

Washington  
Military  
Department



Emergency  
Management  
Division  
  
State  
Enhanced 911  
Coordination  
Office  
(SECO)

Effective Date: July 1, 2020\* Rev 2

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## SECO PUBLIC EDUCATION POLICY

**\*Effective until superseded or amended**  
**Supersedes all previous SECO Public Education Policies**

**See Also:**

WAC 118-66  
Washington State Administrative & Accounting Manual (SAAM)  
Chapter 10 – Travel  
SECO County Contract Policy  
SECO Salaries and Benefits Summaries  
SECO Washington State Patrol Communications Contract Policy

This policy defines procedures for the State E911 Coordination Office (SECO) in providing reimbursement to eligible Washington State Counties and the Washington State Patrol (WSP) Communications for Washington State 911 Public Education activities and training.

Each county/WSP Communications must appoint a 911 Public Education Coordinator to be considered eligible for 911 Public Education reimbursement. The appointee must be someone other than the appointed 911 County/WSP Communications Coordinator.

### **Coordinator Professional Development (CPD) Section**

The Coordinator Professional Development (CPD) section, benefits all counties and the Washington State Patrol (WSP) Communications under contract with the SECO. The following is part of the CPD category of authorized expenses and does not require local E911 excise tax revenue to be used against these expenses.

1. **Public Education Subcommittee Meetings and Forums/Training– Line Item CPD1**
  - a. Each county/WSP Communications is eligible to seek travel expense reimbursement for one 911 Public Education Coordinator to attend and participate on the Public Education Subcommittee and/or state supported public education training.
  - b. The 911 Public Education Coordinator is required to attend the Public Education Forum or one public education training to enhance job skills per contract period.
  - c. Participate in 50% of any scheduled state 911 Public Education Subcommittee meetings held during the contract year. Participation can be in-person, by phone, or participation on a work group/project.
  - d. Each county/WSP Communications is eligible to seek travel expense reimbursement for attendance at public education specific training and for conducting public education events.
2. **Public Education Material – Line Item CPD3**
  - a. Funds are capped at **\$5,000** (per contract period)
  - b. Funds may be used for reimbursement of expenses for public education materials, supplies, training, training materials, presentations, travel and/or salary (regular and overtime only) for





# 911 Public Education Resource List

\*\*This is not a comprehensive list. For an item to be approved for reimbursement the item must be used by the public education program to further 9-1-1 messages. If you have questions about items, specifics, or anything about whether an item will be eligible for reimbursable, please contact State E911 Coordination Office (SECO) County Assistance Program Manager, currently Teresa Lewis (SECO): [Teresa.Lewis@mil.wa.gov](mailto:Teresa.Lewis@mil.wa.gov)

The contents of this list may change at the SECO's discretion, with input from the Public Education Subcommittee.

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Requests for reimbursement are to be made in the CPD3 section on the monthly report. All requests must include a justification for how the item is used for public education purposes in the comments box of the CPD3 section on the monthly report.

Purchase categories for county 911 Public Education:

1. **Event Equipment: must either be functional, provide a learning opportunity, have a 9-1-1 message or be branded "9-1-1"**
  - a. Functional equipment: tent, tables, chair, totes, carts
  - b. Branded materials: tablecloths, banners and apparel
  - c. Activities: practice phones (simulator, iPad used for 911 app, or play phones), interactive game with learning objective (spinning wheel, bean bag toss etc.) may include materials to make an activity (i.e. lumber to build a bean bag toss), button maker, may include materials to do activity (i.e. paper and button materials, crayons)
  - d. Event registration (events may be free to public safety professions, discuss with event coordinators if this is the case, or you may want to share the cost with partner agency)
2. **Handout materials creation and printing: must have a 9-1-1 focused message**
  - a. Creation costs: vendors to create materials, translation services, etc.
  - b. Paper material printing: brochures, coloring or activity sheets, etc.
  - c. Non-paper giveaways: pens, cups, bags, flashlights, USBs, etc.
  - d. Equipment to do self-printing: printers, paper, ink
3. **Presentation/class materials: must have a 9-1-1 focused message**
  - a. Activities: worksheets, certificates, pre and posttests, teacher surveys, print offs
  - b. Branding materials: banners, apparel
  - c. Equipment: projector, iPad
4. **Social Media marketing: must have a 9-1-1 focused message**
  - a. Boosting Facebook posts
  - b. Social media ads (Pandora, Facebook, etc.)
5. **Mainstream Marketing: must have a 9-1-1 focused message**
  - a. Public Service Announcement (PSA): radio, tv, internet etc.
  - b. Out-of-home marketing: Billboard, bus, bench, theater or text ads, etc.
  - c. Print Marketing: Inserts (bills, coupons), publications (newspapers, catalogs, program ads)
6. **Professional Development: must relate to public education positions**
  - a. Conferences: National Public Education Forum (NPEF), Social Media, Public Information Officer (PIO), etc.
  - b. Skill development classes: power point, public speaking, social media, video etc.