



North Carolina 911 Board
Education Committee Meeting
Meeting Notes
August 19, 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	Cindy Morgan (Spectrum Reach)	X	
Chuck Greene	X		Doug Workman (Cary PD)	X	
Grayson Gusa		X	Ryan Hargreaves (Cary PD)	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			
Amy Berenson	X				
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. Due to several committee members unable to attend today’s meeting, there is no quorum for the meeting; roll call and action items requiring roll call votes will not be taken.
2. **Roll Call** – No quorum of committee members. Roll call not taken.
3. **Executive Director Opening Remarks** – Ms. Harris welcomed committee members and guests.

4. **Technology Update** – Mr. Means provided a brief update on status of the NC Board’s ESInet implementation. He gave a brief overview of the GIS project noting that all the localities have loaded their GIS into the statewide database. There are about 20 municipalities that are cleaning up their data to meet the I3 standard. Mr. Means shared that due to is impending retirement; they are conducting interviews for his replacement.
5. **PSA Recruitment** – Mr. Greene announced that the final proposal for the recruitment campaign is fully ready to be discussed. Due to lack of committee quorum, there will be no roll call vote today. Cindy Morgan with Spectrum Reach will present the proposal and answer any questions about the proposal. The video was shown to the attendees. Ms. Morgan gave the presentation explaining the proposed campaigns and the advantages and disadvantages of both (presentation included in the agenda packet). Staff recommendation was to go with Option 1 which is the Durham Television Media Market which includes several counties in the North Central region of the state. Option 1 was selected due to this being a smaller targeted region to gauge impact and collect analytics for the pilot program. Mr. Greene asked for any discussion from committee. Mr. Stewart agreed with the small footprint. Ms. Morgan shared they produced the campaign ad at no charge and secured an additional 20% of program market which is included in the total cost of \$15,000. Mr. Greene advised the consensus of committee was for Option 1 and the motion will be made at Board Meeting next week. The recruitment website was reviewed for final discussion. Mr. Greene reviewed the data analytics questions asking for input. Mr. Greene suggested having some questions as required or essential and other questions as optional. Mr. Stewart offered that some centers might not be actively recruiting; consideration should be given how to gain data from those. Mr. Greene inquired if PSAPs would be able to gather data. Mr. Stewart thought the data gathering could be dependent on size of the center. There was discussion on ease of adding a question to the application on how an applicant heard about the job. Mr. Stewart thought it would be easy to add a question to the application. The discussion ended by Chuck asking Ms. Harris if she had any comments. Ms. Harris is hopeful this will be beneficial to the PSAPs and if successful can build into the budget for future campaigns.
6. **State 911 Plan** – Ms. Harris stated that currently, we are in the process of updating the State 911 Pan. Work done through committees is a major reason we can accomplish our goals. Barry Ritter with Strategic Communications will be presenting about the State 911 Plan at next week’s meeting. The State Plan Study Group (13 Members) will begin meeting next week. The members align with the makeup of the board.
7. **2022 Education Committee Goals and Calendar Dates** – Ms. Harris asked committee to have their goals ready for discussion at the October meeting.

The meeting concluded at 10:56AM

Next Committee Meeting: Wednesday, October 13 at 10:00AM to 12:00PM