



Advisory Committee

Meeting Notes

June 11, 2025, 1:00 p.m. – 3:00 p.m.

Meeting started at 1:03pm

1. Welcome, Introductions and Agenda

- Committee members were welcomed to the HearMeWA Advisory Committee meeting.
- AGO staff began the meeting by reviewing the AGO's antiracist, trauma-informed and youth-centered statements. Definitions can be found on the [HearMeWA website](#).
- For members of the public wishing to make comments, they were instructed to indicate so in the chat.

2. Procedural Discussion

- AGO staff acknowledged that they have not received any comments or suggestions about the meeting notes from the March advisory committee meeting.
- **Updates from Advisory Committee Members:** committee members were invited to share updates from their organizations.

Meeting opened for Committee Updates & Feedback

Washington Association of Educational Service Districts: Excited that HearMeWA funding is continuing. Several schools have received tips and have worked through them with the HearMeWA crisis counselors, experiencing excellent communication throughout the process. Many schools have adopted HearMeWA as their primary tipline. One barrier they've encountered is getting individuals signed up for SAW, but the HearMeWA team has been incredibly helpful in helping and facilitating the sign-up process.

3. Outreach and Engagement

- HearMeWA Youth Advisory Group (YAG).
 - The YAG held two meetings in May: a subcommittee meeting on May 13th and their quarterly YAG meeting on May 20th. During the subcommittee meetings, topics addressed included:
 - Analyzing HearMeWA data, such as tip trends, including their location, time, and days when tips were submitted.
 - Discussing how to effectively promote HearMeWA and share information statewide. Suggestions included partnerships with community-based organizations, social media messaging, and ways to keep youth engaged.
 - At the quarterly YAG meeting on May 20th, members learned about the work of the subcommittees and provided feedback on the information shared. One important discussion point was regarding the potential voiding of tipster anonymity in cases where a life-safety tip is received without identifying information.
- HearMeWA Monthly Outreach Report.
 - By the Numbers: In May, the HearMeWA team conducted 37 meetings with agencies and community-based organizations. The team made three presentations, attended four events, and reached out to 43 organizations, including six educational agencies (K-12 and post-secondary), 10 government agencies, 19 non-profits, three behavioral health organizations, three community coalitions, one law firm, and one tribal organization. Overall, the HearMeWA team connected with 512 individuals in May, including youth from diverse demographics such as those involved with the juvenile justice system, disabled or neurodivergent youth, homeless or unhoused youth, teenage parents, and LGBTQIA2S+ youth.

Meeting opened for Committee Q&A: None.

4. Program Updates

- HearMeWA Digital Campaign.
 - Over the last month, the HearMeWA program invested in a digital media campaign to increase program awareness. The campaign included advertisements in English, Spanish, and Chinese, to zip codes with high density youth populations. HearMeWA ads were available on social media platforms, such as Snapchat, as well as on streaming services like YouTube and Disney+.
 - Because of increased program awareness, HearMeWA saw an 85% increase in tip volume in May when compared to April.

- 2025 HearMeWA Annual Report.
 - The report has been finalized and is currently being formatted to make it more accessible and youth-friendly. It is expected to be available by the end of June on the HearMeWA website.
 - The report includes information about:
 1. How HearMeWA operates.
 2. The process of building the HearMeWA program, including the work of the HearMeWA Advisory Committee.
 3. Program data along with testimonials from individuals who have used the program, tip responders, and youth from the HearMeWA youth advisory group.
 4. Information about all the youth surveys conducted to ensure that HearMeWA remains youth-centered.
 5. Outreach efforts to engage with youth, community-based organizations, state agencies, and tip responders.

Meeting opened for Committee Q&A:

Question: What is the date for the next HearMeWA digital campaign?

Answer: Probably September to align with the start of the school year.

5. Work Session

- HearMeWA Tip Manager.
 - AGO staff showed what the HearMeWA Tip Manager looks like, and the type of information tip responders can see when they create an account to access the Tip Manager.
 - To ensure that organizations such as schools, colleges, universities, and law enforcement agencies can access the HearMeWA Tip Manager, before its official launch, the HearMeWA team collaborated with these entities to gather points of contact. They identified over 1,300 points of contact and entered their information into the Tip Manager. However, only 18% of these contacts have created accounts, allowing them to access and view tip information.
 - The AGO also shared the activities they have been conducting to engage with tip responders and encourage them to create accounts to access the Tip Manager.

Meeting opened for Committee Q&A

Question: Is there a way to see which schools have not registered in each Education Service Districts?

Answer: Yes.

Meeting opened for group discussion

How can we increase participation from tip responders in the HearMeWA program?

- ✓ Send an email to tip responders asking what might be preventing them from signing up for the HearMeWA Tip Manager. Possible reasons could include losing previous emails, concerns about increased workload, or feeling that they are not the right fit for this task. Some may also hesitate to use new technologies.
 - ✓ Share frequently asked questions (FAQs) about the Tip Manager with tip responders to address any potential inquiries they may have.
 - ✓ Provide training sessions, workshops, and one-on-one meetings with tip responders to assist them in the registration process.
 - ✓ Continue sending newsletter updates that promote the Tip Manager and conduct outreach efforts to raise awareness.
 - ✓ Explore alternative communication methods for informing tip responders about how to access the Tip Manager, beyond just emails.
 - ✓ Collect testimonials from current users to share with new tip responders, highlighting positive experiences with the system.
- Collecting feedback from youth
 - AGO staff facilitated a discussion about collecting feedback from youth, to allow the HearMeWA team to adjust program practices and improve the program as needed.
 - AGO staff showed a survey the team drafted as a potential tool to collect feedback from youth and asked the committee to share their thoughts on the clarity, comprehensiveness, and overall effectiveness of the questions in collecting feedback from youth.

Meeting opened for group discussion

- ✓ Be mindful of when you ask youth to complete the survey. They may not have a clear response about their satisfaction with tip resolution if the survey is administered immediately after using the program.
- ✓ Collecting demographic information from youth, even if it is voluntary, can compromise survey anonymity. Include a disclaimer that explains how participants can remain anonymous by choosing not to provide identifying information.
- ✓ Be clear about why information is being collected, and how it will be used.
- ✓ Simplify the questions using plain language to avoid confusion.

6. Action Items & Next Steps

- Action Items:
 - Help us promote HearMeWA by sharing this resource with your networks and youth.
 - Let us know of in person opportunities to create awareness about HearMeWA.
- Next meeting: Wednesday, September 10 from 1:00 p.m. to 3:00 p.m.
- Public Comments: There were no public comment requests for the call.

Meeting adjourned at 2:24 p.m.

ATTENDEES

Committee Members

Youth

Name	Present
Akshaya Ajith	No
Adama Angelina Mbodji	No
Micah Brielle Fitzgerald	No

Professional Members

Name	Affiliation	Present or Alternate
Margaret Albaugh	Asian and Pacific Islander Coalition of Spokane	No
Tanya Aggar	Washington State Parent and Teacher Association	No
Theresa Carter-Vincent	Building Resilience Awareness & Variations of Excellence	No
Diana Cockrell	Washington State Health Care Authority	No
Amber Wynn	Washington Office of Superintendent of Public Instruction	No
Cameron Fordmeir	Greater Columbia Behavioral Health	Yes
Dave Sands	Washington Association of Sheriffs & Police Chiefs	No
Mary Jo Margeson	Washington State Patrol	Yes
Jamie Heil	Boys & Girls Clubs of King County	No
Joshua John William Goss	The Coffee Oasis	No
Adrienne Marie Jensen	HopeSource	Yes
Carolyn Cox	SPARK Peer Learning Center	No
Kirstin McFarland	Washington State Department of Health	Yes
Liz Pray	Washington Education Association	No
Kelli Robinson	Our Sisters' House	No
Maithri Sarangam	Seattle Indian Health Board	Yes
Beverly Sarles	Washington State University	Yes
Adam Wasserman	Washington Emergency Management Division	No
Chris Weedon	Washington Association of Educational Service Districts	Yes
Mallory Wilson	Association of Washington School Principals	Yes
Rashel Wise	Washington Student Achievement Council	No
Larry Wright	UW Forefront Suicide Prevention Center	Yes

AGO Staff

Amanda Hohlfeld, Policy Division
Clarissa Lacerda, Policy Division
Erica Chang, Policy Division
Evan Kim, Information Services
Shevonda Joyner, Policy Division

Public Attendees

- Amy Hayes
- Megan Fraley
- Roz Thompson
- S Jensen