VACCINE ANNUAL REPORT – YEAR 2
Addendum C – Other Reports
April 1, 2010 – March 31, 2011
Cooperative Agreement No. 2009-ST-061-CI0001
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CORPORATE VISIONARY PARTNER PROGRAM

The VACCINE Corporate Affiliate Program offers companies a unique opportunity to collaborate with VACCINE faculty, students, and researchers working at the forefront of visualization and analytics research. Members of the Program are given unparalleled access to new technologies as they move from the laboratory to the marketplace.

At VACCINE, we view research as a practical matter — placing additional emphasis on designing and building technologies and solutions that have real-world impact — saving lives. In many cases, this requires establishing partnerships with industry to translate new ideas and discoveries to products and services already in the marketplace.

FOUNDATIONAL RESEARCH AREAS

Interactive Visual Analytic Foundations
- Context-aware Mobile Visual Analytics for Emergency Response
- Mobile Imaging, Rosetta Phone and Light-weight Visual Analytics for In-field Analytics

Visually-Adapted Analytical Techniques
- Cybersecurity Visual Analytics
- Visual Analytics for Investigative Analysis on Text Documents
- Multimedia Visual Analytics for Investigative Analysis
- Situation Surveillance and In-field Criminal Investigative Analytics
- Financial Visual Analytics
- Study of Terrorism and Responses to Terrorism (START Center) Visual Analytics
- Foreign Animal and Zoonotic Disease Visual Analytics
- GeoJunction: Collaborative Visual-computational Information Foraging and Contextualization to Support Situation Awareness
- Video Surveillance Visual Analytics
- Visual Analytics for the DHS Centers of Excellence

Investigative Analysis and Decision Making Environments
- Integrate Automated Analytical Reasoning into JIGSAW — a visual index of document collection
- Introduce Sustainable Visual Analytics into Command Center Environments

BENEFITS OF THE VISIONARY PARTNER PROGRAM

Visionary Partners — Contribute $50,000 per year as an unrestricted gift. Gift funds may be designated for general support of the VACCINE Center and to assist with all areas of discovery, learning and engagement, or for work on a specific research initiative.

- Gain early awareness to the latest visualization research. Through meetings and visits, companies get a preview of the latest research findings from across the VACCINE consortium. Companies that can access this information before it’s published have a front-row seat to early licensing opportunities.
- Recruit VACCINE students. Our students are our most valuable assets. They add substantial value to any company as interns or employees.
- Provides a neutral convening point for exploring technology futures. VACCINE is the ideal place to bring like-minded people together in a vendor-neutral setting to explore key challenges and technological matters. VACCINE brings to the table the most highly qualified thought leaders from both academia and industry.
- Opportunity to spend a short sabbatical at a VACCINE partner university collaborating on projects of interest while gaining deep insight into the latest visual analytics research and techniques.
- There will be a global goodwill benefit to your business in its association with the 18 VACCINE partner universities.

OTHER CORPORATE AFFILIATE OPPORTUNITIES

Project Partners — VACCINE is very interested in developing research projects under confidential contractual arrangements. These projects typically specify contractually obligated deliverables, address intellectual property issues, and may involve exchange of personnel between sites, as well as regularly scheduled conference calls and updates in addition to written progress reports. Typical projects begin at $20,000 and range upward.

For more information, Contact Tim Collins, 765-494-0536, tfcollin@purdue.edu  www.VisualAnalytics-CCL.org
LIMITED LIABILITY COMPANY OPERATING AGREEMENT

This Limited Liability Company Operating Agreement is entered into by Purdue Research Foundation.

WHEREAS, Purdue Research Foundation has formed and is the sole member of VACCINE LLC; and

WHEREAS, PRF desires that VACCINE LLC be operated in accordance with the terms and conditions stated in this Agreement;

NOW THEREFORE, PRF states the following as the Agreement for VACCINE LLC:

1.0 Definitions.

The following terms shall have the following meanings when capitalized in the recitals above or in the body of this Agreement below:

"Act" means the Indiana business flexibility act, I.C. 23-18-1-1 et seq.

"Advisory Board" means the VACCINE Center leadership board described in Section 4.1 that will be invited to advise PRF in accordance with this Agreement.

"Agreement" means this Limited Liability Company Operating Agreement, as the same may be amended in writing from time to time.

"Articles" means the Articles of Organization of VACCINE LLC, as amended, supplemented and restated from time to time.


"Manager" means a manager appointed and serving in that capacity in accordance with the terms of Section 3.0 below.

"PRF" means Purdue Research Foundation, an Indiana corporation formed and existing under the Indiana Foundation or Holding Companies Act, Acts of 1921, ch. 246, the sole member of VACCINE LLC.

"Purdue" means Purdue University, a public university owned and operated by The Trustees of Purdue University, with its principal offices in West Lafayette, Indiana.

"VACCINE Center" means the Center of Excellence established at Purdue with support from DHS to promote research, education and engagement related to Visual Analytics for Command, Control, and Interoperability Environments. Purdue leads numerous members, including United States and foreign colleges, universities, and other
institutions of higher education, in connection with programs conducted through the VACCINE Center.

"VACCINE LLC" means the Indiana limited liability company with that name whose sole member is PRF.

2.0 **Purposes and Limitations.** PRF has created VACCINE LLC to accept and disburse charitable gifts to further the goals and purposes of PRF and Purdue by supporting the VACCINE Center, and for related purposes. PRF shall have no obligation to provide financial support for VACCINE LLC or for the VACCINE Center, and shall retain the right to dissolve and wind up VACCINE LLC if it does not demonstrate financial viability and sustainability without PRF support.

3.0 **Management.**

3.1 **Management.** VACCINE LLC will be managed and operated by a Manager, who shall be an employee of PRF or an affiliate of PRF. The Manager shall exercise reasonable care in carrying out his or her duties on behalf of VACCINE LLC and shall act at all times in the best interest of VACCINE LLC.

3.2 **Appointment and Removal of Manager.** The Manager shall be appointed by PRF. A Manager shall continue to serve in such capacity unless and until the Manager resigns, dies or is removed from office. PRF may remove a Manager from office at any time with or without cause.

3.3 **Authority and Duties of Manager.** A Manager shall have the authority to act on behalf of and bind VACCINE LLC, subject to the limitations in Section 3.4 below. A Manager shall perform those duties which are assigned by PRF to accomplish the purposes described in Section 2.0.

3.4 **Authority Reserved to PRF.** Except to the extent specifically approved by PRF, a Manager shall have no authority with respect to any of the following:

(a) Merger of VACCINE LLC;
(b) Amendment of this Agreement or the Articles;
(c) Acquisition, alienation, leasing or encumbrance of any real property;
(d) Dissolution of VACCINE LLC;

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(e) Creation of or consent to any lien or encumbrance on any VACCINE LLC assets or on PRF's membership interest in VACCINE LLC;

(f) Decisions with respect to distributions;

(g) The making of any loans, advances or, guarantees;

(h) Any borrowing;

(i) The sale, lease or other disposition of assets;

(j) Entering into any transaction with the Manager or with any individual related by blood or marriage to the Manager, or with any entity in which the Manager or any individual related by blood or marriage to the Manager owns a beneficial interest;

(k) The making of any capital expenditures;

(l) Entering into any leases or other rental agreements;

(m) Entering into, amending, or terminating any agreement, contract or commitment with any third party;

(n) The hiring of any officer or employee;

(o) Any transaction outside the ordinary course of business or materially different (in size, terms, or subject matter) from the usual and ordinary course of VACCINE LLC's ordinary business affairs;

(p) Approval of procedures with respect to deposits into and withdrawals from any bank account of VACCINE LLC or PRF;

(q) Investments or dealing in the shares, interests, obligations, or securities of any person or entity; or

(r) Adopting or changing accounting methods and systems.

3.5 **Service Agreements with PRF.** PRF contemplates that the Manager may enter into an agreement or agreements on behalf of VACCINE LLC with PRF (or an affiliate) pursuant to which PRF would provide administrative services of various types for VACCINE LLC in return for reasonable compensation for such services.
4.0 Advisory Board.

4.1 Establishment and Purpose. Section III.B. of the proposal dated July 11, 2008 submitted by Purdue and other institutions to DHS, which led to the establishment of the VACCINE Center at Purdue, called for the creation of a leadership board to be comprised of representatives of VACCINE Center member institutions to make medium term, long term and strategic decisions with respect to the operation of the VACCINE Center. This board consists of two permanent representatives from Purdue, one permanent representative from the Georgia Institute of Technology, and three or more principal investigators from other VACCINE Center member institutions to be appointed for two-year terms on a rotating basis. Upon execution of this Agreement, PRF will invite this leadership board, as the same may change from time to time in accordance with VACCINE Center rules, to serve as the Advisory Board to advise and make recommendations to PRF regarding the management of VACCINE LLC for the purposes set forth in this Agreement. The initial members of the Advisory Board are listed in Exhibit A.

4.2 Procedures and Functions. One of the permanent Purdue members of the Advisory Board shall serve as the chairperson of the Advisory Board. The Advisory Board shall meet, either in person or through telephonic or electronic means, at such times and places as determined by the chairperson, who shall prepare an agenda for each meeting. The Advisory Board, in consultation with PRF, will establish further procedures concerning how it will function. The Advisory Board's functions shall include, but shall not necessarily be limited to, (i) making recommendations to PRF with respect to formulating and achieving VACCINE LLC goals and objectives, (ii) making recommendations to PRF with respect to criteria applicable to accepting and disbursing charitable gifts in support of the purposes stated in this Agreement, and (iii) reviewing and making recommendations concerning the services, and the cost of such services to VACCINE LLC, that may be provided by PRF for the benefit of VACCINE LLC under Section 3.5 above.

5.0 Accounts and Reports.

5.1 Bank Accounts and Funds. Unless PRF directs otherwise, VACCINE LLC funds shall be deposited in an account or accounts in the name of VACCINE LLC
and shall not be commingled with the funds of PRF or any other person.

5.2 **Maintenance of Certain Records.** PRF or the Manager shall keep the records which VACCINE LLC is required to keep under the Act.

5.3 **Reporting to The Secretary of State.** PRF or the Manager shall file all reports with the Indiana Secretary of State regarding VACCINE LLC which are required by the Act.

6.0 **Miscellaneous Provisions.**

6.1 **Liability to Third Parties.** PRF shall not be liable for the debts, obligations or liabilities of VACCINE LLC.

6.2 **Amendments.** This Agreement may be amended by PRF.

IN WITNESS WHEREOF, PRF executes this Agreement effective as of the date written below.

**MEMBER: Purdue Research Foundation**

By: [Signature]

Joseph B. Hornett, Senior Vice President, Treasurer and COO

Date: **August 27, 2010**
Exhibit A
Initial Advisory Board

David S. Ebert, Ph.D. (permanent member)
VACCINE Director
Purdue University

Timothy F. Collins (permanent member)
VACCINE Managing Director
Purdue University

John Stasko, Ph.D. (permanent member)
VACCINE Education Director
Georgia Institute of Technology

Alan MacEachren, Ph.D.
The Pennsylvania State University

Brian Fisher, Ph.D.
Simon Fraser University

Pat Hanrahan, Ph.D.
Stanford University

Kelly Gaither, Ph.D.
University of Texas at Austin
Captico, LLC partnered with Purdue University’s, Visual Analytics for Command, Control and Interoperability Environments (VACCINE) unit to develop a web-based uLearning prototype for DHS/S&T/CCI to serve the emergency response community. Based on feedback from a select set of users, Captico developed a high-level plan and approach for implementing the uLearning Tool across a broader community of emergency responders.
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Executive Summary

Objective

Develop an initial uLearning (user learning) platform that incorporates video, text, images, or audio of new technologies and how new technologies can be used in operational scenarios by members of the first responder community.

Mission

The uLearning Platform allows users to:
• “Capture once, share [content] with many”;
• Assign, manage, and monitor their team’s training program online;
• Repurpose, present and share educational materials in real time;
• Share Subject Matter Expertise (SME) from conferences and events;
• Access training content easily and affordably; and
• Share best practices and lessons learned.

Findings

In addition to formal training materials, first responders regularly create in-house videos, documents, and presentations to educate themselves and their fellow team members. Some counties use private file sharing services to trade materials across departments. Others mail CDs with videos on them back and forth due to privacy concerns. Others upload content to YouTube and hope for the best. There is an astounding amount of educational content that is created and then wasted by limits on interoperability and a lack of an easy-to-use, approved, central repository.

When presented with the uLearning Platform (particularly in person) first responders got excited about the opportunities to better share materials not just within their own departments, but also with others. Volunteers and small departments especially are desperate for resources and eager to take advantage of the wealth of information that the uLearning Platform could grant them. A chance encounter with a volunteer fire fighter from Colorado (who now plans on creating and uploading content to the uLearning Platform in May 2011) gives evidence to the need that the Platform addresses:

“Holy crap! …That is freaking sweet. Signing up now… We just had a ‘b---- session’ on Monday about how crappy our training is. The timing is awesome… The site looks great and seems to be an absolutely excellent service.”

Craig Kaminsky, Ouray, Colorado Volunteer Fire Department
Approach

Captico partnered with Purdue University VACCINE to identify and prioritize learning needs within the emergency response community. We gathered input directly from emergency responders across North America and incorporated these insights into a list of required features and capabilities. Captico then narrowed down the list to within the scope of the budget and developed a cohesive, functioning platform.

Captico and Purdue hosted several demonstration sessions after the development of the uLearning Platform with technology experts and first responders to gauge the accessibility and functionality of the platform as well as discover how it would best fit into a user's daily agenda.

In addition to developing the uLearning Platform, Captico also created several videos (as well as sought out and received permission to use existing content) with which to populate the learning prototype.

General Requirements

Based on interviews with first responders, Captico put together the following list of general requirements necessary for the uLearning Platform. It must:

• Assist in Saving Users Time and Money
• Assist in Providing Training
• Be Accessible by any First Responder (with computer Internet access)
• Be Easy to Use (“Plug and Play”)
• Be Fast to Use (Content should be short, quick)
• Allow for User Submissions (Including videos, comments, questions)
• Enhance Interoperability

Captico incorporated these general requirements into the development of Phase I of the uLearning Platform.

Features of the uLearning Platform

The uLearning Platform is an on-demand, web-based prototype created for DHS/S&T/CCI to serve the emergency response community. It serves as an easily accessible repository for lessons learned; user generated content, and educational materials. It is a convenient way to improve interoperability between different departments and across different organizations by providing a place for first responders to connect with peers, and share tips and advice.

The current iteration of the uLearning Platform enables first responders to:

• Create and manage their own profile
• View and comment on videos
• Easily view related content specific to their interests
• Access information by Topic (Equipment, Technology, HazMat, Methods, Safety, Legal, etc)
• Access information by Specialty (Fire, Police, EMA, EMS, etc)
• Customize email notifications to only receive emails on specific new content
• Post and Share Department-approved content
• Review their recent activity on the Platform
• Assign Priority viewing content to their Team Members
• Track which Team Members have and have not viewed Priority content
• Access training videos, information on new technology, tried-and-true safety procedures, and peer submitted materials in a timely and affordable way.
• Upload and share department-approved content with multiple tiers of privacy.

The uLearning Platform stands as a functioning platform geared toward enabling the emergency response community to easily share existing and newly produced educational materials across departments, counties, states, and even countries.

Participants

Captico received feedback from and demonstrated the uLearning Platform for individuals throughout the emergency response community as well as in academia and government agencies. Specifically, those individuals came from organizations including, but not limited to:

• Sarnia Fire Department (Ontario, Canada)
• Seattle Police Department (WA)
• St. Clair TWP Fire Department (MI)
• Marysville Fire Department (MI)
• Vancouver Police Department (Vancouver, Canada)
• Tippecanoe Emergency Management (IN)
• Indianapolis Police Department (IN)
• West Lafayette Police Department (IN)
• Purdue University (IN)
• Georgia Tech (GA)
• Earleigh Heights Fire Department (MD)
• Anne Arundel County Fire Department (MD)
• Montgomery County Fire Department (MD)
• Fairfax County Police Department (VA)
• Ouray Volunteer Fire Department (CO)
• DHS (DC)
• FEMA (DC)

Captico continues to reach out to individuals and interested organizations around the country. The uLearning Platform has been universally well received by first responders who get a chance to explore and engage with the platform.
Assessment

High-Level of Interest in the uLearning Platform

Based on feedback Captico received after demonstrations and when showing the platform to individuals, the emergency response community is excited about the possibilities made available to them through the adoption and use of the platform by their departments. Over 50% of those involved in the final focus group demonstration signed up to use the Platform, and there is continued interest among new individuals who are introduced to the Platform. There is a definite need for easy and timely access to relevant training materials. Having a private and specialized location for storing and sharing content and lessons learned fills a void currently troubling many departments.

Summary of Feedback on the uLearning Platform

In all of Captico’s interviews and demonstration sessions, several resounding themes kept surfacing among first responders.

- The two biggest challenges facing the emergency responder community today are a lack of time and a lack of resources.
- Any tool hoping to assist the community must take into account the unique environment that these civil servants operate within and must be practical and relevant to their daily activities.
- With the continuing need for training, first responders unanimously requested the creation of a “one stop shop” portal through which they could access and track all required and voluntary online education.
- Departments often create video content, and would be happy to share these materials with other stations if they could do so in a controlled environment.
- Responders want to be able to get new and needed info quickly and easily.
- Volunteers can’t afford costly training seminars.

There is a real need in the community for a unified, real-time social sharing platform, which still gives authorities control over privacy and content.

Future Features Requested by First Responders

The uLearning Platform, as it is, has been incredibly well received among the first responders. They see the potential in it and are eager to expand upon its basic functions to create a more robust environment. Future features that have been requested include:

a. Portal Functionality - Connect to established training databases and sites to create a “one-stop-shop” access point and automatically pull in materials from related sources of information.

b. Member Submitted Content (in addition to current Department Head-only Submission)
c. Search Functionality
d. Discussion Forums
e. Profiles with connection and commenting features to promote interaction
f. Partnered Content – automatically pull in materials from related sources of information
g. Downloadable/Mobile versions of content
h. Quizzes and Post-Watch Tests
i. More features for Video Player
j. User created “playlists” for better tracking of completed training (on and off-site)
k. Additional Topics, Sub-Specialties, Filters
l. Up/Down voting by Community
m. Social networking buttons on public content to easily share (Ex. PSA)

These Phase II features are the result of focus group members wanting to continue using the platform and interested in creating a more complete experience.

Additional Applications for the uLearning Platform

The uLearning Platform can be easily re-branded to serve as a mobile, on-demand information dissemination tool. Whether it is serving as a repository for public safety information or used as a mass educational tool for high-turnover workforces, the flexible platform can easily be adapted to many needs and situations.

Naming the uLearning Platform

During development, Captico chose a short name for the uLearning Platform referencing the flexibility of the platform across disciplines and its function as “another tool in a first responder’s tool-belt”. “The GRID,” as it was called, evoked the strong and succinct feel of a tough and functional place where first responders could go for essential information.

“The Grid has you covered. It is flexible. Adaptable. It becomes what you need, when you need it. If you have 10 minutes to get up to date on a new procedure, The Grid will do it in 5. Like a tool belt for your fingertips, The Grid is ready and waiting to get you the information you need to get you back out into the field faster…” (http://grid.capti.co/)

Captico then created a list of alternative names for the platform as well as sought input from focus group members on what they would like the platform to be called. Dislike of “uLearning Platform” was unanimous, but there was never enough agreement on an alternate name to warrant the redesign of the logo or a new URL to reflect a name change. Captico chose to leave the platform’s name as “The GRID” during its Phase I prototype, as it was the most accepted of proposed names by the community.

In Phase II, Captico plans to design a new logo and claim a new URL reflecting a name acceptable to the organization providing resources for further development.
### Appendix:

#### A. Focus Group A

<table>
<thead>
<tr>
<th>Challenges and Needs as Shared by First Responders…</th>
<th>Details</th>
</tr>
</thead>
</table>
| **Lack of Time - Tools need to take into account the First Responder’s environment.** | • They may need to be called away at a moment’s notice.  
• They have small amounts of downtime between calls.  
• Sending everyone to training means no one is there to do their job.  
• Want to be able to “Say it once to all, rather than once to each.” |
| **Scarcity of Resources/Money** | • It’s expensive to take a whole crew away to training.  
• Overtime is expensive.  
• If people leave the station or move on, you lose that knowledge and investment.  
• Have to do new training every time something changes.  
• If you send everyone to training, you need to have back up responders.  
• Spend money training people on things not often used, results in need for RE-training. |
| **Need collaborative tools that enable interoperability between departments and across the different organizations.** | • Need common “language” between groups/orgs. (9/11 is consistently referenced as an example of problems that occur when departments from other states/jurisdictions need to work together.)  
• Orgs must collaborate to compete for grants.  
• Information sharing needs to be improved – it is important and valuable. |
| **Need Practical and Relevant Tools** | • Must apply to and improve their daily routines  
• “Can never have too many tools in your belt.”  
• Enable users to be prepared – as opposed to “management by crisis”  
• “Virtual experience is better than no experience – ask a pilot.”  
• Training and lessons learned are a key part of progress – (after event hot washes) |
| **Tools and Information Must Be Accessible** | • Tools need to be easy to use – plug and play.  
• No prerequisites.  
• No “nine syllable words” – content geared to audience. |
| Make new technology familiar by pulling from old technology (like YouTube) and incorporating common elements. | Tool must deliver what you promised it would deliver.  
- Technology is not there to replace anyone but to empower them.  
- Must take time to build relationships – no one wants to admit a weakness.  
- Entire dept must embrace a new tool - trust is extended through chain of command.  
- Credibility of training instructors is crucial. Must have faith/trust from everyone in organization (from chief to guy on street).  
- Must have confidence in who is providing the data as well as in the data itself.  
- Territorial, don’t want others “encroaching on our work.”  
- Must be able to show long-term value and continuing ROI. |
<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Stories help convey info – makes it real and applicable.</td>
<td></td>
</tr>
<tr>
<td>Distrust of vendors – credibility is crucial</td>
<td></td>
</tr>
</tbody>
</table>

**Closing Remarks and Comments…**

"Lack of training failed us at WTO riots. A video on the website could have quickly and effectively disseminated the info and saved lives and property damage."

"Time for training is difficult to schedule – especially around work – would be a lot better if you could do it online."

"Our office has online video learning – its very beneficial and it can adapt training to different learning abilities."

"We use short videos (produced in-house) played at shift changes talking about law changes… sharing between departments can be hindered by the legal depts."
### B. Focus Group B

#### Needs as Shared by First Responders...

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Recommendations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have compliance training – basic stuff – required by DHS, etc. that only certain people are qualified to teach and must train large number of staff. Want to be able to do it online, on-demand.</td>
<td>• Some classes are already on-line&lt;br&gt;• Basic entry level stuff that needs to be quicker and more convenient to complete</td>
</tr>
<tr>
<td>Have a lot of mandated training, videos to watch – at different sites, from different orgs – they want a ONE STOP SHOP they can go to and send their guys to where they can get it all.</td>
<td>• Be able to do training at 2am (when cops are on shift with not a lot to do) – needs to be flexible to tailor to needs of different depts., staff, shifts, etc&lt;br&gt;• Bring FEMA materials into our environment&lt;br&gt;• He can manage what things his people need to watch/review (&quot;playlists&quot;)&lt;br&gt;• Automatic tracking – management dashboard (see who has watched what, what have they completed, etc.)</td>
</tr>
<tr>
<td>Have Mandated Annual Training Day / Monthly Training</td>
<td>• Don’t want to waste day with little 30 minute requirement sessions on blood-borne pathogens – want to do things that can’t be done any other time. Big expense to bring in all of the officers at one time – would rather do practical things like Active Shooter Training</td>
</tr>
<tr>
<td>On Quality of Training Content:</td>
<td>• Don’t want to have to read giant documents – no more text based learning&lt;br&gt;• Gaming is huge – reach the new generation – virtual reality&lt;br&gt;• Interactive&lt;br&gt;• Fun&lt;br&gt;• Short attention spans&lt;br&gt;• Goal / Accomplishment Oriented&lt;br&gt;• NO MORE POWERPOINTS&lt;br&gt;• Show us what you are talking about, walk us through it, role playing, 1st person perspectives, scenarios, etc</td>
</tr>
<tr>
<td>Have Both Small and Large Departments</td>
<td>• Larger depts have more resources and can bring in different experts, but smaller depts lose out&lt;br&gt;• 92% of Law Enforcement organizations have less than 100 members&lt;br&gt;• While LA or NY may be high profile depts, it doesn’t solve the real problems that face the majority of smaller orgs</td>
</tr>
</tbody>
</table>
| **Mandatory vs. Available Training – Certification is an Incentive** | • Partner with established orgs / state certified  
  • Professional development means there is a bonus or benefit to engaging in voluntary training  
  - show your boss for raise  
  • Purdue is a DHS Center of Excellence (and partnering with other orgs already – like JIBC)  
  • WHAT IS THE VALUE?  
    - Accreditation / Certification  
    - Required to do it or you lose your job  
    - Financial incentive for early completion or for commanders  
    - Must see value in the content |
|---|---|
| **VOLUNTEERS – most 1st Responders are NOT PAID** | • Convenience in accessing training is very important  
  • Must be easy and cheap/free because these people are volunteers  
  • Working odd hours  
  • Mandatory training regardless of lack of pay |
| **Access/Security of Information** | • Need credentialing process (Through dept heads?)  
  • Ability to assign accounts to people as well  
  • Secure server  
  • Some departments do issue .gov or .edu email log-ins (Not all officers have them due to user fees; Unique PSID number is issued to every certified 1st Responder in Indiana (given by DHS))  
  • Tiered levels of access – not everyone should
get access to everything
• Civilian access as well – some content should be public (university employees, 1st Aid info, etc)
• Emergency preparedness for university faculty even – have ONE place to send people – ONE STOP SHOP

Social Learning Side
• Must have moderation / vetting / approval system (ability to delete)
• Demographics – different age groups have different preferences (Laptop broken in cruiser = old officers are happy, young can’t work)
• Officers are limited to what they can do on social media sites – privacy is important on our platform
• Enhance interoperability and awareness of each other’s procedures (Hot-washes or footage of events for learning across depts.)
• Monitoring and Listening on social networking sites (“See something, say something” texting campaign; Need help with management of it)
• Discussion Forums – another tool on the platform for peer-to-peer learning

<table>
<thead>
<tr>
<th>Ideas for Features As Shared by First Responders…</th>
</tr>
</thead>
</table>
| Notification Process. They get bombarded with emails ever day, 90% are irrelevant. They want to know what/when content is new if it is related to categories they have selected. | • Geography  
• Discipline  
• Interest |
| Relevant Content. They are not going to sift or search through content – want to see relevant content immediately on log-in. | • Suggest what else I should watch after a video. |
| Partnered Content. Automatically pull in existing content from sites like FEMA or the Academy where required material lives… ONE STOP SHOP | • Perhaps break up existing content into shorter bites  
• Certifications  
• Don’t want to limit ourselves to what is out there – need to be better  
• Value in just looking at news footage of disasters as well – can spark convo  
• firstresponder.gov  
• FEMA.gov (EMI)  
• ICS (Instant Command System)  
• LLIS.gov |
| Want Downloadable Content | • Problem of Bad/Slow connections in rural areas (which need this the most)  
| | • Podcast versions for on-the-go review |
| User submitted content – but with moderation | • Firefighter is being sued by crash victim’s family for posting video footage of fatal crash |
| Comments on videos | • Feedback from trainees is very important for managers, also users want to see reviews/what other 1st Responders thought of videos |
| User Account Credentialing Process | • Ability to assign accounts  
| | • Public content - University Staff access… |
| Playlists / Customized Views | • Content geared specifically to users – relevant content is key  
| | • Lots of existing training programs all over the place – need for unified platform to pull in all of this info  
| | • Even elected officials need to orient themselves to this content – what is applicable to me – key points – easy and quick |

### Closing Remarks and Comments…

<table>
<thead>
<tr>
<th>Want to do “More with less and more compressed”</th>
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<tbody>
<tr>
<td>“I need a platform that I can have my people go in to and that I can pull in the content that I need – whether it be certified / mandated stuff or just beneficial stuff.”</td>
</tr>
<tr>
<td>“How I train my guys may be different from how he trains his guys, so we need to be able to customize those parts of training – example: building entry, he may have lights on his guns and we don’t so we would follow different procedures than him, hence different training video, different ‘playlist’.”</td>
</tr>
<tr>
<td>“Must be customized and have select notifications based on what has been identified as required for you and what is suggested for you.”</td>
</tr>
<tr>
<td>Tracking is a huge need. Want a Dashboard to monitor who and who has not viewed required materials. Don’t want viewers to be able to fast forward. Have a quiz after videos with rotating answers/questions to discourage cheating.</td>
</tr>
<tr>
<td>Must prove to be crucial and useful to their jobs. “Will it affect me on the street? Or is this just stupid and required?”</td>
</tr>
</tbody>
</table>
### C. Focus Group C

**Feedback on Existing Platform As Shared by First Responders…**

<table>
<thead>
<tr>
<th>Category</th>
<th>Feedback</th>
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</thead>
<tbody>
<tr>
<td>Like the tone and visuals on the Platform/website</td>
<td>• Humor is good! Be funny! (They use humor as a survival technique; They have short attention spans, so being funny helps keep them engaged) • Want to see uniformed officers on the site, providing training, etc. – Peer learning</td>
</tr>
<tr>
<td>Name of the Platform</td>
<td>• HATE the term “uLearning Tool” – sounds formal and lame • Want more street terms and names with operational appeal</td>
</tr>
<tr>
<td>Definitely resistance to HAVING to watch training videos – no one wants to be told they HAVE to do something – “one more educational video…”</td>
<td>• Swap out term “Required” with “Priority” or “Essential” Videos</td>
</tr>
<tr>
<td>Usability of the Platform</td>
<td>• Simple is good and time is of the essence • Fire Department consists of volunteers from all educational levels • Want to be able to surface Powerpoint presentations as well • Want Dept Heads to be able to see number of views on a video • Want Forums (place to request information/new content/topics - Example: Suicide by cyanide scenario) • Want List of Events and Opportunities</td>
</tr>
<tr>
<td>Ease of Sign Up Process</td>
<td>• Sign up process “was very easy and intuitive” • “The Employer/Station drop down box is too narrow, so you can’t see the full title.” • Need a message indicating what happens after sign up – confirmation email, etc.</td>
</tr>
<tr>
<td>Function of Recent Activity Module</td>
<td>• Like the trackability of this – able to see/access what they’ve done • Want a “See All” button with a paginated list of ALL activity</td>
</tr>
<tr>
<td>Privacy Levels</td>
<td>• Want the ability to send private messages (so don’t feel dumb asking questions) • Like that they can post as username, instead of real name • Want options to hide or make public (to logged-in users) their profile to aide in connecting with...</td>
</tr>
<tr>
<td>other responders</td>
<td></td>
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<tr>
<td>------------------</td>
<td></td>
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<tr>
<td>• Want additional levels of sharing control: Public, Private, My Dept., My State, etc</td>
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<thead>
<tr>
<th>Future User Authentication Methods</th>
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<tbody>
<tr>
<td>• West Lafayette PD has employee numbers that don’t change (Don Hartman (sp), IT guy, might approve members?; Emails all end in @westlafayette.pd.us)</td>
</tr>
<tr>
<td>• There is no universal licensing body, and no org they all have to join</td>
</tr>
<tr>
<td>• We would need to set up a system to forward sign up requests to the correct dept or municipality so they could approve their own team members…They would need quarterly/yearly auto email reminder to check their member lists for inactive users</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Closing Remarks and Comments…</th>
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<tbody>
<tr>
<td>Definitely see the platform as a means to save money on training.</td>
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<tbody>
<tr>
<td>Excited about all of the different things they can potentially share (they get requests from public and media to create PSAs and other content).</td>
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<tr>
<td>Want the ability to use this as a “Portal” and a central repository.</td>
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</table>
D. Focus Group D

Feedback on Existing Platform As Shared by First Responders...

“There is a lot of value in this tool.”

Really like how this gives them the ability to train people without taking them off the streets.

Content management is a big issue for [Gang Related Officer]. Wants to share his info with other law enforcement agents but not the public. Currently they have to either use a govt website which makes all of their info public, or mail CDs back and forth with videos and content to keep it private. He sees this platform as a real problem solving solution.

Desired Features and Functions for Phase 2...

| Video Player | • Pause/Resume capability for videos  
               • Comprehension quiz upon completion of viewing  
               • Add “Date Uploaded” for timely relevance |
|--------------|------------------------------------------------------------------------------------------|
| Existing Content | • Portal or link to existing required training materials  
                     • Users can create their own playlists of materials they have viewed/finished (on and off-site) |
| Relevant Content | • Need for additional sub-specialties and Topics (Ex. Gang related)  
                      • Up/Down voting by community  
                      • Popular content filters, popular content by specialty filters |
| Mobile Access | • Need mobile version of site for access on phones, other devices |
| Privacy | • Multiple tiers of access (limit viewing to station, specialty, etc) |
| Location | • Geotagging of videos/content so as to surface based on where a visitor/user is (using IP address?)  
           • Scrolling banner alerts/ticker of relevant local new content |
| Sharing | • Social networking buttons on public content to easily share (Ex. PSA)  
           • Need place to ask for specific/new content (Discussion Forum?)  
           • For crisis/emergency, want breaking news ticker on top displaying emergency requests (Ex. Extreme flooding – New Orleans, LA PD requests info on…” |