

## COPIN General Membership Meeting

July 09, 2014, 1:00-3:00 pm

### Franklin County EMA

#### Attendance:

Denise Alex-Bouzounis, Columbus Police Dept.	Amber Breedlove, Franklin Co. Public Health
Bernice Cage, Mid-Ohio Regional Planning Co.	Shawna Jordan, Union Co. Health Dept.
Niel Jurist, City of Gahanna	Todd Kirkpatrick, Licking Co. Health Dept.
Mitzi Kline, Franklin Co. Public Health	Dan Kochensparger, Upper Arlington Fire Dept.
Kelly McGuire, Franklin Co. EMA	Mallory Sribanditmongkol, Gahanna Jefferson Schools
Pam Palm, Knox Co. Health Dept.	Corinne Riegler, Logan Co. Health Dept.
Darcie Scott, Pickaway Co. Health Dept.	Kim Snell, Columbus Regional Airport Authority
Donna Stalter, Fairfield Medical Ctr.	Angie Tabor, Columbus Regional Airport Authority
Jennifer Thrush, Union Co. Health Dept.	Connie Tracy, Columbus Regional Airport Authority
Tracy Whalen, HandsOn Central Ohio	Traci Whittaker, Delaware General Health Dist.
Tabitha Haynes, Licking Co. Health Dept.	Laura Young Mohr, Columbus Dept. of Public Utilities
Kara Cover, Franklin Co. Public Health	

1. **Call to Order:** Meeting was called to order at 1:05 pm by COPIN Chair, Dan Kochensparger.
2. **Meeting Minutes Approved:** Bernice Cage moved, Angie Tabor seconded to approve the meeting minutes for the April 9, 2014 COPIN General Membership meeting. The motion carried unanimously.
3. **Introduction of New Members:**
  - a. Denise Alex-Bouzounis, Columbus Police Dept.
  - b. Joanna Worthington, Mt. Carmel College of Nursing (College Relations Coord)
  - c. Tracy Whalen, HandsOn Central Ohio (Special Projects Specialist)
4. **Announcement of New Board Member:** Bernice Cage was appointed to the COPIN Board by a majority vote of the Board on May 14, 2014.
5. **Review of COHAN Emergency Notification System:**
  - a. Upgrade - COHAN (Central Ohio Health Alert Network) is the automated notification system used by COPIN to alert members of a request for PIO assistance or to share emergency information. This system is paid for by Columbus Public Health who graciously allows COPIN to use the service. The service provider for COHAN has recently switched, necessitating a re-registration process. If you have not completed the COHAN re-registration process in 2014, you will receive an email from Everbridge or Columbus Public Health to register in the COHAN system. If you have not received a registration email and don't think you are registered, please let a COPIN Board member know.

- b. **Test Message** - The July 2 test of the COHAN notification system was rescheduled to July 9. Please be sure to confirm receipt of the message through email, phone, text, or mobile app.
6. **Committee Restructuring:** The current COPIN committees include: 1) JIC Logistics, 2) Professional Development, and 3) Membership. The current committees aren't active. The Board feels the committees are no longer needed at this time because there is minimal work for the committees. The Board feels the role of the committees can be filled by the Board or by adding time to the general membership meeting agenda. The following restructuring was proposed with no objections from the membership.
- a. **Dissolve Professional Development Committee & Replace with Time at each General Membership Meeting:** To garner ideas for professional development topics, a 10-15 minute professional development segment will be added to the COPIN general membership meeting agenda. The segment will break COPIN members into small groups (randomly selected) who will be facilitated by a COPIN Board member. This will also serve as a time for more intimate networking by members.
  - b. **Dissolved Membership Committee:** Member recruitment should be done by the entire membership. A member of the Board can take care of membership forms.
  - c. **Make JIC Logistics committee an ad hoc committee:** The committee will be convened as JIC assessments, training on the mobile JIC, etc. necessitate or as requested.
7. **Discussed Format Changes for 2015 Meetings:** Discussed changes in time, location, and addition of breakfast/lunch. There appeared to be consensus on keeping the meeting location at the FCEMA and not hassling with organizing meals/refreshments. Members seemed to be open to the idea of a working brown bag lunch format. No consensus on a preferred time was reached. 6 members voted for a morning (9am) time, 6 members voted for a 2pm time, and 5 members voted for a 1pm time. Some did indicate liking the 1pm for traffic/travel concerns but others indicated 1pm did prove difficult in getting out of the office. Some indicated that early start or late start could interfere with regular work hours.
8. **Discussed Expansion of COPIN Membership Eligibility:** Discussion included expanding eligibility to media members, college students, commercial businesses, retired communication professionals. Dan shared findings from research he did on other public information officer organizations similar to COPIN.
- a. **Media** - General consensus seemed to indicate we do not want to expand membership to media members (media doesn't have the time to attend, many of us already have media relationships built, may make it uncomfortable to share after-event lessons learned). Instead, have media panel at our meetings approx. once a year.
  - b. **Students** – General consensus seemed to indicate we should include students in our membership. This would help us get volunteers during an emergency, allow for mentorship opportunities, bring new knowledge on latest academic and tech advancements, and create an internship pool. May need to consider transportation needs for students from around the region.

- c. Private/Commercial – Currently we have some for-profit agencies, but they all have a social service component (ex. Hospitals). This discussion was on businesses without a social service component. The consensus seemed to be that we should not restrict membership in this area. It is up to each individual COPIN member as to whether they would want to respond to their request in an emergency. Additionally, private industries could bring added value and networking.
- d. Retired – Consensus was to allow retired communications professionals in our membership and amend our bylaws to allow retirees to serve on the Board. We should recruit retirees for their added value as volunteers and expertise.

**9. Professional Development “Techniques for Social Media Monitoring”:**

- a. Speakers: Ryan Young & Drew Downing, Columbus Public Health
- b. See attached pdf for the presentation slides and contact information
- c. Link to the Columbus Public Health, Office of Emergency Preparedness website, has customizable social media templates for various hazards and recorded webinars on social media from the Fire Department of New York’s response during Hurricane Sandy and the Virtual Operations Support Team (VOST).

<http://www.columbus.gov/publichealth/programs/emergency-preparedness/>

**10. Small Group Networking:** Each group discussed future professional development needs.

- a. Lessons learned/best practices from real events; including learning from each other, sharing experiences with one another; want more interaction with other members (roundtable maybe)
- b. Want info on events, new tools available, etc
- c. Want a toolkit on the COPIN website with things like an editorial calendar, social media messages, press release templates, media advisory templates (like the templates at the Toledo Lucas Co. Advanced Practice Center), all resources in one online location (not page with links to other pages). Have some basic templates on common categories like after a storm, winter safety, summer safety, etc
- d. More social opportunities like having happy hour location set after meetings or a lunch location set before meetings.
- e. More social media presentations, how to approach leadership for help to do social media and helping other members.
- f. News journalism versus press releases
- g. Building relationships with local media
- h. How to delegate staff to conduct interviews, interview training and developing messaging, how to approach leadership
- i. Hands on workshop where an instructor has students engaged in a hands on time on your page of where to see the analytics, how to boost posts, sample posts, etc.
- j. Quick tips from the CERT team (and boots on the ground talking points)
- k. Pinterest/Instagram training

- l.** Loved the social media training in July (speaker was in amzazing)
- m.** **Call for lessons learned, debrief of a real event from the last meeting (informal, no more than 5 minutes) add to agenda beginning in Jan.**

11. **Adjournment:** Shawwna Jordan moved, Bernice Cage seconded. Meeting adjourned at 3:10 pm