



National Joint TERT Initiative  
2015-2016 Goals

- 1) Leverage NJTI Board and Committee Member relationships with individuals in non-participating states to open dialogue and generate interest in the initiative; reach out to APCO and NENA chapters in those states to help move the process along; find a single/multiple champion(s) for the cause (in that state) to help 'fan the flame' of participation and keep the initiative top of mind – make tangible progress in five states in year one (this will be a multi-year endeavor)
- 2) Form a "TURNING YOUR STATE BLUE" national workgroup, made up of individuals who've single handedly or collectively assisted in making their state NJTI active. These individuals will be tasked with drafting a plan to help 'in development' states become 'deployable'. Individuals who've had difficulty with any of the nine steps of the Deployable Status Checklist will be able to come to this workgroup for assistance and guidance. While all of the steps in the checklist will be considered by the workgroup, the emphasis will be on Point 3 (MOU/MOA creation), as historically this step has proven to be the stall point for many 'in development' states.
- 3) Continue to develop, improve, and expand upon the use of existing social media applications to cost effectively spread the word about the initiative . Increase Facebook 'LIKES' by 15%. Increase Twitter followers by 10%. Research, investigate, and exploit new social media options to market to audiences not yet reached.
- 4) Investigate the use of webinars as a new nationwide NJTI information sharing tool. Webinars offer a low cost/no cost solution to Workgroup and Committee Chairs, making it easier to convey a message and encourage group participation. This medium will also be used to interact with and educate interested individuals in states not currently involved with the initiative.
- 5) Promote the use of TERT resources in a Tactical Dispatch setting; those with TERT ready forces need to understand the added value these key personnel bring to the table, beyond responding to incidents of a man-made or natural origin. How are agencies across the country using their TERT personnel locally? Take the best practices of these groups and encourage consistent cross training of personnel. Extended and multiple operational period incidents occur far more often than large scale disasters. Plan, train, and critique often.