



WEBSITE UNDER CONSTRUCTION: BRANDING YOUR ECC

A well-considered website can introduce your agency to the world.

By Sherianne Hermes

Every organization has a personality, a character, a mission, a message — sometimes spontaneous, sometimes contrived — that the organization conveys far beyond its walls. The 9-1-1 emergency communications center (ECC) is no different. As with any organization, we may not be able to control the indirect, unintentional perception of our ECCs, but technology affords us the ability to proactively direct perception. Your unique website enables you to introduce, enhance, drive and change perception by branding and rebranding your ECC.

A website is a blank slate that allows you to brand your agency. Branding enables you to proactively establish your identity — including your values, goals, performance, protocol and activities — offering education, networking and collaborative opportunities. Above all, it's about conveying your unique ECC personality and character. Your unique

website is key to facilitating connections with those you serve before and after the 9-1-1 call.

In 2012, my ECC, Addison Consolidated Dispatch Center (ACDC), was born. Between 2012 and 2018, ACDC grew from a one-agency police dispatch operation to a multi-agency police and fire operation, obtained

CALEA Communications Accreditation and built a state-of-the-art facility. Every aspect of our ECC evolved with the addition of each agency — operations, performance, protocol and personality. Prior to and throughout consolidation, we provided some community outreach — presenting a segment at a citizen's police academy or hosting a table at a fire station open house — but we knew once the dust settled we would require an elevated level of effective proactive outreach.

My goal was to create a discipline-specific, user-based website to brand ACDC as a premier public safety ECC on the World Wide Web. My objectives for our website included user-based features, modern appearance, integration with our online database, social media outlets and online services for the communities we serve.