

## CoE-HSEM Advisory Board Meeting Minutes

12/8/2020

**Attendance:** Celia Taylor, Rich Boulware, Scott Preston, Phil Johnson, Tommi Robinson, Lit Dudley, Shane Moore, Darren Linker, Curry Mayer, Vince Davis, Julie Jefferson, Ginger Bonnell

**CoE Staff:** Linda Crerar, Kellie Hale, Brandi Hunter, and Jasmine May

**Guests:** Danny Marshall, Toya Moore, Ed Thompson, Rachelle McGinnis, Wendy Freitag, Morgan Zantua, Sharon Huitsing

**To view or listen to the Zoom recording of the meeting, click [Here](#).**

Curry Mayer called the meeting to order starting with “Welcome and Intros” of everyone.

Motion to approve the November 11, 2019 Meeting Minutes – Motion Approved

### **Pierce College’s HSEM Degree Program Update- Scott Preston**

- HSEM Security Analysis Certificate – Being led by Professor Sarah Miller from the HSEM program. The certificate course will integrate cybersecurity and critical infrastructure. Continuing to see a growing relationship between emergency management, cybersecurity, and critical infrastructure protection.
- Scott committed to introducing Sarah Miller to Sharon Huitsing.
- In the chat, Tommi asked, “Is there a pre requisite level of education or experience needed before taking the cert. program?” Scott replied, “For HSEM certificates? No.”

### **Introduction of New Board Members**

- **Vincent B. Davis**, Director Disaster Services, Feeding America
- **Julie Jefferson**, Communications Director, Lummi Indian Business Council
- **Jack Laher**, Apprenticeship Coordinator (Union Representative), Pacific Northwest Ironworkers and Employers Apprenticeship and Training Committee – 86
- **Alec Risk**, Campus Safety, Peninsula College

### **Honoring Past Board Members**

- **Denise Mack**
- **Marvin Ferreira**

## **Board Meeting Discussion**

**Linda:** Sixty percent of our industry jobs are in the private sector and continuing to grow. We need to understand the private sector needs much more effectively for all of our all-hazards career pathways.

## **Roles and Responsibilities of Board Members – An Overview**

The primary purpose of Center of Excellence’s Advisory Boards is to promote collaboration between specific educational programs and business, and industry, and labor in preparing individuals to enter and succeed in their chosen career. Advisory Boards historically have been an effective means of helping the educational delivery system respond to the needs of a constantly changing labor market. As noted above, the Center of Excellence Advisory Boards have four major roles:

1. Advice Center directors, staff, program administration, and faculty on their respective industries and skill/knowledge requirements for employees.
2. Assist with current issues impacting industry and programs.
3. Provide support and advocacy for quality education and training.
4. Working cooperatively with Center directors, administrators, and staff, Advisory Boards can significantly strengthen and improve the programs they serve. Since they are advisory by design, these Boards do not have an administrative, policy, or legislative authority.

**Time Commitment:** There are usually three meetings per year of one-two hours per meeting (6 hours per year). It is essential to attend the required meetings. There will be information sent before a meeting for your review. Participation in the meetings is almost always the largest part of the commitment.

**Sample duties:** You will be asked for your input on proposed changes to the Center, help create an annual work plan, review work plan, and evaluate the Center’s annual budget. Providing and sharing information about industry trends, new educational needs for workers, and industry technological advances are expected. You will be asked to support the Center in the community by sharing your knowledge of it in business-related interactions and providing tours or internship opportunities for students. In addition to these basic duties, the Board you are serving may elect to take on other projects.

**The standard length of term:** 2-3 years.

## **ADDITIONAL ACTIVITIES**

The following activities and duties are not meant to be all-inclusive. Still, they are suggested areas of Board review and discussion.

## **ADVICE & COUNSEL**

- Review labor market information to ensure that the occupational program area is in demand and that vacancies exist for future employment.

- Advise the Center as to the industry standards or certification required by the occupational area, and/or assist in developing skill standards where appropriate.
- Assist the college and Center in conducting special events that benefit both the student, the college, and the Center, e.g., career fair, or Summit.
- Guide the Center to:
  - Help lead statewide education, curriculum, and training efforts that build a competitive workforce for Washington State.
  - Maximize capacity and minimize program duplication in the community and technical college system.
  - Identify educational pathways
  - Provide statewide coordination.
  - Help connect with the K-12 system.
  - Support industry-specific skill standards.

One of the Center's goal was to broaden the diversity of Board members. We establish a goal/commitment of actively recruiting six new Board members of color. Our new Board members will be representatives of diverse communities. We also want our faculties in programs to be represented of our communities. Our Board made its formal commitment last June in a statement about equity, diversity, and inclusion.

The Center has a webpage on its website dedicated to equity, diversity, and inclusion you can check out [here](#).

We do need Board members to continue outreach of possible new members, Senior Fellow, along with additional Center staff who represent diversity.

**Vince Davis:** Started a working group while still in Seattle of emergency managers (within the Seattle region specifically) with Eric Holdeman and associates. They started a working group that included Microsoft, Nordstrom, Facebook, T-Mobile, Boeing, along with a number of other companies. This working group was specific to dealing with the issues of, "What do all of these private sector companies do with their people in a catastrophic disaster?" An exchange of ideas in a safe setting where the companies do not have to view each other as competitors. Vince said he would be willing to help us tap into that group.

The private sector is still new to emergency management. Private sector is a training/teaching moment for emergency management.

Quantify what the value is and identify and place metrics on the value. Change to corporate terms to help private sector to understand emergency management. Corporate views emergency management as costs. Help to quantify the costs and value of corporate emergency management. Normalize the need in the culture similar to other project management programs. Educate HR managers and change the discussion in the jobs within the private sector.

HR tends to not understand emergency management. Different areas of emergency management are pulled into one job is a constant occurrence. It is a challenge when emergency management

gets lumped into safety and security. Not realistic expectations of applicants from HR. The act of preparedness is not an individual thing but a group thing, community preparedness.

### **Rising Star Award Ceremony**

The Center of Excellence for Homeland Security Emergency Management (CoE-HSEM) has always been focused on student success, helping people change their lives' trajectory positively and who have demonstrated excellence in their professional endeavors in education and public service. "Each year, it is an honor to recognize outstanding award winners with our Rising Star Award for their accomplishments and contributions to the Center. Our Award winners will be honored at the Center's Advisory Board meeting/virtual award ceremony on December 8, 2020," said Linda Crerar, Center Director.

This year's Rising Stars are Brandi Hunter, Toya Moore, and Julie Jefferson. These women are emerging leaders in their respective fields whose records reflect ongoing and exceptional growth in their contribution to the profession and increasing leadership and responsibility levels. The following interviews will introduce you to this Year's Stars, the organizations, and the people who nominated them.

#### **Brandi Hunter, Educational & Outreach Coordinator (Former) Center of Excellence – Homeland Security Emergency Management**

"Brandi Hunter is a standout star. As a recent graduate of the Homeland Security Emergency Management (HSEM) degree program at Pierce College, Brandi is a person who acts when opportunities appear. I reached out to Brandi on LinkedIn about an internship position at the Center of Excellence for HSEM and Brandi responded immediately. When we talked it turned out she had the qualifications and skills we needed to serve as an Educational & Outreach Coordinator for the Center. Her enthusiasm and experience in reaching out to vulnerable communities to inform and educate people about career opportunities in the all-hazard emergency career fields were inspiring. Her insight and energy are a wonderful addition to the Center's staff." – Kellie Hale, Program Manager for the Center of Excellence – Homeland Security Emergency Management

#### **Toya Moore, M.Ed., AHI, CHT, RMA, CCMA, Director of Allied Health and CMA programs, Seattle Colleges**

"Toya has done incredible work in her role as the Medical Assisting Program Director at Seattle Central College. She successfully transferred the program from Seattle Vocational Institute (SVI) when it closed down to the Health Education Center (HEC). She put incredible effort to revise the curriculum, expanded her TAC board to be inclusive of multiple stakeholders and the community, and went through years of data during the reaccreditation process. Not only has she handled all the administrative aspects of the program, but she has also developed course content, taught MA courses, further developed the partnership between Seattle Central and Kaiser Permanente to provide students a full ride scholarship and led the charge to develop a MA apprenticeship program. Additionally, she worked to lower the cost barriers for students through revising the program to be completed only four quarters and eliminating the fee for students to

take their certification exam. Her hard work has lifted the MA program to higher caliber for her students, the college, and the community.” – Francisco Ramos, Spec., Outreach, Seattle Central College

### **Julie Jefferson, Communications Director, Lummi Indian Business Council**

Julie Jefferson exemplifies a student that has overcome many obstacles and demonstrated great determination in pursuit of her higher education degrees. With three grown children and five grandchildren, Julie applied to enter our University of Washington graduate degree program in the fall of 2019. Julie was only through half of her first year in the University of Washington Master of Infrastructure Planning and Management degree when the largest pandemic in our lifetime hit the world early this year.

Julie in her role as the Communications Director for the Lummi Business Council is in a crucial position to ensure that members of her community receive the public information updates needed to keep them safe from covid-19 exposure. Her responsibilities as Communications Director for the Lummi Indian Business Council means that she is responsible for communications sent to the tribal council, the general council (enrolled tribal membership), the community, and the press.

### **Center’s Site Review with the State Board for Community and Technical Colleges**

On October 29, 2020, a team of representatives from the colleges and State Board for Community and Technical Colleges (SBCTC) participated in a review of the Center of Excellence for Homeland Security Emergency Management (Center). Reviewers were Carli Schiffner, Deputy Executive Director for Education, SBCTC; Peter Guzman, Policy Associate, SBCTC; Danny Marshall, Program Administrator, SBCTC; Herman Calzadillas, Dean of AMTEC and Career Connected Learning, Everett Community College; Stephen Thomas, Vice President of Instruction, Peninsula College; and Jaclyn Jacot, Dean of Extended Learning and Workforce Initiatives, Spokane Community College. This letter serves as the review team’s final report for the Center for fiscal year 2020.

Several strengths were identified during the review, including the following commendations:

**Item One.** The Center of Excellence is commended for its enhanced commitment to diversity, equity, and inclusion in all Center business. The Center successfully aligns its work with the SBCTC vision statement and Pierce College’s mission, and goals related to equity. This is reflected throughout the Center’s work.

**Item Two.** The Center of Excellence is lauded for its innovation around delivery of services in an online / digital environment. The Center has a strong website presence, complete with newsletter links, podcasts links, and videos. The Center’s prowess in this online environment has allowed the Center to seamlessly continue services with the onset of COVID in March of 2020.

**Item Three.** The Center of Excellence should be recognized for its strong relationships/partnerships with Pierce College, the Center's advisory board, and with numerous entities throughout Washington. This robust collaborative network, having been built over the past two decades, has kept the Center relevant in the field of emergency management, as well as highly valued by a sundry of state agencies and colleges.

The review team identified the following recommendations for your consideration:

**Item One.** The Center of Excellence is encouraged to continue its commitment to furthering diversity, equity, and inclusion work through a review of hiring practices/processes and diversifying the advisory committee.

**Item Two.** The Center of Excellence is encouraged to assist the industry/field with common terminology usage. With numerous agencies being a part of emergency management, there is a multiplicity of terms and references used that do not easily align. Creating a shared terminology (or at least a crosswalk between agencies) will help to clarify and strengthen recruitment efforts, curricular development, etc.

**Item Three.** Coordinate and finalize with Workforce Education Council (WEC) the common course process of proposed common Criminal Justice courses.

These commendations and recommendations were presented orally to site visit participants on October 29th, including Center staff, Center advisory committee members, and college administration.

### **Jamye Wisecup Scholarship Update**

Raised \$8,727.11 as of February 25, 2021.

The Center will be putting on a preparedness workshop/webinar on April 8, 2021 from 9:30 am to 11:00 am. The workshop/webinar instructor will be Senior Fellow, Deb Moller. We will be asking registrants to donate at least \$25 to the Jamye Wisecup Scholarship fund.

This class will use research from applied behavioral science, the principles of adult education, and findings from marketing efforts to shed light on how emergency managers can better target the time they spend on preparedness, leading to better results. We'll explore ways emergency managers can evaluate their particular situation to determine where/how they can increase the effectiveness of their preparedness programs.

The class examines the key errors in thinking that prevent people from getting prepared, as well as the one element that can be most effectively leveraged to get people to act. Using brief content delivery modules, followed by interactive small group exercises, the class provides a platform for continuing conversations among class participants on what is working and not working in their preparedness efforts. If desired, students may schedule a one-hour consultation after the class on a preparedness topic chosen by the student.

**Adjourn:** 12:00 PM

**Important Dates:**

- March 19, 2021 – Winter Advisory Board Meeting – 10:00 AM to 12:00 PM
- March 25, 2021 – Diversity in Leadership Panel – 7:00 PM to 8:15 PM
- April 8, 2021 – Pushing Preparedness Workshop – 9:30 AM to 11:00 AM