

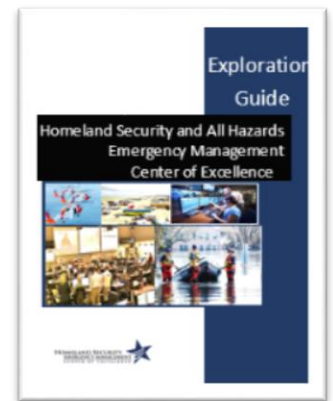
**2016-17 WORK PLAN ACTIVITIES TO ADDRESS FOCUS AREAS OF INDUSTRY SECTOR
STRATEGY, EDUCATION, INNOVATION, EFFICIENCY & SUPPLY AND DEMAND**

HSEM Center's Receives Commendations



On March 29, the State Board for Community and Technical College staff, three members from the Workforce Education Council and Instruction Commission, along with Denise Yochum, President of Pierce College Fort Steilacoom, and Jo Ann Baria, Vice President for Workforce, Economic & Professional Development, joined members of the Center's Advisory Board and staff for its biennial Site Visit. The purpose of the visit is to learn about the Center and how it is working with its industry sector and CTC Colleges. "Reviewers left the session with a greater understanding of

not only the Center's purpose and activities, but that of Homeland Security and Emergency Management as a career field," said Chris Johnson, Chair of the Advisory Board. Along with a presentation and discussion the Center's Review Team received the new [HSEM COE Exploration Guide](#) which provides comprehensive information about the Center's history and work over the past two years. The Center received several commendations from the Review Team including compliments on the work the Center is doing as part of its employer engagement and Work Experience Marketplace initiatives. "We loved the internship piece," said Katherine Mahoney, SBCTC Program Administrator. "Your focus on enhancing and expanding work experience opportunities through internships builds capacity at our local campuses." The Center also was commended for its regional staffing model which reflects the Center focus on maintaining a SBCTC system-wide approach. Additional information about the Center's activities and accomplishments can be found on its website's at [HSEM COE About Us](#).



Disaster Preparedness for Hospitals and Healthcare Organizations Course



The Center staff traveled to Yakimato help the CoE for Allied Health host othe second two day FEMA funded workshop this year. On April 4 and 5 for over 50 hospitals and healthcare organizations met at Yakima Valley College. The training reviewed the fundamentals of disaster preparedness and recovery planning. There was no cost to participants and funding was from a FEMA training grant.

Linda Crerar and Dan Ferguson, Director of CoE for Allied Health welcomed participants to the event and talked about the importance of health care professionals and organizations being trained and having plans to prepare for and recover from disasters. Linda talked briefly about the HSEM degree program and thank the Allied Health Center for hosting this important training to our region.

Anita Janus our eastern WA represented participated in the two day workshop. "The training was excellent," said Anita. "It generated lots of discussion in the breakout groups and the need for ongoing training and educational opportunities. Anita had invited Raquel Ferrell Crowley, Senator Patty Murray's Eastern WA representative, to join the group in afternoon of the first day. Raquel talked briefly about what Senator Murray was working on in D.C. that might be of interest to everyone. She also referenced some new legislation which she will be forwarding that she felt we would be interested in learning about.

Several people who were unable to attend this training event has requested the Centers host another training in the fall perhaps in Spokane and NW Washington.

CENTER OF EXCELLENCE - HOMELAND SECURITY-EMERGENCY MANAGEMENT
MARCH 2017 ACTIVITY REPORT

Rural Enterprise Development Grant: Surveying Agriculture Industry for Education Needs



Global Trade & Supply
Chain Management
Highline College



impact
washington

The Workforce Board was awarded an \$80,000 one-year grant from USDA to survey agricultural-related firms in 10 Washington Counties as to whether they have access to sufficient educational resources for their employees, and what types of skills training and classes they would like to see offered in their area. The Board contracted with CoEs for Global Trade and Agriculture to compile available courses. Our Center has been working with Global Trade since January to assist in completion of this project.

Participating counties include:

Adams County	Grant County
Benton County	Kittitas County
Columbia County	Skagit County
Douglas County	Yakima County
Garfield County	Walla Walla County

Agricultural firms are being asked whether they have access to sufficient educational resources for their employees, and what types of skills training and classes they would like to see offered in their area.

Agriculture-related companies--Take this survey and let us know about your education and training needs!
<https://www.surveymonkey.com/r/USDAGrant>

The Center's special project staff, Sara Hemphill, who has extensive food industry knowledge, experience, and networks, has been focused on the collection of the suite of online courses related to the food manufacturer and processors as well as the design of the data base. The compilation has included the available courses in each of the 10 countries, including online options and hybrid options. The courses have been compiled, reviewed and provided to USDA workforce business team. Ultimately these courses and others that may be developed will be available online for agricultural-related firms to easily access.

Our Center and Global Trade & Supply Chain Management are co-sponsoring a spring forum on April 26, 2017, featuring food defense in the supply chain. The planning of this event has not only informed us of food defense and its relationship to food safety and food production; it has also connected us to food industry experts. "In so doing, synergy has developed with this USDA grant, particularly as it relates to networking and relationship building. As a result, there appears to be some initial networking developing within the CTC system," said Dr. Meg Ryan, CoE Director. Our Center has identified an opportunity to research the establishment of a certification program for Food Defense with the help of Claudia Coles, WA State Department of Agriculture, Food Safety and Security Policy staff who has recently joined the Center's Advisory Board.

Center staff and Dr. Ryan attended the Washington Council on International Trade on March 13, where she was able to promote the USDA Rural Enterprise grant from the podium.

The grant also provides funding to Impact Washington, a nonprofit that works with Washington manufacturers through supply chain consulting and lean training. Impact Washington is also building an asset map of existing Washington manufactures.



Criminal Justice Core Curriculum Workgroup Meeting

On March 22, the Center hosted the CTC Criminal Justice Programs and Deans at Pierce College Ft. Steilacoom. The purpose of the meeting was to take the first steps to identify and agree on a statewide core curriculum and identify other opportunities to improve program curriculum and delivery statewide. Twenty (22) CJ faculty/staff and Advisory Board Members, Deans, Central Washington University faculty and employers attended the meeting and discussed the Center's research and survey findings, completed a SWOT analysis of the state of our CJ Programs, shared current curriculum being delivered and reviewed curriculum being offered at the state's Criminal Justice Training Commission. All attendees received a CJ Meeting Guide which included all of the research and curriculum information gathered to date.

Chief Kevin Fuhr, City of Moses Lake Police Chief and Big Bend CJ Program Advisory Board Member shared his experience establishing the regional academies with North Idaho College. Participants believe there is an opportunity for CJ programs here in Washington to also establish these types of academies once we have addressed and agreed upon a quality core curriculum and program efficiencies that lead to cutting edge CJ programs around the state.

Workshop Objectives:

- Share information about each colleges current CJ Program's learning objectives and curriculum.
- Share information about our university programs curriculum and requirements.
- Review the Program research, Curriculum Survey and discuss the Employer Engagement CJ Market Briefing.
- Review and discuss core strengths (KSAs) every student should possess upon completion of a CJ program.
- Gain an understanding of our state's current system for training and educating law enforcement and criminal justice practitioners.
- Gain an understanding of other career opportunities that are available for CJ graduates.
- Gain an understanding of the purpose of a DACUM and identify practitioners on your Advisory Boards and in your communities that you would like to have involved in validating our work.

Meeting Outcomes:

- Summarize meeting SWOT analysis and discussion/decisions and schedule a follow-up meeting in July at Big Bend Colleges to include a day-long facilitate DACUM process with identified employers from CJ Advisory Boards.
- Create a "Canvas Community" (Dr. Ryann Leonard volunteered) which will allow programs to share courses, ideas and have discussions.
- CJ Programs were asked to provide their program curriculum and plans which will be shared.
- Discuss and identify ways to offer and share specialty courses online statewide.
- Discuss ways to incorporate online and hybrid approaches into curriculum delivery models.

Workshop Materials:

CJ Curriculum Survey: The Survey results will help identify current KSAs and curriculum priorities as identified by participants. The Survey is one piece of information utilized to develop an agreed upon core curriculum and common core numbering. **** If you have not yet completed the CJ Curriculum Survey please do so before March 20 so your information will be included in the report.**

PJ Program Curriculum Matrix: Research completed on what current courses are being offered at our colleges. A copy of the CJ Employer Engagement Brief is available on our website. <http://wp.pierce.ctc.edu/blog/hsemcoe/our-services/>.

CJ Employer Engagement: Capture key information that will inform the CTC colleges about industry requirements and trends, skills and competency gaps, and needed curriculum updates. Our community and technical colleges provide training and education required to ensure student's success in the workplace. Criminal Justice students have numerous career objectives and dozens of career fields available to them with the right education. [CJ Employer Engagement Brief](#)

Re-packaging Preparedness Messaging – Center’s Blog



Hot Topics

Keep up-to-date on the latest news stories and topics in the field of emergency preparedness.

Social Media/Public Information

Jim’s Blog, Senior Fellow, Center of Excellence

<http://wp.pierce.ctc.edu/blog/hsemcoe/hot-topics/>

Three days’ preparedness was, and still is, considered reasonable for most disasters we may endure, be it flood, fire, storm or even minor earthquakes. Even in a just - in - time society, it remains a manageable goal for most people. One finding from the Cascadia Rising exercise by the state emergency management directors of Alaska, Idaho, Oregon, and Washington is that the traditional 3-days disaster preparedness message was insufficient following a catastrophic quake. Such an event might well require that citizens be self-sustaining for at least two weeks.

“A catastrophic quake indeed will be different: evacuation (to where?) may be unsafe and unwise; supply chains for food, medicine and other necessities are likely to be compromised. It may be safer for people to remain where they are for two weeks if they are able to self-sustain while government rallies its forces,” Jim state in his March Blog post. Read more about [Jim's thoughts](#) on promoting longer preparedness standards.



Center Welcomes New Board Members and Staff

Congratulations go to our long time Chair, Chris Johnson, on his new position at Valley Medical Center as their *Director of Safety, Security and Emergency Management*. Chris started his new position on April 3. His email is chris_johnson@valleymed.org.

The Center welcomes our first eastern Washington representative on our Board from Big Bend Community



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Ryann Leonard

Faculty, Criminal
Justice/Psychology

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College, Dr. Ryann Leonard. Ryann is a faculty in Criminal Justice and Psychology. Big Bend is one of our state’s HSEM AA degree collaborating colleges and Ryann is the coordinator for this online

program as well. Ryann is strongly supportive of the work we all are doing to facilitate discussions with our state’s Criminal Justice Programs on how to improve and enhance quality and process for our students and employers statewide. She brings extensive experience and knowledge as an educator and innovator. Ryann is also a Council Member with the City of Moses

ACT Faculty Member Award 2015: Ryann received the ACT faculty award for her work teaching psychology and criminal justice courses. “She uses multiple ways of teaching in her traditional and online classrooms, adopting integrated and interactive online tools and training her colleagues on teaching methods. Her leadership of the Big Bend Assessment Committee has strengthened the process for gauging what students know and how well they’re learning. In addition to her teaching responsibilities, Dr. Leonard works within the community and region to reduce alcohol and substance abuse-related deaths and injuries by collaborating with emergency agencies to stage mock crashes, active shooter scenarios, and community and college workshops.” ACT Washington State Association of College Trustees (ACT): http://www.sbctc.edu/public/t_index.aspx

We are also very pleased to welcome two new special projects staff Jasmine May and Nicole Tunkara. They both bring much needed knowledge, skills and experience in digital design, social media and marketing. Jasmine's first project was the design and publication of our "Exploration Guide" which was distributed at our Site Visit with the State Board this past month and is available on our website. Nicole will be working with Jasmine, Bryan Johnson our Webmaster, and other members of our social media and website team to expand our marketing and social media presence so we are better able to effectively information and represent our career pathway to all who may be interested in a public health and safety, security/cybersecurity, and emergency management.

ALLIED HEALTH DEANS & DIRECTORS MEETING

The Center Director and staff, Anita Janis, attended and presented at the March 2, Allied Health Deans and Directors meeting with Rachel Pairsh, the Peninsula College Director of the Medical Assisting Program on "Disaster Preparedness in Allied Health Program. A small workgroup made up of Allied Health Dean and Directors along with the Center Directors for Allied Health and HSEM have been working on identifying and addressing emergency management core curriculum training needs and issues. Rachel presented on her program's emergency/disaster training exercise which they do with the Nursing Program with their students prior to graduation. The exercise incorporates all of the required and recommended EM learning objectives for healthcare professionals. The Center's and workgroup also drafted a EM Allied Health Core Curriculum survey which would identify what EM curriculum is currently being utilized in our state's Allied Health programs, the gaps and the restraining forces for implementation of EM curriculum. The Centers will continue to work with the Dean and Directors group on the inclusion of EM curriculum into the appropriate health care programs.

Community and College Technical Assistance – Resilience



March 3, Center Director and staff Wendy Freitag attended CTC Leadership conference in Tacoma. Kathryn Mahoney from the SBCTC presented. Katherine is very supportive the Employer Engagement Work that our Center has done and suggest to Marty Cavaluzzi, Pierce Puyallup Campus President and Chair of the CTC Leadership Association that he talk with us about our work as he has an interest in how they can grow their program. We talked with Marty at the event will be setting up a meeting in the near future to share our best practices in this area.

Wendy continued to educate College Administrations on different aspects of the Center's work supporting internship programs and how partnership programs like AWB can help to support the needs of our all-hazard HSEM students throughout the system. Wendy continues to work with multiple colleges on coordinating internship placement.



With tensions running high because of the Presidential Executive Orders relating to immigration, the Center, after learning of some concerns about recruiting on campuses by Border Patrol (ICE), suggested to the State Board Communication's group they could develop scripted messages for colleges to address ICE presence on campus that most often is related to career fair recruitment or educational involvement with our CTC Criminal Justice or other programs. CTC staff thanked us for the suggestion and thought it was advisable to address this issues and allay fears.

Upcoming Events



Partners in Emergency Preparedness Conference

Building stronger partnerships in the emergency management field through encouragement, collaboration and continuous education.

April 18-20 – Tacoma Conference Center

[Registration Information](#)

"Success is where preparation and opportunity meet. The Partners in Emergency Preparedness Conference is the #1 Emergency Preparedness Conference in the Northwest, connects more than 700 professionals representing business, education, government, non-profit sector, emergency management, insurance, utilities and hospitals. The PIEPC attracts top speakers cutting-edge information on business continuity planning, school safety, public health preparedness, homeland security, and public information. Businesses, universities and government entities view PIEPC not only as a place to collaborate with potential partners but to develop the relationships needed for a well-rounded offering within the field."

Join Center, Pierce and Edmonds Colleges staff and volunteers at our **Booths #8 and #9** just across from the main conference room and help us to share the multitude of education and training opportunities available at our 34 Community and Technical Colleges in all-hazard emergency management careers.

Our theme this year is **"WA Career Paths"** helping people to do career planning, discuss career changes, and education planning and job search. We will all be wearing our new T-Shirts which say **"Trust Me, I'm a Navigator."** We hope to attract lots of attention with our motto and we will have access to our CTC new <http://wacareerpaths.com/> pathways website so we can travel with people in real-time on a journey of discovery.





**Securing the Supply Chain Forum:
A Global Perspective of Food Protection to
Secure Our Agriculture Economy
April 26, 2017 – Highline College**

REGISTRATION

Food safety is everybody's business, not just the end user, the retailer or the wholesaler, but the whole food system needs to have ownership of food safety.

The FDA Food Safety Modernization Act (FSMA) heralded a new era of enhanced collaboration between the FDA and its counterparts in state governments and business and industry across the country. "This is most sweeping reform of our food safety laws in 70 years aims to ensure the US food supply is safety by shifting the focus from responding to contamination to preventing it." (FDA Administration).

The Forum will discuss the challenges, critical issues and important roles of all stakeholders: government, business and industry, and academia. Food protection is at the intersection of food safety, food quality, and food defense. The Forum will increase awareness about the potential targets and impacts of food safety emergencies. Join us for a forum that provides an opportunity for public and private industry experts, along with educators to gather for a dialogue of key issues impacting food defense and a discussion of the feasibility of a certificate program in food defense. This forum is co-sponsored by the Centers of Excellence [Homeland Security–Emergency Management](#) and [Global Trade and Supply Chain Management](#). Information and registration, contact Kellie Hale: khale@pierce.ctc.edu.



Jennifer Lord the Training and Exercise Manager for [Northwest Healthcare Response Network](#) and Center Advisory Board Member asked the Center to help them recruit volunteers for an Advanced Disaster Life Support

(ADLS) class June 18 and 19. As a part of day 2 of the course they have a mass casualty exercise for the students to practice their new clinical assessment skills. They are looking for 15-20 volunteers to act as patients for the exercise. "This would be a terrific opportunity for students in Allied Health or in the HSEM programs to participate in an exercise," said Jennifer. The Center published this information on our website and distributed an eNews Bulletin to all of its Public Health and Safety, Security, HSEM, and Occupational Health and Safety Programs asking them to reach out to their students to volunteer. Anyone who is interested in helping please contact Jennifer directly at Jennifer.lord@nwhrn.org, c: 206-718-8589 | f: 206-707-9920.



The Center is working with the US Department of Labor's Women's Bureau which has launched a web page called [Women Build, Protect, and Move America](#). They support women in law enforcement and those who are interested in pursuing the law enforcement & public safety careers. The Center staff will be meeting with the regional administrator, Betty Lock, and Hari Chon the Program Analyst to discuss opportunities to work together in April.



New Program Opportunity – Insurance Industry

The Center of Excellence contacted Danial Holst, the Executive VP for the Association and discussed the opportunity of our Center working with the Association on identifying their training needs and opportunities for program development. One of the Center's staff has experience and expertise in working in the insurance industry and Danial does see a natural fit with all-hazard emergency management and occupation health and safety programs which currently exist in our system. We will be meeting April 13, at the Center Offices at Pierce College with the Dale and other members of his industry group.

2017 14th Annual Regional Joint Tribal Emergency Preparedness Conference

May 1st- May 3rd, 2017
Suquamish Clearwater Casino Resort
Suquamish, WA



Tribal EM Preparedness Conference

The Center has been asked to present on about HSEM career pathway programs and will be provided a free information booth at the **2017 Regional Joint Tribal Emergency**

Preparedness Conference. The event will include government leaders, first responders, public health partners, emergency managers, our veterans and military partners, communications, services for children and our most vulnerable populations, casino security departments and corporate partners and vendors. Theme this year is **“Emergency Preparedness: Stronger Together.”** The agenda will focus on ways to improve and enhance inter-agency and cross-jurisdictional collaboration across all disciplines with all partners.

Disrupting Trends in Public Safety Technology Symposium

When: May 23, 2017

Where: McGavick Conference Center, Clover Park Technical College

Every day innovations in technology have the potential to revolutionize how first responders accomplish their mission. The Public Safety Technology symposium will address current and future technologies that will impact emergency managers and first responders.

Registration

Pacific Northwest Disaster Resilience Symposium

When: July 24-25, 2017

Where: Portland Marriott Downtown Waterfront

1401 SW Naito Pkwy, Portland, OR 97201

Cost: \$195

The Pacific Northwest Disaster Resilience Symposium is a two-day event hosted by the Center for Regional Disaster Resilience and developed to bring together leaders and decision makers from throughout the region to address common issues, examine solutions, and promote information sharing. The Symposium will be take place on July 24-25, 2017. It will be embedded within the Pacific Northwest Economic Region's Annual Summit in Portland, Oregon, from July 23-27. Embedding the Disaster Resilience Symposium within the larger PNWER Summit will provide attendees with the opportunity to interact face-to-face with elected officials and legislators and increase awareness for important disaster resilience issues.

Registration

3rd Quarter Analytics Report (Jan-March)

Glossary

- **Bounce rate:** The percentage of visitors to a particular website who navigate away from the site after viewing only one page.
- **Page views:** The total number of pages views. Repeated views of a single page are counted.
- **Sessions:** A session is the period of time a user is actively engaged with your website. A single session can contain multiple screen or page views.
- **Unique page views:** Refers to the number of individual visitors who have looked at your pages. Repeat viewers will only be counted once.
- **Traffic Type:** Tells where the traffic is coming from. Direct - is typing the web address directly into the URL box, Referral - is when people click on links inside of other websites, Organic – is when people find the page with a search engine, and Social - comes from social media.

Trends

- Page views are up a small margin from last quarter.
- The website referrals are up, which means other websites have started to link to our site more often.
- Some of our most popular website referrals are from Facebook, which is good because people are starting to find some of our web pages through Facebook posts and social media.
- Organic searches (search engines) still account for the smallest percentage of views.
- People are spending a lot of time on our degree programs, our services, and work marketplace pages.
- The everyday blog posts have started to get more exposure with additional attention from staff.

Website Traffic - Comparison

Page views	Unique page views	Average Time	Bounce Rate (Jan-Mar: 3rd Quarter)
4,299	3,024	2:01	47%
Page views	Unique page views	Average Time	Bounce Rate (Oct-Dec: 2nd Quarter)
4,245	2,973	1:59	44%

Homeland Security-Emergency Management

Center of Excellence February 2017 News

Top website content

PAGE NAME	PAGE VIEWS	UNIQUE PAGE VIEWS	AVG. TIME ON PAGE
Homepage	988	713	00:01:53
Students Jobs	429	329	00:02:16
Our Services	402	309	00:04:59
Pathways	366	319	00:01:27
Hot Topics Blog	342	252	00:02:58
Work Marketplace	291	219	00:01:16
About Us	252	204	00:01:06
STEM FairAdvisory	189	145	00:02:50
BoardDegree	166	109	00:03:16
Programs Job	150	128	00:03:02
Outlook	129	98	00:01:29
Job Opportunities	128	88	00:03:05
Jim's Blog Home	119	106	00:02:51

Traffic Type

PAGE NAME	DIRECT	REFERRAL	ORGANIC
Homepage	339	529	120
Hot Topics	148	220	63
Marketplace Jobs Page	105	289	35
Pathway Programs	161	152	53
Our Services	243	126	36
Work Marketplace	119	152	20
STEM Fair	111	76	-
Advisory Board	123	42	-
Degree Programs	102	42	-
HSEM Blog Page	198	152	-

Homeland Security-Emergency Management

Center of Excellence February 2017 News

Top Pages Viewed by New Visitors

PAGE NAME

Homepage

Our Services

Pathway Programs

Student's

Jobs STEM

Fair

Hot Topics

Advisory Board

Some of the top referral websites include:

<http://www.pierce.ctc.edu/>

beta.pierce.ctc.edu<https://www.coewa.org/>

<http://www.sbctc.edu/>

<http://www.washingtoncareerpathways.org>

2017 COE Schedule of Events

April 17-20	Partners in Emergency Preparedness Conference – Tacoma Convention Center
April 26	Securing the Supply Chain Forum sponsored by Global Trade/HSEM Centers of Excellence at Highline College
May 23	Disrupting Trends in Public Safety Technology Symposium When: May 23, 2017 Where: McGavick Conference Center, Clover Park Technical College
May TBA	May Women in Leadership Networking Event– Location, Date, and Time TBA
May 1-3	Tribal Preparedness Conference, Squamish, WA
May 9	Advisory Board Meeting – Location TBA; 12:00 p.m. to 4:00 p.m.
June-July	Women in Leadership Networking Event– Location, Date, and Time TBA
July	PNWER – Public Private Partnership Workshop at Portland Conference
September	WSEMA Conference – Location and Dates TBA
October	Women in Leadership Forum – Location TBA; 9:00 a.m. to 3:30 p.m.
October	Advisory Board Meeting – Location TBA; 12:00 p.m. to 4:00 p.m.