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Higher Education Emergency Management Program Accreditation: Seeking the "Holy Grail"

Steve Charvat

University of Washington - Seattle Campus

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Higher Education Emergency Management Program
Accreditation
Seeking the “Holy Grail”

@ UNO DRU Workshop
Wednesday
February 16, 2011

Presented By:
Steve Charvat, CEM, MPA
“University hospitals are accredited. Campus police departments are accredited, entire academic programs of higher education receive accreditation. But what about the program(s) that protect and safeguard the lives of those working, living, learning and visiting or campuses?? Emergency management accreditation programs are out there, but have yet to be applied to IHE’s. Today, I will discuss some national & international programs and standards & provide a “preview” of what’s in-store for colleges and universities.”
Our Lunchtime “Syllabus”

**WHY**
...should a university even seek accreditation?

**WHO**
...should/would be involved?

**WHAT**
... programs are out there to be considered?

**WHERE**
... do I Apply and Learn More?

**WHEN**
... should I start the accreditation process?

**HOW**
... can I prepare for accreditation?

IHE = Institution of Higher Education
(College or university)
Let’s Start out with a Quick POP QUIZ!
Instructions:

• Listen carefully to the following 10 oral questions

• Keep track of your *YES* replies

• Be *HONEST* in your tally

• Finger counting is allowed!
Congratulations! You and your campus are ready for any disaster.

With a little work, and fine-tuning, your institution can get to the TOP.

Time to get to work! … but all is not lost. You need to re-work your entire crisis plan(s) now.

HEAD FOR THE HILLS!
Before We get Started, Some Statistics
Why a College campus is a “different animal” than a typical city

• The USA has the 2nd largest #s of IHEs in the world (nearly 6,000 in 2008)
  • Highest # of IHE students in the world (Approx. 14 million in 2007/08).

• At any one time during a typical school day, nearly 30% of the US population is at School (K-18)

• IHE’s have a much more diverse population than the community at-large

• “Vatican within Rome” Analogy
Survey of 100 U.S. & Canadian companies with $1B+ annual revenues

- 96% had operations exposed to natural disasters
- Only 52% had prepared against loss due to a hurricane
- 37% considered themselves protected against
- Flooding
- 29% had taken ‘adequate’ measures against earthquake
- Less than 21% were concerned about the potential for a negative impact on corporate bottom line resulting from a natural disaster

*FM Global, 2008*
What is Accreditation?

- Certification of competence in a specified subject or areas of expertise, and of the integrity of an agency, organization, firm, group, or person, awarded by a duly recognized and respected accrediting organization.
Accreditation will validate and evaluate your mitigation efforts as a key component of your campus safety plans.
GOOD NEWS:
For most higher education organizations, there have not been a large number of major disasters or emergencies.

BAD NEWS:
Because our emergency/disaster systems are not used that often, colleges and universities may not be aware of what to do before, during or after a disaster and generally have no “standard” by which to measure their performance metrics.
Lessons from Hurricane Katrina:
General Higher Education Impacts*

• $2+ Billion in Physical Damage
• 33 Colleges/Universities directly impacted
• Over 500 indirectly impacted
• Private colleges more severely felt the pain due to ineligibility for FEMA/Federal post-disaster assistance
• Insurance will cover only part of the costs!

*Source: Chronicle of Higher Education
Why Consider Program Accreditation?  
.... A Fundamental Question

- Mandated by Laws or Regulations
- Request by Senior Campus Leadership
- Performance of Due Diligence
- Can Be A “Marketplace Advantage”
More Reasons *Why?*

- Long Time Since We Had a Disaster
- We Strive for Excellence!
- Other Campus programs are Accredited
- Bragging Rights? (*"seal of approval"*)
- A recent Crisis on Your - or another — Campus
- Understanding that *mitigation* forms the basis for all EM programs
WHY: Benefits of Accreditation/Assessment**
Campus EM Accreditation: Why Here and Why Now??

Increased Accountability Demands It!

- Past
- Present
- Future

- Disasters
- Public Need
- Funding

We are at a Crossroads!
Can You Measure Your Campus Preparedness?
WHAT Programs are Even Out There?**

1. NFPA 1600
2. EMAP
3. PS-Prep
1. NFPA 1600: The International Standard for Emergency & Disaster Management

A “Primer” on this Often Misunderstood Standard
NFPA 1600 is a Consensus Standard
The NFPA 1600 Standard

NFPA 1600 has been endorsed by:

- Department of Homeland Security (DHS) and Federal Emergency Management Agency (FEMA)
- International Association of Emergency Managers (IAEM)
- American National Standards Institute (ANSI)
- Disaster Recovery Institute (DRI)
- Association of Contingency Planners (ACP)
- *National Emergency Management Association*
The NFPA 1600 Standard

“The experience of the private sector in the World Trade Center emergency demonstrated the need for these standards...

...ANSI {recommended] that the Commission endorse a voluntary National Preparedness Standard... **Recommendation**: We endorse the American National Standards Institute's recommended standard [NFPA 1600] for private preparedness”

– “9/11 Commission”

• NFPA 1600 is one of 3 standards for the new PS-Prep Program (US Public Law 108-458 in 2004 and Public Law 110-53 in 2007)
History of the Standard

• 1991 – Disaster Management Committee established

• 1995 – “Recommended Practice” issued

• 2000 – The First “Standard” issued
  • Approved as an American National Standard (ANSI)
History of the 1600 Standard

• 2004 – Edition of NFPA 1600
  • Through ANSI, vetted with over 2,000 organizations
    • 9/11 Commission Recommends NFPA 1600 for private sector preparedness

• 2007 – 3 year revision published

• 2010 – Current edition being applied

• Present – Review and revision for 2013 edition has already begun!
Mitigation is a major part of Ch. 5

NOTE: The Actual Standard is only 6-pages long!
Important Note on NFPA 1600

1600 is an international standard but it is not an accreditation program!
Get Your **FREE** copy Now!

Online at:

www.nfpa.org/
2. EMAP: The Emergency Management Accreditation Program
What Is The EMAP Standard?

- Developed by state & local EM professionals
- EMAP standards are scalable
- Identify components for a quality Program
  - Like NFPA 1600, they don’t prescribe **HOW**
- Viewed as the framework for a comprehensive Program
Determining Compliance

- Policies
- Procedures
- Rules
- Laws
- Regulations
- Directives
- Orders
- Memoranda
- Records
- Logs
- Grants
- Reports
- Files
- Financial reports
- Ledgers
- Budgets
- Training records
- Photographs
- After action reports
- Operational forms
- Plans
- Databases
Resources & Tools

• Emergency Management Standard by EMAP
• Candidate’s Guide to Accreditation
• EMAP Program Assessment Tool
• Accreditation Process Guide
• EMAP website, www.emaponline.org
• New IHE Pilot Program**
WHO Can Apply for the IHE Pilot Program

• Put simply, ANY US-based College or University Campus!

  • Public, Private (For-Profit or Not-for-Profit)
  • Traditional or even “virtual” (i.e, University of Phoenix)
  • Must be currently academically-accredited by a regional accreditation body
  • Preference given to IHE’s who has at least a baseline of EM efforts ($ issue)
  • Application must be endorsed by a Senior-level Administrator to be considered.
### “Challenges” of Applying EMAP to an IHE Environment

<table>
<thead>
<tr>
<th>THE EMAP STANDARD</th>
<th>IHE “WRINKLE”</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Jurisdiction (city, state) is pretty clear-cut</td>
<td>• How to Handle multiple campuses or a “system”</td>
</tr>
<tr>
<td>• Must have an oversight Committee</td>
<td>• Committees are NO PROBLEM for IHEs!</td>
</tr>
<tr>
<td>• Program authority based State and Local government laws</td>
<td>• How to handle private IHE’s?</td>
</tr>
<tr>
<td>• Continuity of Government: Easy</td>
<td>• COG = More difficult to define</td>
</tr>
<tr>
<td>• Definition of “Public” clear-cut</td>
<td>• Who is an IHE’s “public”?</td>
</tr>
</tbody>
</table>

An IHE is NOT a city or State!
## Considerations for Pilot Selections

Our Best Attempt will be to Select 4 “representative” IHEs

<table>
<thead>
<tr>
<th>Factor</th>
<th>College 1</th>
<th>College 2</th>
<th>College 3</th>
<th>College 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public/Private/For-Profit</td>
<td>Public</td>
<td>1254</td>
<td>1254</td>
<td>1254</td>
</tr>
<tr>
<td>Urban/Rural/Suburb</td>
<td>Urban</td>
<td>Rural</td>
<td>Suburb</td>
<td>Rural</td>
</tr>
<tr>
<td>2-year/4-year Degree</td>
<td>4</td>
<td>4</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Multiple Campuses?</td>
<td>Y</td>
<td>N</td>
<td>N</td>
<td>N</td>
</tr>
<tr>
<td>Research/Hospital?</td>
<td>Y/Y</td>
<td>N/N</td>
<td>N/Y</td>
<td>N/N</td>
</tr>
<tr>
<td>Daily Population</td>
<td>50,000</td>
<td>1,500</td>
<td>23,000</td>
<td>18,000</td>
</tr>
<tr>
<td>Special Considerations</td>
<td>Y</td>
<td>N</td>
<td>Y</td>
<td>N</td>
</tr>
</tbody>
</table>
WHERE Do I Apply for the EMAP IHE Pilot?

Its easy: Online at http://emaponline.org

All Fields are required, please try to answer all questions to the best of your ability.

Please direct any questions about the pilot application process to Nicole Islamel, EMAP Executive Director.
For problems with this form or the EMAP website please contact Jared Dowman, EMAP Training and Technology Assistant.

Higher Education Request for Pilot Assessment

<table>
<thead>
<tr>
<th>Program Name:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Mailing Address</td>
</tr>
<tr>
<td>Address 1:</td>
</tr>
<tr>
<td>Address 2:</td>
</tr>
<tr>
<td>City:</td>
</tr>
<tr>
<td>State: AK</td>
</tr>
<tr>
<td>Zip:</td>
</tr>
<tr>
<td>Program Physical Address</td>
</tr>
<tr>
<td>Address 1:</td>
</tr>
<tr>
<td>Address 2:</td>
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<tr>
<td>City:</td>
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<tr>
<td>State: AK</td>
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<td>Zip:</td>
</tr>
<tr>
<td>Telephone:</td>
</tr>
<tr>
<td>Fax:</td>
</tr>
<tr>
<td>Website:</td>
</tr>
<tr>
<td>Program Director's Name:</td>
</tr>
<tr>
<td>Program Director's Title:</td>
</tr>
<tr>
<td>Designation: Public</td>
</tr>
<tr>
<td>Primary Campus Locations: Urban</td>
</tr>
<tr>
<td>FEMA Geographic Region:</td>
</tr>
<tr>
<td>Region I</td>
</tr>
<tr>
<td>Highest Degree Conferred:</td>
</tr>
<tr>
<td>2-Year Degree</td>
</tr>
<tr>
<td>Average Weekly Population Of Campus/Campus being Assessed:</td>
</tr>
<tr>
<td>Up to 2500</td>
</tr>
<tr>
<td>Maximum Special Event Populations:</td>
</tr>
<tr>
<td>Up to 5000</td>
</tr>
<tr>
<td>Residential Campus Type:</td>
</tr>
<tr>
<td>Primary Residential</td>
</tr>
</tbody>
</table>
WHEN Are the Deadlines?

- Online “applications” due March 1, 2011
- EMAP/UCC Work Group Review / Recommendations
- EMAP Commission Selects 4 Pilots by April 15, 2011
- On-Site Pilot Assessments, June 2011 – January 2012
- After-Action Report evaluation IHE applicability for nationwide roll-out, April 30, 2012
<table>
<thead>
<tr>
<th>ID</th>
<th>Task Name</th>
<th>Start</th>
<th>Finish</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Monthly EMAP/UCC Work Group Meetings</td>
<td>5/3/2010</td>
<td>9/30/2021</td>
<td>2979d</td>
</tr>
<tr>
<td>2</td>
<td>Work Group development &amp; refinement of Pilot Program (including selection criteria, etc.)</td>
<td>5/3/2010</td>
<td>8/31/2010</td>
<td>87d</td>
</tr>
<tr>
<td>4</td>
<td>Joint EMAP/UCC Working Group initial “notification and promotion” of the new pilot program via partner organizations, listservs, web, etc...</td>
<td>6/22/2010</td>
<td>6/22/2010</td>
<td>0d</td>
</tr>
<tr>
<td>5</td>
<td>Internal development of IHE pilot project materials, online application, FAQs, etc...</td>
<td>6/23/2010</td>
<td>9/30/2010</td>
<td>72d</td>
</tr>
<tr>
<td>6</td>
<td>Formal Solicitation and Application Period for Pilot IHEs</td>
<td>11/30/2010</td>
<td>2/28/2011</td>
<td>65d</td>
</tr>
<tr>
<td>7</td>
<td>Due date for applications</td>
<td>3/1/2011</td>
<td>3/1/2011</td>
<td>0d</td>
</tr>
<tr>
<td>9</td>
<td>Promotion of EMAP Assessor Manager Training at EMI (general, not-specific to IHEs) for potential college participants</td>
<td>9/1/2010</td>
<td>8/11/2011</td>
<td>247d</td>
</tr>
<tr>
<td>10</td>
<td>EMAP Commission Review of Workgroup Recommendation and Selection of 4 Pilots IHEs@ Feb/March meeting</td>
<td>4/1/2011</td>
<td>5/31/2011</td>
<td>43d</td>
</tr>
<tr>
<td>12</td>
<td>4-selected pilots’ preparation, mentoring and online program self-assessment</td>
<td>6/1/2011</td>
<td>12/1/2011</td>
<td>132d</td>
</tr>
<tr>
<td>13</td>
<td>On-Site Pilot Assessments (4)</td>
<td>6/1/2011</td>
<td>2/1/2012</td>
<td>178d</td>
</tr>
<tr>
<td>14</td>
<td>Development of Baseline Assessment Reports (4) and After-Action Report for EMAP Commission</td>
<td>6/1/2011</td>
<td>4/30/2012</td>
<td>239d</td>
</tr>
<tr>
<td>15</td>
<td>Amount allowed for “slippage” if necessary (schedule pad)</td>
<td>5/1/2012</td>
<td>9/28/2012</td>
<td>109d</td>
</tr>
</tbody>
</table>
If Selected, How Can My IHE Prepare for the EMAP IHE Pilot?

- Survey campus leaders, senior Administration and critical decision-makers and emergency responders to gauge interest
- Evaluate your overall global interest in putting your program “under the microscope” for a critical evaluation.
- Receive innumerable benefits from the experience of self-discovery (the core of most IHE’s missions)!
Is There a Cost as an EMAP IHE Pilot?

That’s the beauty of it, if selected for one of the 4 pilot assessments, your direct-cost* is....

Free!

* Some restrictions apply. Not valid in South Dakota, Virgin Islands or the District of Columbia or Guam. Just kidding!
3. **PS-PREP**

FEMA selects standards for preparedness, security management, and continuity

- A **voluntary** program designed to enhance national resilience in an all hazards environment by improving **private sector** preparedness
DHS appoints FEMA to implement Title IX

- Create the program
- Select the standards
- Oversee certification of private companies

Target: 2010 – Q4
DHS Directives for PS-Prep

Private sector preparedness program that:

- Is voluntary
- Engages key stakeholders in development of the program
- Is administered by third party organizations with experience and expertise in managing and implementing voluntary accreditation and certification programs
- Designates one or more preparedness standards
- Integrates/recognizes existing industry efforts, standards, practices and reporting on preparedness
- Gives special consideration to small business—Protects proprietary and confidential company information
<table>
<thead>
<tr>
<th>Designated PS-Prep Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NFPA 1600</strong>: 2007 ( &amp; 2010)</td>
</tr>
<tr>
<td><strong>BS25999</strong>: 2007</td>
</tr>
<tr>
<td><strong>ASIS SPC-1</strong>: 2009</td>
</tr>
<tr>
<td>Key Issue</td>
</tr>
<tr>
<td>--------------------------</td>
</tr>
<tr>
<td>Major Focus</td>
</tr>
<tr>
<td>International Perspective</td>
</tr>
<tr>
<td>General Acceptance</td>
</tr>
<tr>
<td>Supporting Methodology</td>
</tr>
<tr>
<td>Unique Elements</td>
</tr>
<tr>
<td>Certification Available</td>
</tr>
</tbody>
</table>
Should you Be Bringing to the Table?

- **Internal Campus Stakeholders***
  - Campus Leadership
  - Campus Public Safety Organizations
  - Student Life
  - Communications
  - Facilities, Medical, Infrastructure
  - Budget/Finance and Human Resources
  - *Students?*
  - Other
Should you Be Bringing to the Table?

(cont...)

Who

• **External Stakeholders**
  - Local Community (City/Town, County, State)
    - Emergency Management
    - First Responders (Fire, Police, Medical Services, Public Works)
    - Business Leadership
  - Relief and Social Service Organizations
  - Key Vendors and Suppliers
  - Neighboring Schools and Universities
  - General Public
  - *Alumni and Parents?*
When Does a “Typical” Accreditation/Assessment Timeline Take Place?

**APPLICATION** *(days to weeks)*
- Internal campus discussions/consideration of the “Effort” required!

**SELF-ASSESSMENT** *(weeks to months)*
- Review/document your IHE’s efforts on meeting the Standards

**ON-SITE REVIEW and AUDIT** *(~1-2 weeks)*
- Usually with Professional or Peer Reviewers

**RECEIVE FINAL REPORT**
- Review Findings and Make Changes to Address Deficiencies
HOW Can I Best Prepare for Accreditation?

or

“There is no Way We can Expect to become Accredited!!”

The Planning “Process” Can Reduce these Barriers
Let’s Remember the Overall Goal of any EM Accreditation Program

To Build a Safer Campus Through Measureable Standards of Excellence that is Recognized by your Peers
Remember:  Metrics & Accreditation Helps You Avoid the Dilbert Principle
SO, WHERE IS THE EM HOLY GRAIL FOR MY IHE??
Most Importantly....

Don’t Reinvent the Wheel!
You are Not Alone!  **FREE** Peer Resources

- IAEM Universities and Colleges Caucus ([www.iaem.com/Committees/College/]())

- Disaster Resistant Universities email listserv ([www.em.uoregon.edu/info/prepare10/]())

- Disaster Resilient University (DRU) community on DHS First Responder Communities of Practice ([https://communities.firstresponder.gov/]())
As in general mitigation planning, while **YOU** may be the lead, you will only be successful if you involve others throughout the process... one that never ends!
IHE Accreditation Summary in 1-Slide

walk

Crawl

RUN!