



2009 ACCOMPLISHMENTS

- Continued to provide an open forum for sharing ideas and gaining valuable input from the experience of other 9-1-1 educators.
- PETs, in conjunction with CSEC, created characters, script, and related classroom materials for the Cell Phone Sally DVD, an upgrade to the Red E Fox video.
- Continued to offer *PET Resource Manual* CD which includes *The 9-1-1 Pub Ed Toolkit* and ideas for public education items/campaigns. Implemented procedures to ensure that artwork and ideas created by PET/CSEC are reproduced only by 9-1-1 Public Educators, protecting creative ownership from vendors who exploit it for their own profit. Incorporated legal language in the *PET Resource Manual* CD to prevent or allow for recourse.
- Collaborated with Commission on State Emergency Communications (CSEC) and Texas Association of Broadcasters (TAB) to implement a statewide 9-1-1 PSA Campaign for the State of Texas. Initial statewide investment of \$80,000 netted over \$1.4 million in actual airtime.
- Continued development of support materials with consistent 9-1-1 messages for the public.
- Actively participated in National Emergency Number Association (NENA) Conference by conducting public education sessions, hosting a PET booth in the Exhibit Hall, and facilitating 2nd meeting of *9-1-1 National Public Educators Forum*, a national network group of 9-1-1 Public Educators.
- Participated in Texas-NENA Conference by presenting several educational sessions and hosting PET booth in the Vendor Hall.
- Continued to contract with a webmaster to maintain PET website, adding new features to enhance use of website.
- PET members actively participated in NENA's Public Education/Training Ops committee.
- PET members attended Mexico's 2nd annual 9-1-1 national conference.
- Provided detailed meeting minutes that are a valuable reference tools for all 9-1-1 public educators, whether or not they were able to attend workshops.
- Attendance at quarterly meetings averaged 35-45 public educators, representing 9-1-1 entities from across the state of Texas.
- Contributed PET articles to each issue of Texas-NENA's quarterly newsletter, *TENA Transfer*.
- Article about the PET group was published in NENA's monthly magazine, *Emergency Number Professional*.
- Researched pros/cons of PET group becoming a non-profit for the purpose of applying for grants—decision was made not to pursue non-profit status until a later date.

OFFICERS

President/Texas-NENA Liaison

Susan Rodriguez
City of Plano, Public Safety

President-Elect

Cindy Bridges
Central Texas COG

Secretary

Charlesetta Malone
Deep East Texas COG

Treasurer

Christie Eskew
North Central Texas COG

COMMITTEE CHAIRS

Historian/Website Liaison

Vereda Koch
Wichita-Wilbarger 9-1-1 Dist.

Mentoring

Kimberly Cole
City of Dallas

Public Information

Patti Davis
West Central Texas COG

Resource

Tina Chaffin
Collin County SO

TC Recognition

Patty Cross
DENCO Area 9-1-1 District

2010 GOALS

- Continue participating as a presenter(s) and exhibitor(s) at the NENA and Texas-NENA conferences.
- Collaborate with CSEC in finalize production and assist in marketing and distribution of Cell Phone Sally DVD and related materials.
- Join forces with CSEC to create and distribute additional Cell Phone Sally materials.
- Explore partnerships/collaboration with other 9-1-1 education related entities (APCO, NENA, other).
- Maintain accurate financial records.
- Provide accurate meeting minutes in a timely manner to the membership.
- Continue to collaborate with CSEC to create and distribute new educational materials.
- Continue to make updates to the *PET Resource Manual*.
- Provide videoconferencing during meetings as an option to those who cannot regularly attend PET meetings due to travel and/or budget restrictions.
- Maintain outreach with all 49 states and Puerto Rico to foster collaborative efforts.
- Work in partnership with CSEC and TAB to create and implement a second statewide PSA campaign.
- Find innovative ways to keep committee members active between quarterly meetings.
- Encourage new 9-1-1 public educators through mentoring and inclusion in discussions at meetings.
- Continue to develop 9-1-1 public education sessions for presentation at state and national public safety conferences.
- Develop promotional and educational items related to NG9-1-1 and other new technologies as they emerge.
- Continue to nurture and provide support to members through the trials of everyday life, both good and bad.