAllen. They shared with the group a power point presentation. The consensus, according to Roy and Kenneth, was the South Texas area was neglected. The population was indigent and some schools have no public safety programs available. The 9-1-1 call takers had to be fluent in English and Spanish, and issues still existed because Spanish has different dialects. They are putting out a call for reinforcements. Their goal was to get the 9-1-1 Trainer's of Texas (TNT) and the PETS organizations to acknowledge its members of South Texas. He gave a brief overview of STNET (www.stnet.org). STNET was composed of members from their COG area. He wants to expand. His agency currently provides teleconferences without any issues for other meetings/conferences in their area, so it could be used for those who could not attend the PET meeting, if it were held in McAllen. He also shared a 4-minute video PSA used in their public education efforts. He also stated that they used PSA's at halftime during football games to get 9-1-1 public education messages out.

Sandy Issel asked if he was proposing to have all meetings in McAllen? Kenneth stated no, they only wanted to have one meeting. Sandi Pippi stated that her agency could facilitate a meeting to do videoconferencing if needed, although face time was the most powerful tool. Kenneth stated that McAllen was an international hub.

Sonya asked Kenneth if the next meeting were held were held in South Texas, would their people fill the meeting room without any of the TNT or PETS members attending? He responded yes. She commended them for what they've done in recruiting people from their area. Sonya was in favor of visiting other areas and expanding our efforts, although no meeting would ever be representative of all the members in the state. Sandy Issel agreed. Christina suggested contacting American airlines for a group discount.

Patty C. stated her only concern was that if we move the PETS meeting from city to city, then our committees may be displaced for special projects. A committee may be formed as a result of an issue and when the next meeting convenes, the voluntary members may not be present. She also noted that the committees formed in the past are usually the same members. She also stated that some members of the TNT group were also members of the PETS, so it may present logistical issues for those members as well. She commended LRGVDC for their successful efforts and thanked them for all that they've done for the PETS group. She also stated that some board members would have to get special permission to attend the meeting, if held in McAllen.

Kenneth stated that their 9-1-1 Director wanted to go ahead and suggest having the meeting in May because of the upcoming budget cuts.

Robert stated that LRGVDC was the exception, in that the PETS group didn't have as much presence over three years ago. Their region does not have the same opportunities that other COG or districts may have from a public education standpoint, and they are relying on an umbilical cord of information. They have a presence now, but may not in the near future. He stated that realistically, with us remaining in only one location that we are doing a disservice to other public educators. The PETS group hasn't traveled any further south unless it was in conjunction with the TX-NENA conference. The challenges they face are unique to their region.

Christie stated that she's visited McAllen previously and that airlines tickets were not expensive, the hotel was only \$87 a night - no taxes, easy accessibility to and from the airport, and that the hotel allows you to cater food from outside vendors - with several catering options available. Vereda asked if they had a TAG team? Kenneth responded yes, with the formation of the STNET group. Patty C. suggested that they have a core group of members make presentations on specific topics. Sonya stated that it would be beneficial to have more face to face focus groups and implement more effective ideas, especially through more involvement with the committee breakouts. The STNET are also members of the PETS and TNT groups. Unfortunately, key personnel in the South Texas are not allowed to attend either of the meetings.

Susan said that a survey would have to be conducted to get a consensus from the group on whether we have the meeting in McAllen in May. Cindy stated that one of her goals as President-Elect for 2012 would be to have rotating meeting locations. This would create some varied participation from other PET members, as well as possibly attract new members to the group. She stressed the importance of reaching out to those who otherwise may not get an opportunity to attend, if the meetings remain in Dallas. We need new innovative ideas and to further spread our information. She again advised the group, that during her tenure as President, it was her ultimate goal to have the PETS meeting in various locations. Patty C. also stated that the TNT group will also send out a survey to its members.

Christina stated that she had no problem in spending her own money to be able to attend the meeting, especially with all the beneficial information provided. Sandy Issel asked if teleconferencing would be available in May? Kenneth responded yes. Susan stated that we will correspond via email and submit a final decision once the survey results were available. Cindy will use Survey Monkey.

9-1-1 Education Coalition Update (Sonya Clauson/Alisa Simmons)

Alisa informed the PETS that a committee was formed of the E911 Institute, NENA, APCO, CTIA, and several other vendors, which dedicated their efforts into branding April as National 9-1-1 Public Education month. Proclamations were received from the House and Senate recognizing April as 9-1-1 month. Since then, the committee has begun working on developing a brand name/tag line that would draw immediate attention to enhance 9-1-1 public awareness on a national level. The committee has retained a public safety marketing group, Red Flash, to work on this nationwide campaign. They want the tag line to be as prominent and easily

recognizable as the national campaign, Click It or Ticket, which is aimed at buckling your seat belt. The committee had a conference call and their priority task it to make the tag line a reality and create a memorable message. The PETS have done this in the past as well with the Help us Help You and Make the Right Call tag lines. Sonya stated that their current proposed recommendation was “**9-1-1: The Number to Know.**” Sonya gave examples of 9-1-1 the number to know: know your location, know what to say, and other tips. This tag line was pitched at the ODC conference and it was not well received. The company wanted feedback from the committee on their thoughts about the drafted tag line. Some of the feedback included that it was not timely or memorable, not catchy, would be a short-lived line, the term number was not popular, and there was no urgency. It would be more useful for 2-1-1 and 3-1-1. Once a final line is developed, sample press kits, news releases, talking points, tips, and other messages would be created. The committee did like the PETS slogan Help Us Help You. The committee was drafting a response to give back to Red Flash.

Patti D liked the tag line to use every year. Patty C stated it may increase information calls to 9-1-1, instead of the public only calling for 9-1-1 for emergencies. Susan suggested using the line “Help 9-1-1, Help You,” as used by Sonya in her last year’s campaign, which focused on answering each question asked by the dispatcher. Sonya stated that the group *Smart 9-1-1* was also using this message. Cindy stated that the tag line was not educational because people already know the number to call for emergencies. Charlesetta stated that her interpretation was 9-1-1, the number to know for what? We have 211, 311, 411, 511, 611, 711, 811, and 9-1-1, therefore, there’s no uniqueness to the message and each 1-1 number is interchangeable for this suggested tag line. Alisa stated that they would voice the PETS concern as well as the committee’s concerns and suggestions.

NENA ODC/TDC Update (Sonya Clauson)

Sonya discussed the NENA’s partnership with the Health and Human Services Office (HHS) on Women’s Health (OWH) Heart Attack campaign – “*Make the Call, Don’t Miss A Beat.*” An email was sent out to the PET group. The comprehensive public education campaign included TV ads, radio spots, videos, powerpoint presentations, posters, sample press releases, newsletter blurbs, magazine ads, use of online social media, and creation of an educational website (www.womenshealth.gov/heartattack). The website has very useful information. The E9-1-1 Institute website also has some educational information.

The ODC conference format will be discussion rather than presentation style. A workgroup was developed to propose various ideas on creating educational messages for the deaf community, as well as providing refresher training to dispatchers on Video Relay Services (VRS). She stated the need for more 9-1-1 trainers involvement in the group. Sonya advised that a big topic of discussion was the use of social media. Christie stated that many agencies wanted to participate, but were afraid to because there don’t have policies or procedures in place. She used an example of someone trying to report an emergency on Facebook or Twitter, and what steps should be taken. Sonya stated that most of the issue dealt more with human resources and dealing with employees. Some tips and ideas were given on why they should join the social media arena. Comments were also given on why agencies can’t participate and why some will wait. A working group was in the process of creating an OID (Operational Information Document) for

using social media, with a focus on issues dealing with human resources, training, public education, and reporting emergencies.

Sonya's final topic was the ever-increasing discussion of texting. At the NENA conference in June 2009, a demonstration was given of Blackhawk County, Iowa truly accepting 9-1-1 text messages. She stated, as a group, we need to start considering working on some type of public education message on the implementation of PSAPs accepting 9-1-1 text messages. What do you do? Who do we target? Do we announce it to the public? She stated that we needed to think on it because Next Generation 9-1-1 was the future, especially in the wake of all the technological advances. There are new devices, various smart phone apps, new services and products targeting seniors – such as EmFinders, Jitterbug; telematics – Ford Sync and On-Star, and other advancements. We want to inform the users of these devices of how they should properly interact with 9-1-1.

Committee Breakouts/Reports

TC Recognition – Patty C.

The group discussed about various ideas for TC week.

- Ector County has ordered a coffee table book on its history, and she will include a bookmark with 9-1-1 tips.
- Pam F. – news release; interview ideas, press packet. She'll send previous PSA's used by Cindy B. to her local media; utilize her community television station to display pictures of dispatchers
- Write letters to Chiefs and Sheriff's and remind them to visit their communication's center and show thanks
- Encourage the PSAPs to celebrate themselves by having a pot luck dinner/shift party.
- Invite specific reporters individually into the PSAP for interviews and spotlight a particular call that came into the center.
- Vereda suggested using electronic signage at the banks to recognize TCs.
- Some past TC gifts given were padfolios, thumb drives, and the biggest hit was boxer shorts with the slogan "9-1-1 is behind it all."

Robert - Resource Committee

The Resource committee recognizes the dire straits of public education. The group will work on what we can afford and create that will be effective and efficient, such as pencils, stickers, and other items under \$.20. Some other suggestions included using paper products, taking pages from the current activity book and putting them on your website to download and copy; collaborating with the local Citizen's Police Academy; and applying for Wal-Mart grants to fund your program.

Patti D – Public Information

She briefly discussed NENA's coming up with April's education's month's material. She'll provide more information as it becomes available.

Mentoring – Susan Rodriguez

Susan stated that she spoke with the new member and she will provide them contact information in their area for a seasoned PET member.

CSEC Report (Robert Gonzalez)

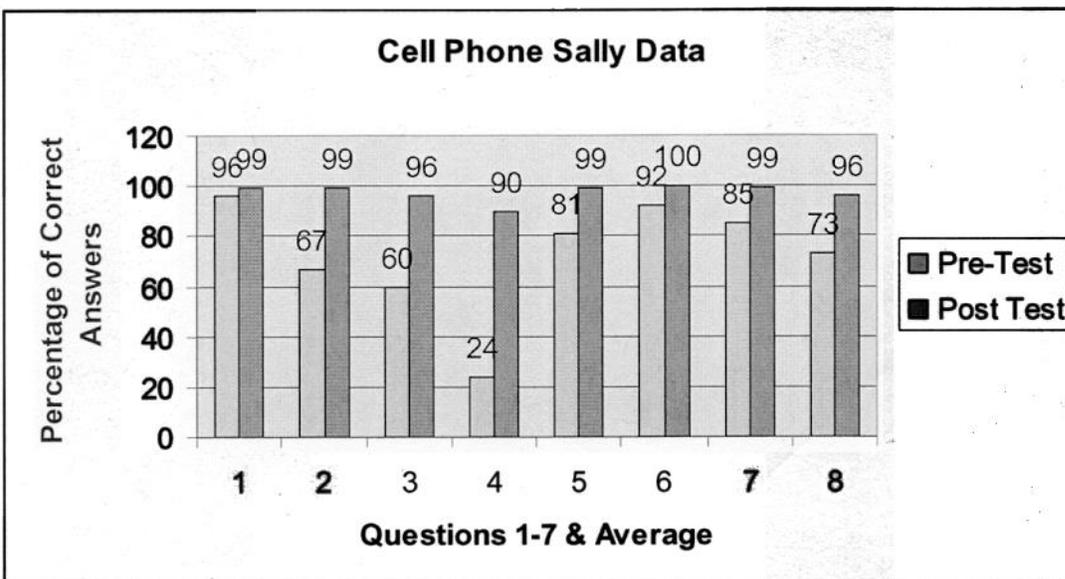
The CSEC Awards Recognition program will be held on March 2, 2011, at 10:30am in conjunction with the 9-1-1 Goes to Austin event. A luncheon will not be part of the program. Since CSEC has taken Poison Control Centers under its auspices, their honorees will be recognized as well at the program. Patty C. asked if the award recipients could pre-register for the event, even though it was free? Robert stated yes and the participants could visit the Texas NENA to register for the 9-1-1 Goes to Austin event and/or the Awards recognition program. Nominees will receive packets in the mail detailing what they need to do. Robert stated he had three hotels set up to accommodate the attendees. He can be contacted for additional information.

He advised that all fall orders had been delivered and he was working on updating the spring catalog. He works with approximately 25 different vendors, so he encounters many challenges in processing orders and making sure the items will be available. He'll send out more information regarding the spring order period and deadline.

A new vendor has been selected to finalize the Cell Phone Sally costume. A final product should be available by the end of the month and images will be shared with the group. The price will remain under \$5,000 provided he receives 6-10 orders at a time. If ordered outside of the initial order, then the costume price will be \$6,500. He'll begin taking orders for the costume either in late March or Early April.

Cell Phone Sally Data (Susan Rodriguez)

Each year she has to provide an annual community involvement report for her agency. The data gathered throughout the year helped to quantify her program. Susan expressed the importance of having her presentation evaluated using the evaluation form provided by CSEC in the classroom kit. She presented the data and it proves that after a 9-1-1 presentation the participants had a gain in knowledge, which showed the added value of the program. The printed data also provided a visual display of the results. Robert stated that it was important to have the evaluation forms sent to him because he logged the data received and could generate a report of the evaluation data for your respective area. He emphasized that this may be the direction that we're moving in to better justify and boost support for public education programs. A copy of the compiled data sheet will be included with the minutes.



At each Cell Phone Sally Presentation the teachers were given a set of questions to ask the students before and after the presentation. The chart above represents the Pre/Post Test Data that was returned for each of the 7 questions as well as an average (shown as 8). Here are the 7 questions that were asked of the students:

1. What numbers do you press on a phone to get help in an emergency?
2. Name at least one thing you need to tell the 9-1-1 call taker when you dial 9-1-1 in an emergency.
3. On a cell phone, after pressing 9-1-1, what button do you need to press to make the call go through?
4. How much does it cost to call 9-1-1 from a payphone?
5. Should you call 9-1-1 if your pet is missing?
6. Should you call 9-1-1 if you see a fire at your neighbor's house?
7. Name one type of community helper who may come after you call 9-1-1?

The chart shows that there was an increase in knowledge after receiving the presentation. It is also a good representation of what the students knew about 9-1-1 before the presentation.

MOU for PET/CSEC (Cindy Bridges/Robert Gonzalez)

Cindy stated that at the last PET meeting (November 16, 2010), a discussion was held about the copyright to Cell Phone Sally. During that meeting, it was voted on by the PETS group that CSEC has rights to it with recognition of the PETS group. She has created an MOU (Memorandum of Understanding) between CSEC and the PETS. The PETS Board members will receive a draft copy of the MOU, as prepared, per request of CSEC. The final copy of the MOU will be shared with the group at a later date.

NPEF Conference Update (Patti Davis)

Patti stated the conference will be held, August 1-2, 2011, at the Fossil Creek Radisson in Fort Worth. The two-day conference will be full of public education information. The early bird registration of \$125 ends April 15. After April 15, the registration cost increases to \$225. She stated that she's received interest from educators in Washington, Louisiana, and Illinois and was anticipating more attendees as time progresses. In order for the conference to proceed, she will need to have at 50 people registered by April 15, so spread the word about the conference and visit the NPEF websites on Yahoo (<http://groups.yahoo.com/group/npef911/>) and Facebook (www.facebook.com/home.php?#!/group.php?gid=139299156105119)

Other Business

Sonya and Robert stated that on occasions in the past, various members have encountered issues with having materials translated into Spanish. Some of the obstacles were use of common language, formal language, and also struggles with the professional translator's verbage and inconsistencies. We, as a group, need to create a committee to review/translate materials to ensure its accuracy, or actually research having a Spanish translation task force team on a local or national level who are native Spanish-speakers. Patty C. believed it was a good idea. During National 9-1-1 month, she actually has two telecommunicators in her area set up interviews with the local Spanish radio stations. One error they found was that the Spanish community was told to call nueve once, instead nueve uno. The radio coverage was very beneficial to the Spanish community because it provided the correct information and let the listeners know that 9-1-1 was readily available to provide emergency assistance. Susan asked Sony and Robert if they would be willing to co-chair this committee. They responded yes and would provide updates in the future.

Susan asked for additional questions, comments, or other business. There were no remarks and the meeting was adjourned.