



Blueprints – Plans for an Effective Emergency Management Program

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Goals and Objectives

To create a successful Emergency Management Program (effective and sustainable).

- Review “Why?”
 - Right for the students (Clery Act – not just violence; threat to health or safety).
 - Right for the faculty and staff (OSHA).
 - Right for the school’s reputation and marketing.
 - Right according to civil and criminal courts – increasingly holding organizational leadership specifically and directly responsible.
- Tactically “How?”

Agenda

- Classroom Rules
- Lessons
 - Lesson 1: The 4 Phases of Emergency Management
 - Lesson 2: What is Business Continuity (COOP)?
 - Lesson 3: How to begin?
 - Lesson 4: What if you want help?

Classroom Rules

- In an actual emergency...
- Participation is better than Observation.

Lesson 1

The 4 Phases of Emergency Management.

4 Phases of Emergency Management

1. Hazard Identification and Mitigation
2. Preparedness
3. Response
4. Recovery

4 Phases of Emergency Management

Hazard Identification and Mitigation

- Completed by a multi-disciplinary group (e.g. internal and external stakeholders).
- Identify: “What keeps you awake at night?”
- Prioritize: (e.g. likelihood, severity, ability to mitigate, “viewability”).

4 Phases of Emergency Management

Hazard Identification and Mitigation (cont.)

- Consider natural, man-made, and technological disasters.
- Consider reputation disasters.
- Consider function and response rather than cause.
- Identify the program's top 3-5 priorities for the year.

4 Phases of Emergency Management

Hazard Identification and Mitigation (cont.)

- Over time, the HVA should change – based on changing environment and your mitigation/preparedness efforts.
- There are many processes, tools, and techniques.
 - I recommend the Modified Delphi Technique.

4 Phases of Emergency Management

Preparedness

- Create an Emergency Operations Plan
 - Main body: All-hazards Approach
 - Annexes and Appendices: Hazard Specific
 - Based on the HVA
- A living document, not a bookshelf item.

4 Phases of Emergency Management

Preparedness (cont.)

- Get supplies, build caches, etc. (based on the HVA)
- Build/participate in coalitions – you can't do it alone.
 - Disaster: When resources are, or are likely to be, overwhelmed.
 - People
 - Stuff
 - Money
 - Information

4 Phases of Emergency Management

Preparedness (cont.)

- Train
 - At least annual training (based on the HVA)
 - Classroom and Hands-on

4 Phases of Emergency Management

Preparedness (cont.)

- Exercise
 - The purpose is to evaluate – the plan.
 - Tabletop, Functional, Full-Scale
 - Meaningful, realistic exercises
 - As in “real life”
 - With Community Partners
 - Rubric of Success
 - Measurements
 - Track and Trend

4 Phases of Emergency Management

Preparedness (cont.)

- Quality Assurance Process
 - Identify opportunity
 - Modify process
 - Evaluate process based on modification

4 Phases of Emergency Management

Response

- Always, use the Emergency Operations Plan.
- Utilize Incident Command – not group think.
 - We would rather be wrong together, than right as an individual.
- Identify, very specifically, the issue – what resource is overwhelmed and how should that be addressed?
 - Often, accurate information is most needed.

4 Phases of Emergency Management

Response (cont.)

- Use relationships.
- Do NOT wait for “the big one”; use small incidents and events to practice.
- Maturation of Response:
 - Technical ability
 - Assessment
 - Synthesis
- Evaluate response – After Action Review
 - Amend Preparedness as appropriate.

4 Phases of Emergency Management

Recovery

- Return to pre-incident status
 - Personnel (Physical and Emotional)
 - Faculty and Staff
 - Students
 - Parents
 - College Governance
 - Community
 - Facilities
 - Reputation

Lesson 2

What is Business Continuity
(COOP)?

Business Continuity (COOP)

- Emergency Management is responding to an emergency.
- Business Continuity (COOP) is the continuation of core functions.
- Example: Chemistry Lab Fire
 - EM: Extinguish the fire, rescue people, etc.
 - COOP: Where/how is Chemistry taught?
- Both (EM and COOP) are needed.
 - They are related, but NOT the same.

Lesson 3

How to begin?

To Begin:

- Focus first on relationships.
 - Strongly consider coffee or a meal.
- Conduct a Hazard Vulnerability Analysis.
 - Determine program priorities for the year.
- Develop reasonable and sustainable expectations.
 - Remember that this is a process, a journey, not a destination.
- Demonstrate a total commitment to the process.

Lesson 4

What if you want help?

For Help:

- Check with relationships:
 - Colleagues/Organizations/Coalitions
 - Community Partners
 - Local/State/Federal/Tribal guidance and responders
- Help can only teach what they know – so choose wisely:
 - Who you ask
 - What you adopt

For Help:

- Using only pre-defined templates is generally bad; rather, look for customized approaches.
- There is both Science and Art involved.
 - Choose partners that know both (more than just tactics).
 - Choose partners who can teach you and others.
 - Choose partners who will help mentor you towards growth.

Agenda

Lessons

- Lesson 1: The 4 Phases of Emergency Management
- Lesson 2: What is Business Continuity (COOP)?
- Lesson 3: How to begin?
- Lesson 4: What if you want help?

Goals and Objectives

Facilitate Emergency Management Program (Effective and Sustainable)

- Review “Why?”
 - Right for the students (Clery Act – not just violence: threat to health or safety)
 - Right for the faculty and staff (OSHA)
 - Right for the school’s reputation and marketing
 - Right according to civil and criminal courts – increasingly holding organizational leadership specifically and directly responsible
- Get tactical “How?”

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