

Citizen's Academy for 9-1-1

A Dispatcher Recruiting Tool

Background

- Common for law enforcement agencies
- Challenge for an independent 9-1-1 Center



Watsonville
Police Citizen's
Academy

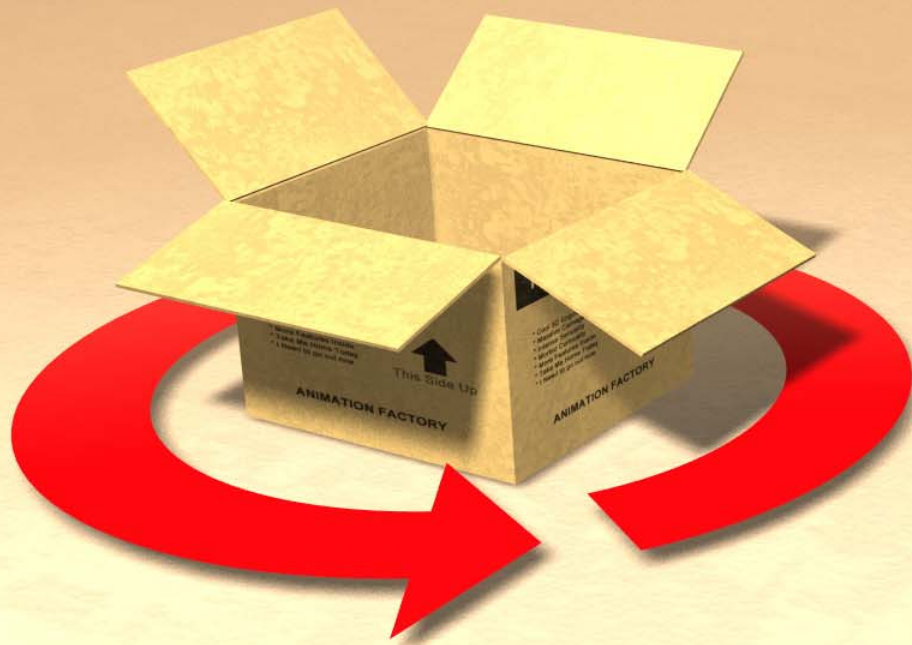


Purpose

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

911





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

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



Several attendees from early academies expressed interest in becoming public safety dispatchers

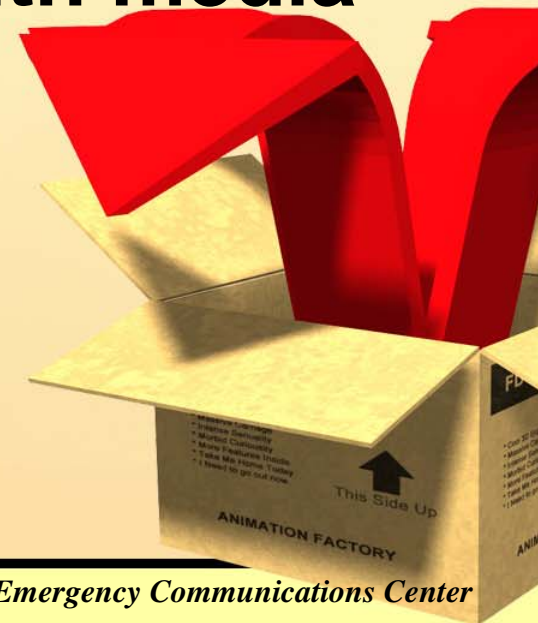


Goal

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



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



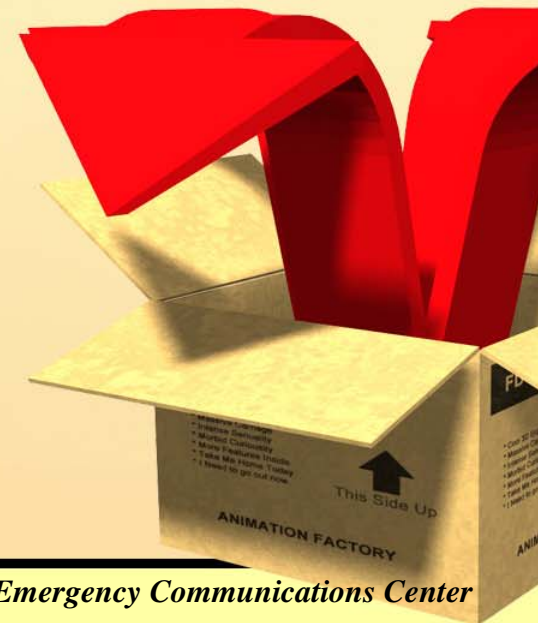
Objectives

- **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 quality improvement processes to provide the community with the highest level of public safety communications services.



Critical Issues

- **Funding**
- **Curriculum development**
 - Offering English and Spanish classes
- **Identifying instructors**
 - English and Spanish
- **Scheduling**
- **Marketing**
- **Time constraints**



Implementation

- **Timeline developed**
 - For current and future use
- **Curriculum developed**
 - Kemp model of Instructional System Design
 - In conjunction with instructors

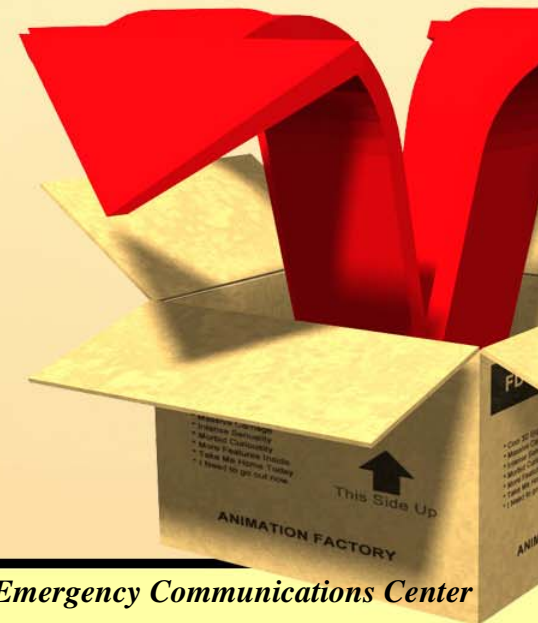


First Class

- **By invitation only**
 - Target influential individuals to establish credibility, support and recognition



Our first class
September 1998
- 8 students



Time in Effect

- To date:
 - 14 classes
 - 188 graduates
 - 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



Evaluation

- Written course evaluations
- Success of recruited candidates
- Feedback

March 4, 2004

Rosanna McKinney
Santa Cruz Consolidated Emergency Communications Center
495 Upper Park Road
Santa Cruz, CA. 95065

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



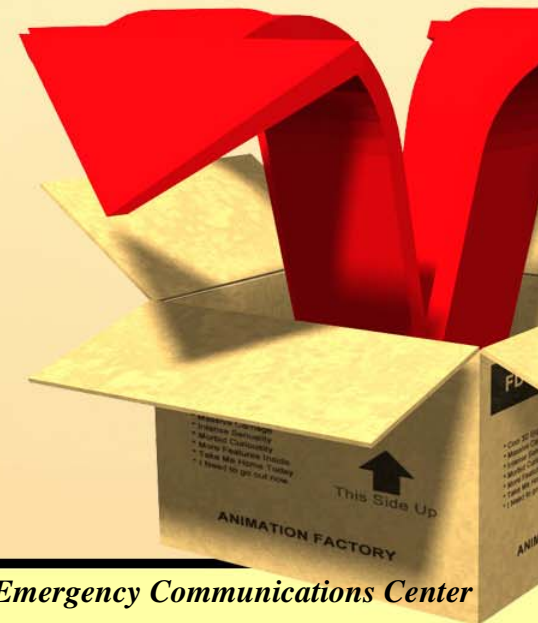
Applicant Successes in the Past

- **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 Future

- **Current list**
 - **10 Citizen's Academy graduates are in the top 24**
 - **Top 3 are Citizen's Academy graduates**



QUESTIONS?

