

**Washington State E911 Advisory Committee**

**Public Education Subcommittee**

January 9, 2015

Camp Murray, WA

9:30 am – 4:00 pm

**Members Attending in Person:**

Kay McKellar, Chelan/Douglas County, Chair

Deb Homan, Clallam County, Vice-Chair

Aric Cothren, Wahkiakum County

Marlo Erwick, Jefferson County

Roxanne Castleman, Pierce County

Jean Nealy, Pierce County

Helen Terry, Grant County

Tina Bobbitt, Walla Walla County

Kayreen Lum, King County

Melody Darby, Garfield County

Kristi Castillo, Yakima County

Terri Sebree, Ferry County

Cathy Field, Mason County

Michelle Thomas, Whatcom County

Mike Shannon, Spokane County

Donna Barnes, Washington State Patrol

Brandy D'Intinosanto, Kitsap County

Vicki Thoroughman, Snohomish County

**Members Attending Remotely:**

Grace Laux, Kittitas County

Crystal Lofts, Stevens County

**State Office in Attendance:**

Kim Mask

Kay McKellar opened the meeting with introductions and as an ice breaker, asked each person to share their favorite television show when they were a child. She also gave housekeeping tips for those who had not attended a meeting in Building 20-B before.

**Approval of November Meeting Minutes**

A motion was made to approve the minutes for the November meeting with corrections of adding Cathy Field (Mason County) to attending the meeting and the spelling correction of Brandy D'Intinosanto's name by Melody Darby (Garfield County) and seconded by Marlo Erwick (Jefferson County). The motion was approved to finalize the minutes with the changes.

**Action Items**

**The following Action Items had updates added. If the Action Item is not listed, it has either been removed or noted as completed or no action has been taken. Please refer to Action Item sheet for more detail.**

1. Statewide Campaign – All counties have completed the survey. When the totals from the counties that did the survey in October were added to the results compiled from March, there was less than a 2% difference in most categories. It was decided not to break out the results from October and to add them to the March results. This will be considered a completed Action Item with all numbers included, with the next survey due in March 2016. Kay will request the Advisory Committee to mandate this subcommittee to do the survey every two (2) years in early March on even numbered years.
2. Hosting of Regional Conference – Cathy (Mason County) will develop action plan and outline event plan at next meeting. This will be added to the next meeting’s agenda. Roxanne from Pierce County has volunteered to assist Cathy with the planning.
3. Virtual File Box (Office Depot) – There has been no new action. Due to the confusion for shipping addresses and billing addresses, if invoices are sent to the State Office, they will be scanned and emailed to the Public Education Coordinator for processing of payment.
5. Presentation Manual (TTY) – The TTY presentation has been added to the manual.
6. Cultural Awareness Training – Roxanne (Pierce County) shared the draft agenda she created for the training which will be held at the next meeting on March 13, 2015 at the Pierce County DEM. She will create a flyer with hotel information, restaurant locations, and other pertinent information about the training to send out to the coordinators. She would like everyone to RSVP in order to have an accurate attendance count since she will be providing light refreshments and will have other staff from her agency attending.
7. Cell Phone Sally – Kayreen inquired about if the texting piece would be removed so the video could be used. It is still being worked. “The Store” is only place Kayreen knows that Cell Phone Sally items can be purchased legally. It is understood that Lewis County received written consent to from Texas directly to make copies of Cell Phone Sally but does not think that applies to the whole state. Kim will lock down Lewis County’s folders on Office Depot to avoid any other county access as well as remove all files from OneDrive.
8. Technology and Media Updates – Replaced the Find Me 911 to include all new technology advancements that Public Education Subcommittee needs to be aware of.
9. Strategic Planning Update – The Strategic Planning Subcommittee has cancelled the last two meeting but is planning to meet in March. Kay will have update after the meeting.

**Review of 2015 Meeting Schedule**

This schedule has been added to the OneDrive calendar.

January 9, 2015	Camp Murray	9:30 am – 4:00 pm
March 13, 2015	Pierce Co. DEM	9:30 am – 4:00 pm (Diversity Training)
May 8, 2015	Ellensburg	9:30 am – 4:00 pm
July 10, 2015	Camp Murray	9:30 am – 4:00 pm
<b>October 2, 2015</b>	<b>Wenatchee</b>	<b>9:30 am – 4:00 pm (Revised)</b>
November 13, 2015	Camp Murray	9:30 am – 4:00 pm

### **Public Education Topics for Fall Forum**

It was noted that E911 Coordinators would not be in favor of Public Educators attending Forums unless there was training tracks specific to Public Education available. This is the reason for poor participation in the APCO Summer Conference. If the person scheduling the tracks would like the Public Educators to attend this conference, he/she would need to work with this subcommittee in the development of training tracks that they would be in favor of attending.

Some of the ideas from the group were:

- How to get into Volunteer Organizations
- How to get past road blocks
- Creating partnerships with other agencies/counties
- Outreach in the community
- How to train other dispatchers in Public Education
- Overcoming staffing issues
- Keeping people motivated
- Being able to see visual products (booths, boards, etc.) created by other Public Educators
- Managing and Inventorying a program
- Creating a sustainable program
- Project Management
- Learning about NextGen
- Using plain language with other professionals (i.e.: DSHS, Mental Health)
- Training on specific cultures
- Encouragement to attend meetings with Directors/Managers

### **Strategic Planning Committee Update**

The previous meeting had been cancelled but still planning to meet during the Spring Forum. Kay and Deb have been invited to attend this meeting.

### **Text to 9-1-1 Campaign**

- Due to the holidays, the workgroup was not able to meet as planned. They have started the process to begin work. There was not much direction given from the Advisory Committee or State office at that time but have had more clarification since.
- It was decided that the message will be as unified as possible. The news release template has been developed – how it meets needs; what it wants the state to say.
- The timeline of the draft will be sent out with the request to approve by the Advisory Committee before the March meeting. The goal is to have the press release finalized and available for approval before this meeting.
- Kim or someone from the state office will keep the Public Education subcommittee updated as counties implement texting ability.

- The group will vote on the choice of which logo to use. All submissions will be sent in by January 23<sup>rd</sup>. Voting will take place on Feb 1<sup>st</sup>.

### **County Updates**

- Jefferson County – Presentations at Indian Island; doing tours on aircraft carrier
- Spokane County – Three HUD housing education presentations
- Mason County – Reaching out to schools; doing meet and greets
- WSP – Would like to thank Pierce County for donations
- Ferry County – Purchased a new trailer to store public education material in
- Yakima County – Edith House, and participated in the Command Unit education
- King County – Working on Texting to 911 implementation
- Clallam County – Radio announcement, install of new phone system, participated in “Adopt-a-Soldier program where they were able to send 12 boxes to family
- Snohomish County – Hosted a “Heroes Night” at the SilverTips Hockey Team home game
- Wahkiakum County – Safety fair for local pre-school

The next scheduled meeting is March 10, 2015 at Pierce County DEM, following the Diversity Training. This meeting will start at approximately 2:00 pm.