

Homeland Security-Emergency Management

Center of Excellence December 2016 News

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

Holiday Open House, December 15, 2016



On December 15, over 35 staff, Advisory Board Members, stakeholders and friends attended the Center's Holiday Open at the Center's offices at Pierce College Ft. Steilacoom. The event was our way to show thanks to our staff, our Host College and partners in industry, labor, education and government for helping with the development of curriculum and programs that connect workers and educators to employers and professional develop for faculty. Center's Holiday Open House
<http://wp.pierce.ctc.edu/blog/hsemcoe/2016-holiday-open-house/>

Snapshot of the Center's 2016 Work

The Center produced a HSEM COE Holiday Newsletter which provided a snapshot of our Center's work in 2016 and schedule of events and activities for 2017. Dick Walter, the Vice Chair of the Washington State Emergency Management Council who represents the Association of Washington Business (AWB) sent a holiday message and said, "Linda I was very impressed by your entire presentation (in the Newsletter) including summaries. Very engaging and catches the eye of the beholder."

Please visit the [Our Services page on our website](#) for the HSEM COE 2016 Holiday Newsletter
<https://drive.google.com/file/d/0B1-OpFj6Gh-IS1NENFpwaGxYekk/view>



Innovative Partnership Strengthens Statewide K-20 HSEM Career Pathways - Centers of Excellence 2nd Quarter Newsletter

Innovative Partnership Strengthens Statewide K-20 Homeland Security Emergency Management Career Pathway

"Washington is the first state in the country to have a publically funded K-20 Homeland Security-Emergency Management (HSEM) career pathway," said Linda Crerar, Director of the Center of Excellence for HSEM (CoE-HSEM). A K-20 HSEM pathway has been one of the Center's priority goals for the past four years. With the establishment of the Pierce College Bachelors of Applied Science degree for Homeland Security Emergency Management (BAS-HSEM) in fall of 2016 and the expansion of the HSEM AA Degree Collaborating Colleges statewide to eight (8) and the involvement of the Cascadia Technical Academy's (CTA) Homeland Security-Emergency Management program with its new Emergency Operations Learning Center that goal is has become a reality. The CTA's Emergency Operations Center (EOC) is unique because it mimics a functioning EOC. This allows students the opportunity to practice emergency coordination activities and provides a space for community groups to run disaster related drills and exercises for their organizations.

The CTA classroom was supported with a \$50,000 grant from the State and the Cascadia Technical Academy's foundation. Jeff Kaliner, CTA Director said, "It's the only classroom of its kind in the country." Ron May, Dean for the Homeland Security Emergency Management degree program at Pierce College and Linda Crerar attended the November 9, 2016 open house and met with students, faculty

Homeland Security-Emergency Management

Center of Excellence December 2016 News

and staff to discuss the great opportunities afforded by this Academy for its K-12 students. The CoE-HSEM plans to share this Skill Center model statewide as a best practice.

The Center worked with Pierce College on the development of leadership and management as a focus area for the BAS-HSEM degree which is part of a guided career pathway designed to prepare students to become 21st century emergency management professionals. The Pierce College BAS-HSEM program builds off the strong foundation of a professional technical associate in Applied Science (AAA-T) degree in Homeland Security Emergency Management. Congressman Denny Heck, who attended the CoE-HSEM's Holiday Open House in December, made it a point to compliment the CoE-HSEM's Advisory Board Members and staff for the technical expertise and support they provided to Pierce College in launching the new BAS degree. He said "you should be very proud of what you have accomplished."

The Cascadia Tech Academy and the new BAS-HSEM degree will ensure students in our state have a K-20 guided career pathway in the Homeland Security Emergency Management field at a time when 21st century emergency managers face disasters that are more complex and diverse than ever before. More information on the new BAS degree can be found at <http://wp.pierce.ctc.edu/blog/hsemcoe/new-pierce-college-bas-hsem-degree/>



The Center has facilitated an process with the Cascadia Tech Academy and Puget Sound Skills Centers of articulating the Homeland Security-Emergency Management AA degree at Pierce with their respective HSEM and Criminal Justice programs. With the new HSEM BAS at Pierce has been approved both programs are eager to begin the process attempting to articulate up to an associates through the 1080 hours of instructional time in the Criminal Justice program at PSSC and similar hours at CTA. PSSC, CTA and Pierce have exchanged curriculum content with the Dean of Health and Technology, Ron May. The curriculum outcomes will be reviewed for each program and they will collaborate in the decisions what content needs to be added to articulate the potential of a student earning credits towards completing an associate degree while in High School and will lead directly to the HSEM BAS at Pierce. Dr. Thomas Mosby the Executive Director of Career Pathways and Partnerships and Highline Public Schools and Jeffrey Kaliner, CTA Program Director, are both looking forward to completing the process.



Criminal Justice (CJ) Curriculum Survey and Employer Engagement Brief

The CJ Survey will help identify current KSAs that will be utilized by the CTC CJ programs to develop an agreed upon core curriculum and common core numbering. The survey was distributed to Deans and CJ program managers in December with results expected to be reported in January. The results from this survey and an earlier Criminal Justice Workforce Training Needs/Professional Development Survey will be made available along the final Criminal Justice Employer Engagement brief completed in mid-December to all Deans, Program Managers and faculty. The Employer Engagement Brief summarizes interviews with hiring managers on what the CTC system can do to better meet the job market needs for those graduating with a Criminal Justice degree. This report summarized months of work and fulfilled the SBCTC Work plan requirements. The report finds are available on the Centers website at <https://drive.google.com/file/d/0B1-OpFj6Gh-ldXVIQ200Y2pSTDg/view>.

Homeland Security-Emergency Management

Center of Excellence December 2016 News

Public-Private Partnership Imitative

The Center is member of the planning committee organizing a Disaster Resilience workshop to be held July 2017 in conjunction with the Pacific NW Economic Region (PNWER) annual conference in Portland area. The Center has agreed to work with Tristan Allen, WA Emergency Management Division Private Industry Program Manager to pull together a Private-Public Partnership (PPP) panel to highlight PPP best practice initiatives around the region.

Guided Career Pathways

Center staff continue to support and assist our SBCTC all hazard emergency management programs across the state with identifying internships and placing interns. In December two students and Program Managers in the HSEM Degree Program received placement assistance.

Rural Enterprise Development Grant

The Center will serve as a sub-contractor for the Rural Enterprise Development Grant to support Global Trade/Supply Chain Center and the Workforce Board. A Project Specialist working with the Centers for HSEM and Global Trade/Supply Chain along with other selected COE's and their respective community colleges will inventory relevant existing courses and determine the capacity to add or develop courses as needed and as determined by the business survey for the agriculture manufacturing industries.

The survey will identify what courses are currently offered and courses that need to be develop to meet the defined needs identified on the industry survey. The Specialist will work with Grant Center Lead, Centers and Workforce Board to develop a plan for course development and coordinate execution of the plan. The product will list an array of classes that have a clear application for the agriculture manufacturing businesses and employees. Classes will range from base manufacturing to more advanced applications (i.e., purchasing, supply chain management, international trade, etc.). The Workforce Board is the lead agency along with Highline College's Center of Excellence for Global Trade & Supply Chain Management. HSEM Center will serve as a sub-grantee.

Homeland Security-Emergency Management

Center of Excellence December 2016 News

2nd Quarter Analytics Report (Oct-Dec)

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.

Website Traffic - Comparison

Page views	Unique page views	Average Time	Bounce Rate	(Oct-Dec: 2nd Quarter)
4,245	2,973	1:59	44%	

Page views	Unique page views	AverageTime	Bounce Rate	(July-Sept: 1st Quarter)
5,565	4,047	1:58	45%	

Top website content

PAGE NAME	PAGE VIEWS	UNIQUE PAGE VIEWS	AVG. TIME ON PAGE
Homepage	1,019	763	00:02:01
Hot Topics	529	389	00:01:41
Marketplace Jobs	468	362	00:01:39
Pathways	386	339	00:01:58
Our Services	338	262	00:04:36
Work Marketplace	288	229	00:02:16
Calendar	262	211	00:03:06
Women Leadership	239	198	00:02:16
Job Outlook	196	158	00:01:16
About Us	188	136	00:03:43
HSEM Blog Page	152	121	00:02:29
Emergency Cycle Page	146	120	00:06:05
Jim's Blog Home	138	109	00:02:23

Homeland Security-Emergency Management

Center of Excellence December 2016 News

Traffic Type

PAGE NAME	DIRECT	REFERRAL	ORGANIC
Homepage	349	479	192
Hot Topics	180	240	104
Marketplace Jobs Page	170	258	45
Pathway Programs	149	152	73
Our Services	139	146	52
Work Marketplace	138	142	-
Calendar	111	133	28
Women's Leadership	113	123	-
Job Outlook	102	92	-
HSEM Blog Page	101	51	-

Top Pages Viewed by New Visitors

PAGE NAME

Homepage
Work Marketplace Jobs Page
Pathway Programs
HSEM Hot Topics Blog Page
Emergency Cycle Page
Hot Topics
Women in Leadership Forum

Some of the top referral websites include:

<http://www.pierce.ctc.edu/>
<http://www.govtech.com/em/emergency-blogs/disaster-zone/> <https://www.coewa.org/>
<http://www.pierce.ctc.edu/dept/hsem>
<http://www.washingtoncareerpathways.org>

Homeland Security-Emergency Management

Center of Excellence December 2016 News

Trends

- Page views are down a small amount from last quarter. Google hits are hard to come by.
- 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 the Pierce website pages, sbctc.edu, coeglobaltrade.com, washingtoncareerpathways.org, and more.
- Organic searches have started to decline a bit (less people are finding our pages with Google).
- People are spending a lot of time on our advisory board, our services, and the emergency cycle pages.
- Some blog pages that have received limited views in the past have started to get more exposure.

2017 COE Schedule of Events

February 21	HSEM Advisory Board Meeting – Location TBA; 12:00 p.m. to 4:00 p.m.
March (the week of the 27th)	-SBCTC Site Review for the CoE-HSEM Pierce College FS
March 24	Women in Leadership Networking Event
April 4-5	TEEX Health Care Disaster Preparedness Management Training Sponsored by Allied Health/HSEM COE at Yakima Valley College
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 TBA	Women in Leadership Networking Event– Location, Date, and Time TBA
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.