CRISIS MANAGEMENT: AVAILABLE RESOURCES

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Agenda

- Definition of Crisis
- Crisis Awareness
- Crisis Category & Impact
- Local, State, and Federal level Crisis Management
- Case Study (Target)

Crisis Awareness



Local, State, and Federal level Crisis (Emergency, Disaster) Management

(Source: FEMA Emergency Management Institute)

At the Local level

- Acting as the primary "first provider" of emergency response services.
- Activating the Emergency Operations Center (EOC) and Comprehensive Emergency Management Plan.
- Coordinating the response with public and private organizations and agencies.
- Notifying the State Emergency Management Agency of the situation by regularly submitting Situation Reports (SITREP).
- Requesting the State Emergency Management Agency to provide State and/or Federal assistance.

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- Monitoring the situation.
- Reviewing and evaluating local (SITREPs).
- Activating

At the Federal level

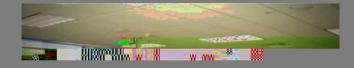
- Conducting joint Preliminary Damage Assessments (PDAs) with State and local governments
- Approving or denying requests for Federal assistance.
- Activating the procedures outlined in the Federal Response Plan (FRP).
- Establishing and Emergency Support Team (EST) to monitor operations

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- Requesting

Case Study (Target)

- National Level Exercise 2011
 - FEMA-led national exercise focused on catastrophic earthquake in Midwestern United States
 - Week long simulation of a National Business Emergency Operations with Target's Command Center



- Crisis Exercises
 - Integrated exercises with private & public sector
 - Tabletop & simulated exercises
 - Drills with Corporate Command Center Team
- Business Continuity Exercises
 - All plans are exercised annually
 - Notification
 - Tabletop
 - Simulation
 - Technology / Disaster Recovery Exercises

Summary

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- Local, State, and Federal level Crisis Management
- Case Study (Target)

References

- Global Crisis Management at Target (https://www.apec-epwg.org/public/uploadfile/act/Target+-+Bryan+Strawser.pdf)
- FEMA Training Catalog (https://www.firstrespondertraining.gov/frt/npccatalog)
- FEMA Crisis Management Course Details
 (https://www.firstrespondertraining.gov/frt/systemsSearch.do
 ?courseId=2430&a=generateCourseDetailsPDF)
- FEMA Emergency Management Professional Program (EMPP) (https://training.fema.gov/empp/)

- Texas Emergency Management Workshop, 2018
 https://www.preparingtexas.org/Resources/documents/TDEM/820Training/T-610%20Nov%20Presenter%20Information/a_1a%20T-610_combined%20Nov%202018.pdf)
- Texas Emergency Management Statutes
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- Hough, M. G., & Spillan, J. E. (2005). Crisis planning: Increasing effectiveness, decreasing discomfort. Journal of Business & Economics Research, 3(4), 19-24.