

Homeland Security-Emergency Management

Center of Excellence September 2017 News

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



Annual Work Plan 2017-18 1st Quarter's Report and COEs Newsletter

The Center submitted its 1st quarter report on its 2017-18 Work Plan which included submission of an article on the work the Center has been doing with our CTC's Criminal Justice Programs.

The Newsletter is distributed to all of our college Presidents and their Executive staff and the Workforce Education Council Members. The article in the newsletter is below.

HOMELAND SECURITY-EMERGENCY MANAGEMENT

Statewide CJ Work Group's Next Meeting will be held November 7 & 8, in Spokane in conjunction with the new Public Safety Officers and Educators Association.

In July the HSEM Center of Excellence hosted the Community and Technical College Criminal Justice (CJ) DACUM at Big Bend Community College in Moses Lake. The DACUM brought together CJ Program Coordinators and faculty, college Deans, and employers from around the state to continue the discussion from its March meeting on establishing a statewide agreed upon CJ basic core curriculum for all our programs to utilize. Tony Anderman who is an expert in the field of law and justice facilitated the CJ DACUM. He guided participants helping them to address the gaps and needs CJ students need in order to be successful in the field.



Coordinators from around the state, faculty and employers from Juvenile Court/Youth Services, Police Chiefs and Sheriffs, and other law enforcement officials discussed and identified curriculum.

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Welcome to our New Board Member Edward Colson is the CEO of Ready Northwest, an emergency management consulting firm that works with business organizations to develop, maintain, and test their emergency preparedness plans. He also works with our SW Washington and Oregon border communities, presenting emergency preparedness workshops to community groups and non-profit agencies to build a culture of preparedness within their neighbors and community. He possesses an emergency management degree and has over 8 years' experience in

healthcare emergency management with a Level 1 trauma center that provides care to a five county region that includes Portland and SW Washington. Prior to working in emergency management, he worked in the aviation field as a commercial helicopter pilot and a flight instructor. Ed brings lots of enthusiasm and great networks of education professionals in the K-20 system. We are looking forward to having Ed help us to re-establish the HSEM AA Degree Program at Lower Columbia College and re-energize the HS/EM program for high school students at the Cascadia Tech Academy in Vancouver. Please send a welcome to Ed at Edward@readynorthwest.com, 503-862-7941.

Developing and Expanding Apprenticeship Programs for Our CTC colleges and programs

Tuesday, September 12, our Center hosted a meeting with members of the RAISE Grant Team, Labor & Industries, State Board, and State Labor along with Pierce College and Center staff to discuss opportunities to expand apprenticeships in the Corrections, Risk Mitigation and Insurance Industries. Cecile Bamer, Coordinator for RAISE federal grant at the COE for Construction Management and representatives from Labor & Industries, State Labor Council, State CTC Board and Pierce College's Corrections Program discussed

the apprenticeship process and models including the current Corrections Officer standards that exist within the Department of Labor. Members attending the meeting agreed to continue to collaborate to establish apprenticeships with our state's CTC Corrections Programs and correctional facilities as well as continue efforts to support the Insurance Industries interest in establishing apprenticeship programs and meet with other employers in the risk management business including Belfor which is a national mitigation company that the HSEM Center has engaged in a discussion regarding establishment of a program. Additional meetings are scheduled for September and October with these industries and research and review of current standards will be completed.

Registered Apprenticeship is an employer-driven model that combines on-the-job learning with related classroom instruction that increases an apprentice's skill level and wages. It is a proven solution for businesses to recruit, train, and retain highly skilled workers. Apprenticeship is not just for the private sector – many federal government agencies, including the U.S. military, have apprenticeship programs.

Apprenticeship is a flexible training strategy that can be customized to meet the needs of every business. It can be integrated into current training and human resource development strategies. Apprentices can be new hires – or businesses can select current employees to join the apprenticeship program. Apprenticeships are a good way to reward high-performing entry-level employees and move them up the career ladder within the business.

Apprenticeship is also an "earn and learn" model – apprentices receive a paycheck from day one, so they earn wages while they learn on the job. More than 500,000 apprentices participate in Registered Apprenticeship programs across the country.

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CENTER'S EMPLOYER ENGAGEMENT AND OUTREACH REPORTS



Women Veterans Summit

Wendy Freitag attended the Women Veterans Summit on September 16, at the Lynnwood Convention Center. This annual summit supports our Washington State Women Veterans. Wendy was able to provide information about our CTC all-hazard emergency management programs to over 100 attendees.

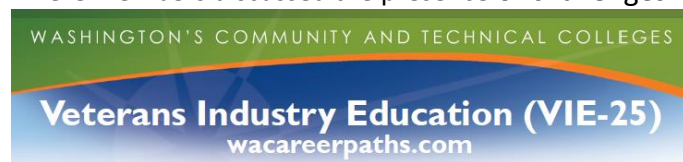
Anita Janis has been working as our Center's eastern WA lead for a year. She is working on several projects including efforts to develop and expand apprenticeship programs statewide. She is working, along with Shane Moore and Linda Crerar at the Center, with Cecile Bamer the Employer Outreach Coordinator for the Construction Center of Excellence, Jody Robins and Rachael McAloon from Labor & Industries, Danny Marshall, State Board, and Kairie Pierce w/ WS Labor Council on a US Department of Labor grant. This grant focuses on developing and expanding apprenticeship programs for our CTC colleges and programs across the state and Anita has assisted the RAISE team in connecting with eastern WA employers and educators.



Anita connected with Dave Petersen, Director of the North Central Workforce Development Council, to secure their support for the Center's Insurance Industry apprenticeship initiative. After a conversation with Dave Petersen, and Sue Kane, State's Apple STEM program coordinator for Wenatchee Public Schools), the WDC submitted its planning grant and agreed to include the COE HSEM Insurance Apprenticeship among those opportunities to explore under the grant.

Anita also facilitated a meeting between the Wenatchee Valley College (WVC) Criminal Justice Program Director and faculty member, to assist them in setting a meeting to discuss issues related to articulation and curriculum issues. She also facilitated communication between Bob Smet, CJ at WVC, and Chelan County Court Judge T.W. "Chip" Small around Judge Small's willingness to take on two CJ student interns this academic year.

Shane Moore, Center's Employer Engagement Specialists is working with the WSMTc's [VIE-24](#) workgroup to improve the use of the program. Shane is a Veteran and is an excellent representative for the Center on this workgroup. Shane attended the group's first full meeting on the September 25th, where members discussed the presence of challenges relating to spreading the word about the



program and gaining the interest of Veterans. Good information was presented from the various members of the workgroup whose membership reflects roles and positions

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in the entire spectrum of the program. Now that certain issues and silos have been identified, the goal of the next meeting will be focused on specific ways to target the transitioning Veteran to make them aware of the VIE-25 program.

Cascadia Subduction Zone Mega Quake Critical Infrastructure Interdependencies Workshop

September 28 @ 8:30 am - 4:00 pm

The Center was invited by the Global Resilience Institute at Northeastern University and the Pacific Northwest Economic Region's (PNWER) Center for Regional Disaster Resilience to attend an invitation only senior stakeholders with public sector and private industry to support a cross-sector and cross border dialogue on planning for the post-quake recovery of the energy and technology.

The Global Resilience Institute is committed to informing and *advancing societal resilience* around the world.

Dr. Steve Flynn from the Director of the Global Resilience Institute globalresilience.northeastern.edu and Eric Holdeman, Director of PNWER's Resiliency Center facilitated discussions with the energy and technology industries and federal, state and local government officials to identify needs and gaps in the current planning for recovery from a catastrophic event. Leaders from several of our state's largest corporations and industry representatives agreed on the need for continuing education both within the corporate sector and the public as to the significant impacts that will result from a catastrophic earthquake event to the recovery and resilience to our region.

Center staff were able to present and provide information on the state's CTC system all-hazard emergency management degree programs and master's level programs available at our public colleges and universities.

HSEM Center of Excellence Website www.coehsem.com

September 8, 2017

The Center website has been officially moved over to a new server and our new domain for the website is www.coehsem.com. All of our previous domains will now be redirected to the primary coehsem.com site. This move allows us to expand our social media activities including our monthly Blog Post from Jim Mullen our Senior Fellow at the Center's Institute and former Director of the state's Emergency Management Division.

Jim's most recent Blog, [*"Things to Come?"*](#), has just been posted. He writes about our ongoing hurricane impacts and the need to reexamine the possibility of increasing our country's investment and attention to coast restoration which will be a significant factor increasing the impacts on our coastal lands. There are a number of additional thought provoking issues and we encourage you to share your comments with Jim and others on our Blog site.

Be sure to save our new website address to your "Favorites Bar".

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Announcing New Publications

NEWS PROVIDED BY **HSEM Center of Excellence**



On August 9, 2017, the Center sent out a news release informing our colleges and other constituents about our new publication ***FIND YOUR CAREER*** brochure. The brochure was developed by our publications design staff, Jasmine May, with the help of our website and publication's staff and volunteers. The brochure showcases our six major all-hazard emergency management pathways with eye catching visuals and a description of each career pathway field. These fields include our Criminal Justice and Security, Cybersecurity, Emergency Medical and Health, Fire Services, Homeland Security and Occupational Health and Safety degrees we offer.



In September we published a new brochure that describes the Center's work and services and continues to promote our six career pathways. Our new ***HSEM Career Pathway Programs Resource Guide*** will be "sporting" this new look and is available to access now on the Center's website www.coehsem.com and will be available to download in December. We will provide an opportunity for our HSEM employers and educational institutions to support printed distribution of the Resource Guide through sponsorships. Our new Guide will have additional information and references to assist student, faculty, employers and our community members to find degree programs throughout the state in our career pathways.



The Center attended the Washington State Emergency Management Association's (WSEMA) annual conference September 19-21. The Center and several of our Advisory Board Members were selected by WSEMA conference committee to present a panel discussion on "Leadership in Emergency Management" during the Conference.

The discussion was video tapped and will be available on the Center's website in late October. Thanks go to our Board Members Curry Mayer, the panel facilitator, and Chris Johnson, a panel member, for organizing and presenting. The panel presentation was well received by WSEMA members and attendees.

Curry asked the panelists, which consisted for Chris Johnson, Sophia Lopez, and Bridget Guerrero an array of questions: 1.) How is leadership during a disaster or crisis different than leadership in times of calm, or on a regular day? 2.) Hurricane Harvey and now Hurricane Irma have emphasized the need in EM for strong partnerships. What are some approaches you have used to build partnerships and foster relationships prior to a disaster? 3.) What impact has multi-culturalism played in maintaining collaborative EM partnerships? 4.) What are some examples of times you have carried through with

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decisions during a crisis, despite high levels of uncertainty? What made your decision-making process successful (or unsuccessful)? 5.) How has technology enhanced (or not) your ability to be a leader in emergency management? What should we be providing HSEM students with opportunities to learn and practice as foundational skills to become effective leaders in emergency management?

Curry helped set the stage for the panel discussion on leadership. She mentioned, "It matters with leadership what we pay attention to." People in the public really look towards authority on how to return to "normal." Leadership in emergency management is different than leadership in other professions.

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1st Quarter Analytics Report (July-September, 2017)

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	(July-Sept: 1st Quarter)
3,499	2,349	2:06	45%	

Page views	Unique page views	Average Time	Bounce Rate	(Apr-June: 4th Quarter)
3,719	2,759	1:56	49%	

Top website content

PAGE NAME	PAGE VIEWS	UNIQUE PAGE VIEWS	AVG. TIME ON PAGE
Homepage	944	665	00:01:58
Pathway Programs	369	339	00:02:26
Hot Topics	314	278	00:03:39
Our Services	272	242	00:01:45
Campus Safety	262	161	00:03:28
Work Marketplace	223	203	00:01:46
Degree Programs	212	186	00:03:19
About Us	173	152	00:02:58
Conferences/Webinars	163	152	00:01:56
Job Opportunities	153	119	00:03:32
Passing of Terry Egan	125	103	00:02:19
Our Staff	99	79	00:01:59
Emergency Cycle	96	77	00:3:10

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Traffic Type

PAGE NAME	DIRECT	REFERRAL	ORGANIC
Homepage Pathway	366	418	140
Pathway Programs	125	193	49
Hot Topics	166	118	35
Our Services	155	102	42
Campus Safety	120	103	38
Work Marketplace	89	136	39
Degree Programs	131	81	-
About Us	120	73	-
Conferences/Webinars	129	45	-
Job Opportunities	63	52	-

Top Pages Viewed by New Visitors

PAGE NAME

Homepage

Campus Safety

Pathway Programs

Student's Jobs

Hot Topics

About Us

Our Services

Some of the top referral websites include:

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

<https://www.coewa.org/>

<http://wacareerpaths.com/>

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

<http://www.washingtoncareerpathways.org>

Trends

- The data for approximately 7 days wasn't recorded during the transition to the new website.
- The website referrals are increasing, which means other websites continue to link to our pages.
- Some of our most popular website referrals are from Google, which indicates that more people have started to find our web pages with search engines.
- Since moving to the new website server, the web numbers have started to increase by a small amount.
- People are spending a good amount of time on our Campus safety and hot topics pages this quarter.
- The blog posts continue to get exposure with the most popular being the tribute to Terry Egan.

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UP COMING EVENTS

SAVE THE DATE

**Women in Leadership Forum -
Women in Technology: Raising
the Bar and Building
Relationships!**



When: Wednesday, November 1st, 2017
Where: Highline College
2400 S 240th St,
Des Moines, WA 98198
Time: 8:00 a.m. - 3:30 p.m.
Presented by: Center of Excellence - Homeland Security
Emergency Management

A follow-up to the 2016 Women in Leadership Forum. The theme of this year's Forum will be on Women in Technology and will coincide with October's Cyber-Security month. Technology is constantly changing and more women are entering into the field. The Forum will also debut the Center's online mentoring program called Leadership Circles. The Leadership Circles will provide a space for women looking for mentors. Leadership Circles will offer secure conversations for mentors and mentees, real-time chat, stand-alone-modules for online mentoring for mentors and mentees to work through, and will even help to match mentors with the right mentees.

No cost to attend the Forum

Register online at:

<http://events.constantcontact.com/register/event?llr=exxpeen7wab&oeidk=a07een8vdj373a6033>



Women in Leadership Forum: Raising the Bar! Women in Technology and Building Relationships

When: November 1st)

Location: Highline College Room 100

Hosts: Center of Excellence for Homeland Security-
Emergency Management

9:00 a.m. – 3:30 p.m.

AUDIENCE: students, AmeriCorps, program
coordinators/faculty, employers

WHAT: The theme of this year's Forum will be on Women in Technology and will coincide with October's Cyber-Security month. Technology is constantly changing and more women are entering into the field. The Forum will also debut the Center's online mentoring program called Leadership Circles. The Leadership Circles will provide a space for women looking for mentors. Leadership Circles will offer secure conversations for mentors and mentees, real-time chat, stand-alone-modules for online mentoring for mentors and mentees to work through, and will even help to match mentors with the right mentees.

2017 COE Schedule of Events

- | | |
|---------------|---------------------------------------------------------------------------------------------------------|
| November 9 | Pierce College HSEM Advisory Board Meeting – Location IH-103 Conference Room;
1:00 p.m. to 4:00 p.m. |
| December 8 | Holiday Open House International House Conference Room, 3:00 p.m. – 7:00 p.m. |
| February 2018 | Annual COE HSEM Board Strategic Planning Retreat – Location and date TBD |