




Implementing a Citizen's Academy for 9-1-1



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Background


- Common for law enforcement agencies
 - Included a little time for Communications
- Challenge for an independent 9-1-1 Center

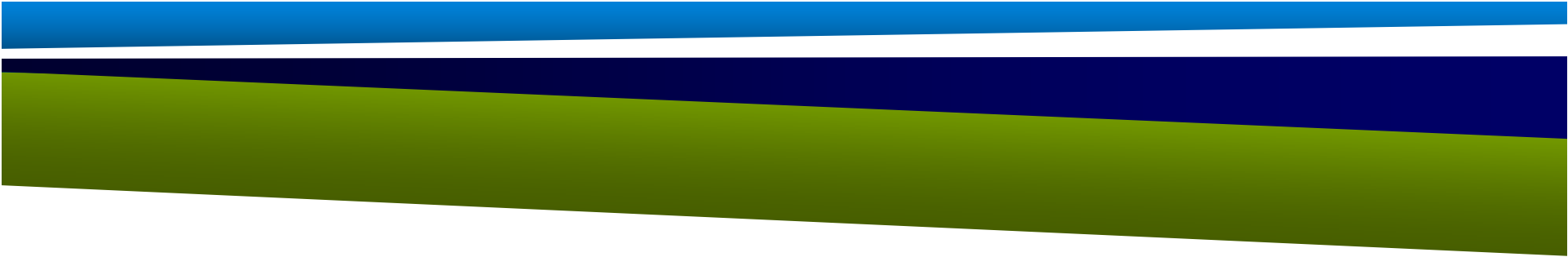


Watsonville
Police Citizen's
Academy




Purpose

- Provide public education
 - Develop better understanding of call handling
 - Develop better appreciation of call handling
 - Reduce caller apprehension
- 



An informed and
educated public is more
cooperative and less
suspicious of the 9-1-1
process.



Planning

- Do we need it?
- What do we hope to accomplish?
- Is this the best way to spend our time?
 - Submit proposal
 - Develop time line



Identifying a Target Group

- Adult members of the community with an interest in the 9-1-1 process
 - Local media reporters
 - Neighborhood watch captains
 - Interest list generated from
 - Inquiries
 - Website
 - Referrals
 - Dispatcher applicants
 - Early attendees expressed an interest in becoming dispatchers

Target Group Goal

- Provide a forum for informing and educating the public about 9-1-1 and the agency's role within the community
- Make positive connection with media
- Make positive connections with cultural groups

2004 Spanish Citizen's
Academy for 9-1-1




Target Group Objectives

- Participants will
 - have a solid understanding of our organization and how we serve the community;
 - understand how 9-1-1 calls are processed from start to finish;
 - see how our organization uses a quality improvement processes to provide the community with the highest level of public safety communications services.



Critical Issues

- Funding
 - Instructor salary
 - Supplies
 - Curriculum development
 - What would be covered
 - English and Spanish classes
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Critical Issues


- Identifying instructors
 - Current pool of instructors
 - English and Spanish
- Scheduling
 - Several nights
 - One Saturday class
 - Required observation time
 - Citizen's own time with deadline to complete

Critical Issues

- Marketing
 - User Agency support
 - Media support
 - Press releases
- Time constraints
 - Available room
 - Instructor availability
 - Other agency activities



Implementation

- Timeline developed
 - Mailings
 - Press release
 - Application deadline
 - Curriculum developed
 - Kemp model of Instructional System Design
 - In conjunction with instructors
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First Class

- By invitation only
 - Target: Influential individuals to establish credibility, support for future classes and recognition



**Our first class
September 1998
- 8 students**

Time in Effect

- To date:
 - 19 classes
 - One class cancelled due to weather
 - 233 graduates
 - 36% applied for dispatcher
 - 11% employed by User Agencies
 - On-line course established



Recognized by CALEA
as an exemplary project

Measurements

- **Difficult to measure effectiveness**
 - Callers may only dial 9-1-1 once or twice in their lifetime
 - Difficult to measure caller behavior



Measurable Support

- High visibility
- Community support for 9-1-1 surcharge fees



Evaluation

- Written course evaluations
- Success of recruited candidates
- Feedback

March 4, 2004

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Dear Rosanna,

There are two primary reasons I took the Citizen's Academy for 9-1-1 class on February 7th. One reason was to try to help me deal with my severe nervousness in several situations where I'd had to call 911. Another reason was the indecision I'd experienced on whether or not it was appropriate to call 911 that I'd felt in some other, less stressful situations.

Less than a week after taking your class - just after midnight on February 14th - I had to call 911. This time I was much calmer than I'd ever been before calling 911 in an emergency. Your class really helped me. Thanks!

David
Santa Cruz

Past Applicant Successes

- Between 2000-2003
 - Trainees completing the *Citizen's Academy for 9-1-1* had a **60%** chance of success in our training program
 - Trainees who did not complete the *Citizen's Academy for 9-1-1* had a **45%** chance of success in our training program


The Present

- 2005 Recruitment list
 - 10 Citizen's Academy graduates are in the top 24
 - Top 3 are Citizen's Academy graduates
- 2006 Recruitment
 - 4 of the 6 applicants hired were referred by a family member who attended the Citizen's Academy for 9-1-1


The Future



Potential pool of emergency help



A sample package for starting your own Citizen's Academy for 9-1-1 can be downloaded from www.pstc911.com. Click "student resources" and follow the links.





☎ 9-1-1

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