



**North Carolina 911 Board**  
***Education Committee Meeting Agenda***  
**Via Simultaneous Communication**  
**Microsoft Teams Meeting**  
**February 17, 2022**  
**10:00 AM to 11:00 AM**

<u>Tab</u>	<u>Topic</u>	<u>Presenter</u>
1.	Chair Opening Remarks	Chuck Greene
2.	Welcome	Pokey Harris
3.	Roll Call	Angie Turbeville
4.	Approval of September Minutes – <i>Roll Call Vote</i>	Angie Turbeville
5.	Technology Update	Tom Rogers
6.	Recruitment Campaign - Public Service Announcement	Chuck Greene
7.	Community College Partnership	Angie Turbeville
8.	Other	
	Adjourn	Chuck Greene

**Next Meeting – Thursday, March 17 at 10:00AM**



**North Carolina 911 Board**  
*Education Committee Meeting*  
**Draft- Minutes**

**Thursday, September 23, 2021 - 10:00am to 12:00pm**  
**Virtual – Meeting was conducted using simultaneous communication.**

Meeting Attendees:

Committee Members	Phone	Not in Attendance	Guests	Phone	In Person
Jeryl Anderson	X		Doug Workman (Cary PD)		
Tommy Cole	X				
Chuck Greene	X				
Grayson Gusa	X				
J.D. Hartman	X				
Heather Joyner	X				
Hope Downs	X				
Brian Short	X				
Jimmy Stewart	X				
Donna Wright	X				
Staff	Phone	Not in Attendance			
Richard Bradford	X				
Stephanie Conner	X				
Kristen Falco	X				
Tina Gardner	X				
Pokey Harris	X				
Gerry Means	X				
Stanley Meeks	X				
David Newberry	X				
Marsha Tapler	X				
Sarah Templeton	X				
Angie Turbeville	X				

Agenda

1. **Chair Opening Remarks** – Mr. Greene kicked off the meeting by welcoming the committee and guests. Chief Tommy Cole was introduced as the newest committee member; he expressed he was looking forward to serving on the committee.
2. **Executive Director Opening Remarks** – Ms. Harris welcomed committee members and guests.
3. **Roll Call** – Mr. Greene asked Ms. Turbeville to conduct the roll call.

4. **Approval of July Minutes** – Ms. Wright made the motion to approve the minutes and Ms. Anderson made a motion to second the minutes. All attending committee members voted, and the motion carried unanimously. *The roster of roll call votes for action items for this meeting included below as part of these minutes.*
5. **Legislative Review** – Mr. Bradford gave a brief report and noted the only Bill pending that specifically relates to the Board, is HB404. He reminded the Board this Bill was referred to conference committee. The Bill came out of committee with some new language with substantive changes affecting providers and has been referred to committee. The Budget Bill is going through the negotiation process. At this point, it includes a great deal of change and opportunities that relate to Broadband. These do not directly impact the Board however these changes will influence local government and will have a positive impact overall in terms of the ESInet and communications which do concern the Board. There are also several new federal government opportunities that will positively impact local government. Mr. Bradford encourages monitoring these negotiations and opportunities. The FCC Strikeforce final report was presented to Congress on Thursday, September 23, and it has been published on the FCC’s website. This will be sent out to the Board next week and Ms. Harris and Mr. Bradford are planning an in-depth discussion with staff to present these changes. Mr. Bradford will also provide a more direct report about the content and expectations going forward regarding the new FCC Rules and Strikeforce during the October Board meeting.
6. **Technology Update** – Mr. Means reported 104 PSAPs have migrated to the ESInet. We have an aggressive schedule for the remainder of the month. Next week five more ESInet migrations with Brunswick, Pamlico, Watauga, Beech Mountain and Boone all scheduled to migrate. There have been two migrations scheduled for the month of October, six in the month of November and six in December including Charlotte Metro. Mr. Means projects by December 15, 123 migrations will be complete. This will leave four migrations for calendar year 2022, which are primarily bricks and mortar projects. Mr. Means added we now have 79 at i3 and 25 RFAIs, which is a project. Mr. Means is pleased to report 82% of North Carolina’s population is covered with the NextGen platform. Other projects Mr. Means is working on include data analytics and he is completing the documentation so an award can be made and the PSAPs will have access to better tools that will perform what if analysis in graphics form, so they can take advantage of all of the newest techniques in terms of service management. Ms. Wright asked if the new data analytics tool could capture the entire call process through dispatch. Ms. Harris would also like to see predictive data analysis tool. Ms. Harris noted Jack Robertson with Intrado will be speaking at the upcoming Board meeting regarding the issues with ECaTS.
7. **PSA Recruitment** – Mr. Greene provided an update on the PSA project, asking Ms. Turbeville for the end date of the campaign. The campaign ends November 1. Ms. Turbeville reviewed the analytics report from DIT Comms regarding the website activity. The report was from the start date of the campaign until September 21. Mr. Gusa commented the PSA was shared on the APCO Facebook page and it had been viewed 600 times. Mr. Greene asked if there was any preliminary data from the PSAPs. Ms. Turbeville shared Granville County has seen an increase in applications. Ms. Joyner advised Franklin County had seen an uptick in applications; she will be tracking and will share more information once the campaign is complete. Ms. Anderson shared she will be happy to share once their recruitment campaign has closed. Ms. Turbeville displayed Spectrum Reach’s dashboard on the PSA campaign; the dashboard provided the number of airings and dates/times the PSA had aired and what networks. Mr. Greene shared that any PSAP wanting to use the PSA in the local area, they could certainly do such. Ms. Harris also stated the PSA could be used at the local level on websites and social media. Ms. Joyner asked if the PSA could be used after the campaign ended; Ms. Turbeville confirmed the PSA can be used indefinitely.  
  
*Chief Cole left the meeting at 10:30am.*
8. **Community College Partnership** – Ms. Turbeville shared one of the committee goals is to create partnerships with the Community College System. Most recently Ms. Turbeville re-engaged those conversations with the NC

Community College System and Richmond Community College specifically regarding the Public Safety Administration Associates Degree. This program is being offered at 19 community colleges across the state currently. The hope is to collaborate with Richmond Community College to use the PSAP Manager Executive Program college credits toward the 2-year degree program. A brief review of the Public Safety Administration Associates Degree Program was provided. Ms. Turbeville also noted the NC Community College would like to partner with Board to identify telecommunicator training such as 40-hour basic telecommunicator that would also count toward college credits. Ms. Turbeville commented Methodist University reached out wanting to partner with the Board to further the education of telecommunicators across the state.

9. Committee Goals and Meeting Dates – Mr. Greene provided a review of the suggested committee goals for the upcoming year. Ms. Wright made a motion to accept the goals and Ms. Anderson seconded the motion. All attending committee members voted, and the motion carried unanimously. *The roster of roll call votes for action items for this meeting included below as part of these minutes.*

Mr. Greene adjourned the meeting 11:07 AM

**Next Committee Meeting: 10:00 AM Wednesday, October 13**

**Roll Call Votes for July Minutes:**

Committee Members	Yes	No
Jeryl Anderson	X	
Tommy Cole	X	
Chuck Greene	X	
Grayson Gusa	X	
J.D. Hartman	X	
Heather Joyner	X	
Hope Downs	X	
Brian Short	X	
Jimmy Stewart	X	
Donna Wright	X	

**Roll Call Votes for Committee Goals**

Committee Members	Yes	No
Jeryl Anderson	X	
Chuck Greene	X	
Grayson Gusa	X	
J.D. Hartman	X	
Heather Joyner	X	
Hope Downs	X	
Brian Short	X	
Jimmy Stewart	X	
Donna Wright	X	

# DRAFT - Recruitment Public Safety Announcement Campaign

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PILOT PROGRAM IMPACTS

# Campaign Overview

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- NC 911 Board partnered with Spectrum Reach to produce a Recruitment Public Service Announcement (PSA)
- Recruitment webpage was developed by NC DIT Communications to point interested applicants to the PSAP in their desired locality.
  - All PSAPs primary and secondary were listed on the website.
  - PSA shown on website
- Spectrum Reach produced the video at no cost due to video footage shot locally at Johnston County 911 and the City of Durham's 911 Center
- Total project budget \$15,000 solely for campaign airings

# Spectrum Reach Campaign

September 6, 2021 – November 7, 2021

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## CAMPAIGN METRICS

- 6,837 (paid) airings
- 49 Networks
- 2 Zones
  - DUR – Durham Plus, NC
  - Durham Plus U-verse, NC

## TOP NETWORKS

- Spectrum News – 559 commercials
- Lifetime Movie Network (LMN)– 548
- BET – 525
- MTV – 411
- OWN - 367

*Information courtesy of Spectrum Reach*

# Durham (RLDU) Zone - 0664



Demographics	
Current UE	116,827
Median Age	38
% Female	52%
Median HH Income	\$62,092
Bachelor's Degree +	41%
Owner-occupied	54%
Caucasian	59%
African American	33%

Zone Cities and Zips			
27231	Cedar Grove	27703	Durham
27243	Efland	27704	Durham
27278	Hillsborough	27882	Spring Hope
27312	Pittsboro	27537	Henderson
27503	Bahama	27809	Battleboro
27508	Bunn	27508	Bunn
27509	Butner	27553	Manson
27510	Carrboro	27803	Rocky Mount
27514	Chapel Hill	27850	Littleton
27516	Chapel Hill	27278	Hillsborough
27517	Chapel Hill	27701	Durham
27522	Creedmoor	27599	Chapel Hill
27536	Henderson	27503	Bahama
27537	Henderson	27856	Nashville
27544	Kittrell	27707	Durham
27549	Louisburg	27713	Durham
27553	Manson	27514	Chapel Hill
27581	Stem	27712	Durham
27589	Warrenton	27589	Warrenton
27599	Chapel Hill	27243	Efland
27701	Durham		

Networks
A&E, AHC, AMC, ANP, BBCA, BET, BRVO, BTN, BLOOM, COOK, CMDY, CMT, CNBC, CNN, CNNE, DISC, DIY, DXD, EI, ENN, ESPNC, ESPNU, ESPN2, ESPN, ESPND, FOXB, FOOD, FOXD, FREE, FS1, FS2, FSSO, FX, FXNC, FXX, FYI, GALA, GOLF, GAME, HALL, HGTV, HIST, HISTE, HLN, ID, LIFE, LMN, LRW, MSNBC, MTV, MTV2, NBCS, NFL, NATG, NICK, OUTD, OWN, OXYG, PARA, SCI, SEC, SYFY, TBS, TLC, TNT, TOON, TR3S, TRAV, Tru, TVL, TWC, USA, VH1, VICE, WE, Spectrum News

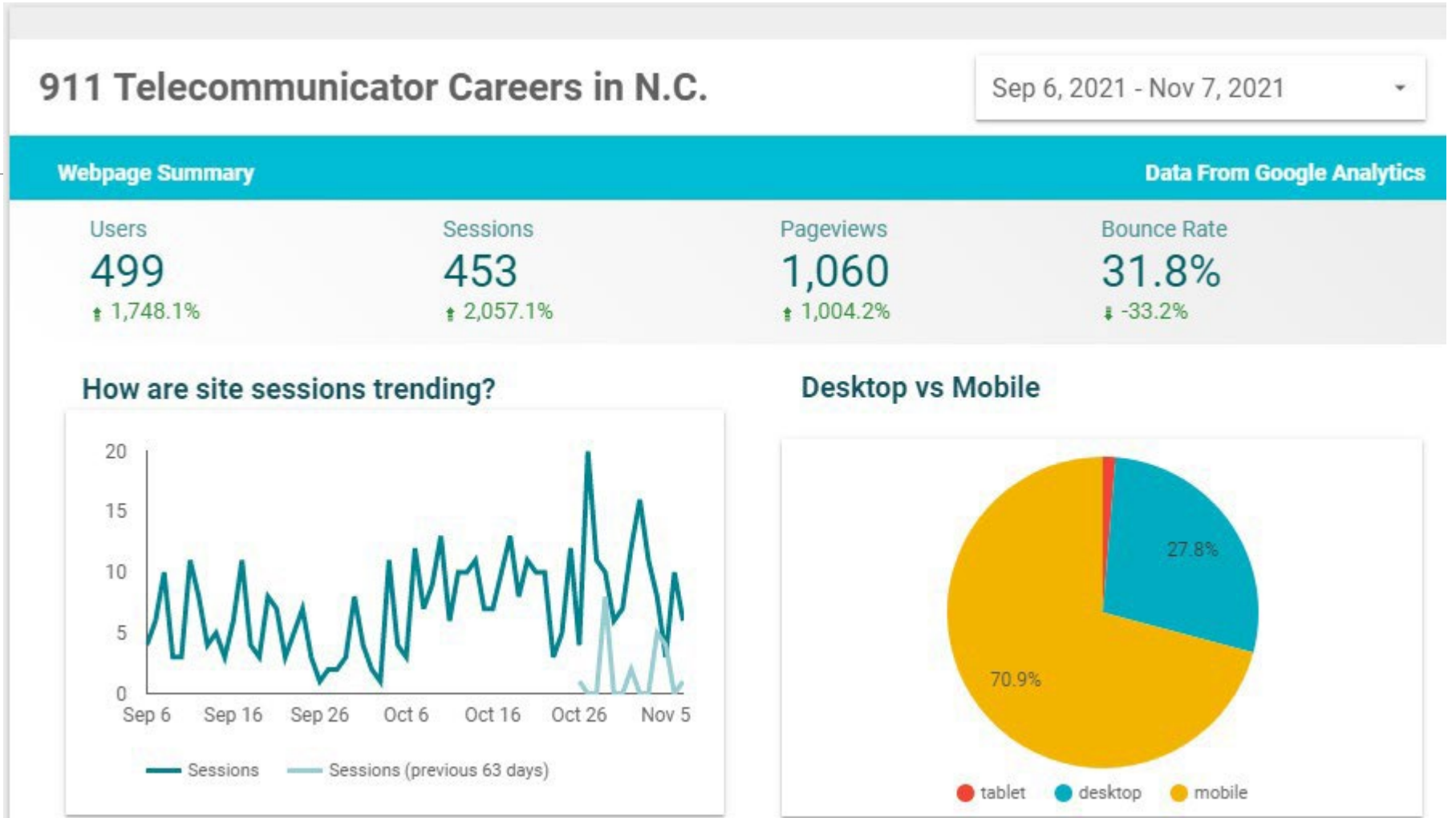


# Campaign Airings

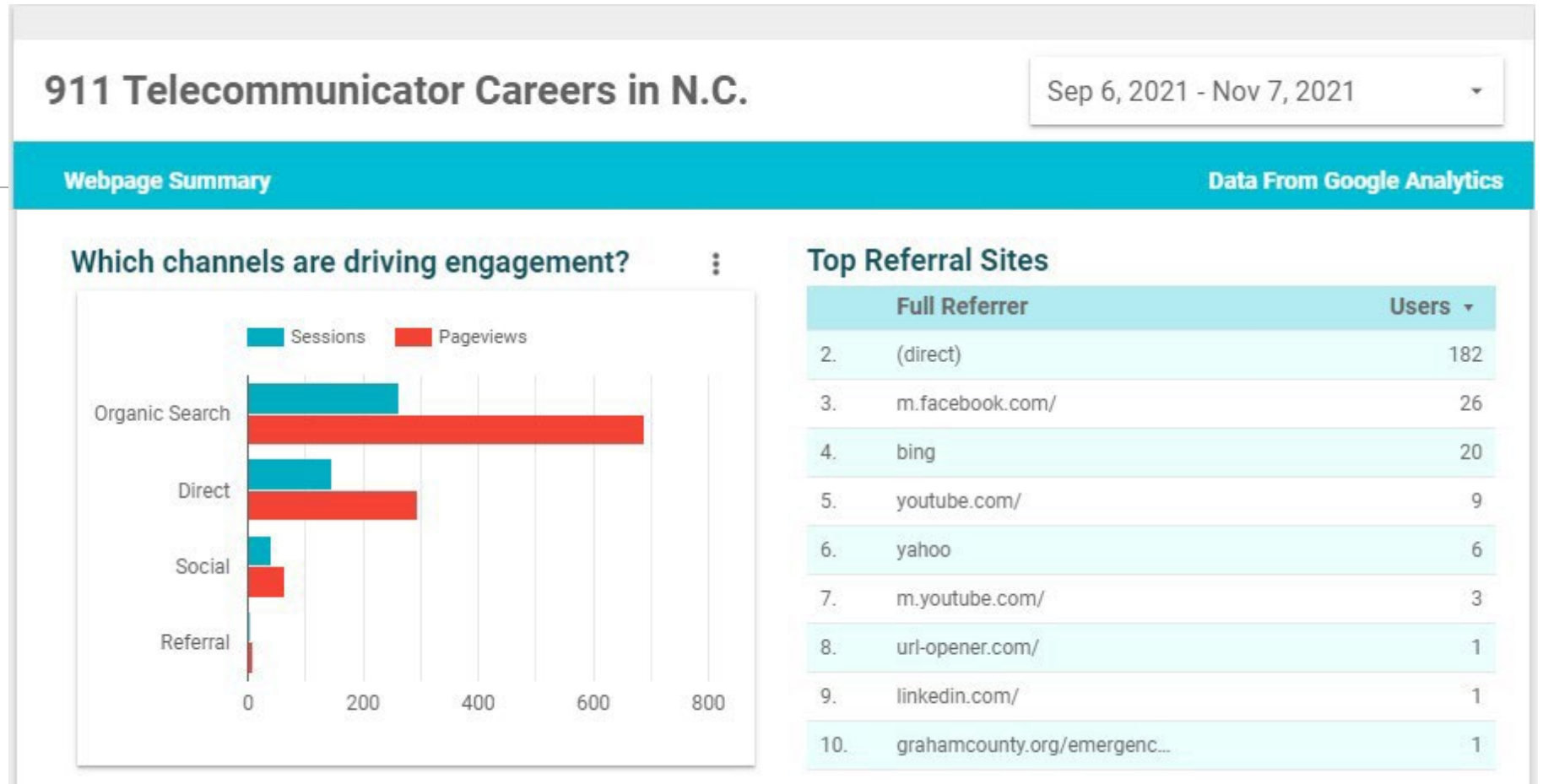
- Paid airings – 6,387 commercials
- Bonus (additional) airings to what is reported and billed – 1,900 commercials
- **Total airings – 8,737 commercials**



# Webpage Analytics: Site Summary



# Webpage Analytics: Engagement



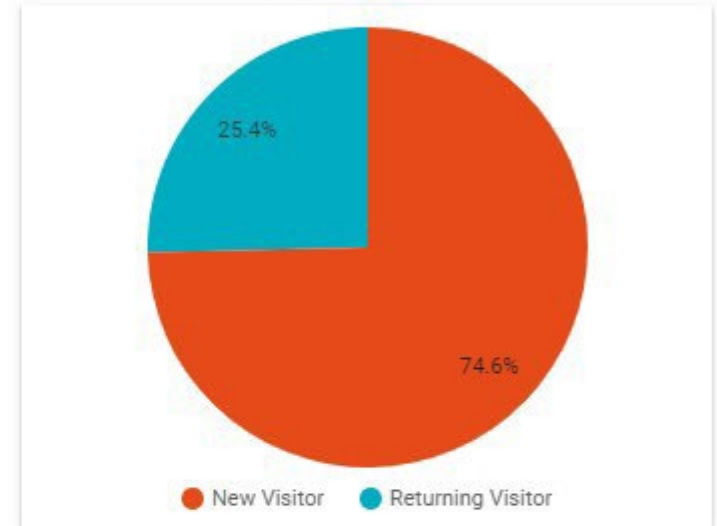
# Website Analytics: Top 20 Cities out of the 453 Sessions

## Top Cities by Sessions

	City	Sessions ▾	Avg. Session ...
1.	Durham	86	02:59
2.	Charlotte	45	02:42
3.	Raleigh	18	01:51
4.	(not set)	15	02:49
5.	Washington	12	03:19
6.	Henderson	10	07:28
7.	Carrboro	10	04:23
8.	Cary	9	08:53
9.	Prineville	8	12
1...	Ashburn	8	51
1...	Nashville	8	06:12
1...	Chapel Hill	7	01:27
1...	Lulea	7	00
1...	New York	7	41
1...	Boston	6	50
1...	Oxford	6	06:27
1...	Myrtle Beach	5	04:36
1...	Asheville	5	43
1...	Franklin	5	09:32
2...	Chicago	4	04:23

Sep 6, 2021 ▾

## New Visitor vs Returning



# Webpage Analytics: Top 10 Clicks after accessing the Recruitment Webpage

Sep 6, 2021 ▾

### Top Clicks

	URL	Total ...
1.	<a href="https://durhamnc.gov/3774/City-Jobs-Careers">https://durhamnc.gov/3774/City-Jobs-Careers</a>	200
2.	<a href="https://raleighnc.gov/safety/content/EmerCommunications/Articles/EmploymentwiththeEmer.html">https://raleighnc.gov/safety/content/EmerCommunications/Articles/EmploymentwiththeEmer.html</a>	130
3.	<a href="https://www.governmentjobs.com/careers/alamancenc/">https://www.governmentjobs.com/careers/alamancenc/</a>	56
4.	<a href="https://nc-vancecounty.civicplushrms.com/CareerPortal/">https://nc-vancecounty.civicplushrms.com/CareerPortal/</a>	44
5.	<a href="https://www.cumberlandcountync.gov/emergencyservices">https://www.cumberlandcountync.gov/emergencyservices</a>	43
6.	<a href="https://www.chathamcountync.gov/services/human-resources/employment-opportunities">https://www.chathamcountync.gov/services/human-resources/employment-opportunities</a>	33
7.	<a href="https://www.alleghanycounty-nc.gov/sheriff.php">https://www.alleghanycounty-nc.gov/sheriff.php</a>	30
8.	<a href="https://www.paycomonline.net/v4/ats/web.php/jobs?clientkey=013CE36B137370DD72FA97783135CF74">https://www.paycomonline.net/v4/ats/web.php/jobs?clientkey=013CE36B137370DD72FA97783135CF74</a>	30
9.	<a href="https://www.caldwellcountync.org/hr/current-job-postings">https://www.caldwellcountync.org/hr/current-job-postings</a>	29
10.	<a href="https://www.townofcary.org/services-publications/police/recruitment">https://www.townofcary.org/services-publications/police/recruitment</a>	28

# URLs Accessed from the Recruitment Webpage

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- 1,726 Total Clicks to another website
- 134 Total URLs
- 126 Municipalities' URLs and 7 nonrelated URLs
- Municipalities' URLs accessed inclusive of :
  - Primary PSAPs
  - Secondary PSAPs
  - Eastern Band of Cherokee Indians

# Spectrum Reach and Website Analytics

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- Between 09/06/2021 - 11/07/2021 there were 499 users to the site and 453 sessions.
- Organic Search drove 57.8% of the overall sessions during this time
- There is only Google Data Studio data available beginning 08/24/2021
  - Looking at traffic before the campaign began (08/24/2021 – 09/05/2021) there were 27 users equaling 21 sessions.
    - Organic searching during this time drove 33.3% of the overall sessions during this time.
    - The cable campaign helped increase organic search traffic by **73.5% during the TV flight.**

# PSAP Impacts – Application Intake

PSAP	Average # of annual applications	Average # of Monthly Applications	Applications Received during the Campaign (2 months)	Monthly Percentage Increase during the Campaign	Additional Information
Chatham County 911	70	6	6	0%	No recruitment during campaign
Durham Emergency Comm.	907	91	493	43%	
Franklin County 911	50	4	25	68%	Shared video on social media received multiple likes and shares
Granville County 911	15	2	4	0%	Recruitment ended 5 days after campaign began; 305 hits on social media
Halifax County	15	2	4	0%	Invited to a job fair in January as a result of the PSA
Nash County 911	100	30	0	0%	No recruitment during campaign; Did receive job inquiries
Orange County 911	250	20	73	45%	Shared video on social media -immediately shared and numerous public comments
Rocky Mount Police	300	25	150	66%	Received some applications out of the normal area



# ROI – Effectiveness of the Pilot Program

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1. Increase in Number of Applications – Most PSAPs in the pilot program who were actively recruiting saw an increase in applications.
2. Social Media Impacts – PSAPs reporting multiple hits, shares and likes
3. Website Analytics – Reporting high traffic with the source coming from direct and organic search.
  - Direct – Interested party directly went to the site by typing the URL.
  - Organic Search – PSA pushed interested party to website to find out more information.
4. Increased Awareness of Job Opportunity – PSAP invited to job fair.

Next Steps:

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