

**COPIN General Membership Meeting**  
**July 11, 2018, 1:30-3:30 p.m.**  
**Franklin County EM&HS**

**Attendance: 31 Members, 3 Guests**

Olivia Biggs, Licking Co. Health Dept  
Lynn Bruno, Jackson Twp. Fire Dept.  
Bernice Cage, Mid-OH Regional Planning Comm.  
Mindy Clagg, Batelle  
Cathy Collins, Columbus Dept. of Public Safety  
Leslie Dybiec, Washington Twp. Fire  
Jocelyn Fykes, Morrow Co. Health Dept.  
Niel Jurist, City of Gahanna  
Kelly McGuire, Franklin Co. EM&HS  
Jeannie Nuss, Columbus College of Art & Design  
Pam Palm, Knox Co. Health Dept.  
Kelsey Ralston, Kenton-Hardin Co. Health Dept.  
Mallory Sribanditmongkol, Licking Heights Schools  
Jennifer Thrush, Union Co. Health Dept.  
Traci Whittaker, Delaware Gen. Health Dist.  
Laura Young Mohr, Columbus Public Utilities

Amber Breedlove, Franklin Co. Public Health  
Blythe Buurma, Crawford Co. Health Dept.  
Erica Charles, City of Westerville  
Lee Cole, Columbus City Council  
Michelle Day, Franklin Co. Public Health  
Megan Edwards, Delaware Gen. Health Dist.  
Marc Gofstein, Franklin Co. Sheriff's Office  
Cameron Kier, City of Dublin  
Sam Neill, Pickaway Gen. Health Dist.  
Jared Nyhart, City of Upper Arlington  
John Palmer, Ohio Hospital Assoc.  
Megumi Robinson, Experience Columbus  
Donna Stalter, Fairfield Co. DJFS  
Josh Vittie, Franklin Co. EM&HS  
Inge Witt, Village of Plain City

Guests: Zach Watson – Union Co. Health Dept, Jessie Strait – Union Co. Health Dept. Intern, Doug Karn – Franklin Co. EM&HS Intern

**Call to Order:** COPIN Board Chair John Palmer called the meeting to order at 1:34pm.

**Approval of Minutes:** Bernice Cage moved to approve the April 10 meeting minutes. Niel Jurist seconded the motion. Correction of name amendment made. Motion carried with amendment.

**Membership Roster:** Now close to 100 members. New members since last meeting include Sam Neill with Pickaway Gen. Health Dist, Jeannie Nuss with Columbus College of Art & Design, and Jennifer Smith with Madison Co. Health Dept. Remove Morgan Kocher from list as she is no longer in a PIO role.

Introduced three guests at today's meeting. Jessie Strait is interning under Jennifer Thrush at the Union County Health Department. Doug Karn is interning under Kelly McGuire at the Franklin Co. EM&HS. Zach Watson is the Communication Specialist at the Union County Health Dept.

**COPIN Board Update:** Joanna Worthington resigned from the COPIN Board after accepting a new job in a non-PIO field. The Board has decided it will not immediately fill the position but will wait to fill the position as part of the normal election process in October and January.

**Call for Nominations to COPIN Board:** We will need nominations for the Board at the October meeting. If you are interested in serving on the Board, please contact John Palmer. Current Board members include John Palmer – Chair, Anne Brown – Vice Chair, Jennifer Thrush – Secretary, Olivia Biggs, Bernice Cage, Marc Gofstein, Niel Jurist.

**Professional Development Updates:** The Board has postponed the Mobile JIC tour & Happy Hour event until late summer early fall. More info to come.

Our October General Membership meeting will include a media panel. We are working to confirm a media representative from the Columbus Dispatch, ThisWeek News, television and radio. An announcement about the panel will be sent out closer to the October meeting.

**Government Social Media (GSMO) Summit Debrief:** Jared Nyhart from the City of Upper Arlington shared feedback on the 2018 GSMO conference held in Denver, CO. Jared, Lee Yokum from the City of Delaware and Karen Fahy from Grove City all attended the summit. Jared reported the summit was well worth attending and encouraged others to attend in the future. He shared the following highlights:

- Facebook Live is now the best way to get your content shared under the new google algorithms. Both Jared and Lee have been implementing this strategy with success. It was recommended that live videos be 6-8 minutes in length and posted regularly. Jared has found that 3-4 minute lived videos are working much better for Upper Arlington. He posts a live video once a week at the end of the work week. He chooses a different location to shoot and encourages you to let your personality and humor come through in a more unscripted approach. Lee is doing 30-60 second videos he records and puts on YouTube, Facebook and Instagram. Lee posts every few weeks. He spends about 2 hours per video.
- Recommended posting on Facebook twice a day using the Facebook analytics tool to know when the best time to post is. For Jared, it's 7:30am, 11:30-1pm and 7-8pm.
- The number of followers or page likes you have really doesn't matter in the new Facebook algorithm. It's more about the engagement with your content. So don't get stuck on page likes.
- Don't forget to use Facebook as an HR recruiting tool. Boosted job ad posts are a cheap way to reach a large audience.

**COPIN JIC Plan:** A subcommittee chaired by John Palmer spent the last year working to edit and revise our COPIN Crisis Communication & JIC plan. The plan has been significantly revamped to serve as a guide for COPIN members. This plan is meant to support or compliment members' existing plans and does not supersede any member's plan. Instead, it should be used as a guide or resource that you can pull pieces from or use as your plan should you need a plan. John asked for membership approval of the plan. Marc Gofstein moved and Laura Mohr Young seconded to approve the plan. The motion carried unanimously. John thanked committee members Kelly McGuire, Josh Vittie and Jennifer Thrush for their efforts.

**Website Redesign Update:** Niel Juris presented a sneak peek at the updated COPIN website that she and Franklin County Public Health have been working on. With the help of a Franklin County Public Health intern, Niel, Michelle Day & Amber Breedlove have been working to create the new site in WordPress. The goal is to make the new site modern, easy to use and a quick resource tool for COPIN members. The new website is scheduled to be live in the fall of 2018 and will keep the same URL, [www.copinworks.org](http://www.copinworks.org).

**COPIN Facebook Group:** Reminder to join the closed COPIN Facebook group if you haven't already. The discussion board seems to be going well and members have been adding pictures. Olivia Biggs asked that if you have any communications job postings to please share in the closed Facebook group so we can forward to friends and colleagues. The group can be found at [facebook.com/groups/copinworks](https://facebook.com/groups/copinworks)

**Member Sharing:**

Josh Vitte – Franklin County EM&HS will be hosting the PIO Awareness course, G289 on Nov. 14. This is a free course that could benefit PIOs new to the position. Register through the Ohio EMA.

John Palmer – The Ohio PIO Symposium will be Sept. 14. Registration info is yet to be posted.

Cathy Collins – Provided an update that a meeting was slated to be scheduled with PIOs regarding Text 911. This meeting has been postponed for now. More information will come at a later date.

Erica Charles – The City of Westerville is looking for someone to join their Community Affairs team. Please visit the City's website for the job posting.

Marc Gofstein – The Franklin County Sheriff's Office will be postponing the PIO training he mentioned at the July COPIN meeting until the spring of 2019.

**COHAN Alert:** Jennifer Thrush asked all COPIN members to please confirm receipt of the COHAN alert they should have received today. This is the alerting system COPIN would use should a member request PIO assistance. We need an 80% confirmation rate in order to avoid having to write an action plan. COPIN is required by Columbus Public Health to test the system once a year.

**Professional Development:** Matt Dole with Communications Counsel presented "Shaping the Narrative", a crisis communication overview. Mr. Dole also shared a url where PIOs can download a quick guide for what to do when the media first calls in a crisis or sensitive situation: [tinyurl.com/mediaemergencycard](http://tinyurl.com/mediaemergencycard). He also shared that his firm will be offering an intensive 2-day PIO training in September 2018 that will give PIOs lots of practice in using their skills.

**Adjournment:** At 3:05pm, Leslie Dybiec moved and Kelsey Ralston seconded to adjourn the meeting. The meeting adjourned and was followed by informal networking time.