



FFP 2880 Emergency Management Public Policy, Relations & Education

Course Description:

This course will provide knowledge of establishing and executing public policy in emergency management. It will also examine how disasters have shaped political processes at all levels of government, nationally and internationally. The course also examines a variety of public education methodologies used to educate and execute public policy.

Credit and contact hours:

3/48

Outcomes:

Upon the completion of the course the students will be able to demonstrate:

- The ability to establish policy, based on community hazards, available resources and codes.
- inherent problems with multiple jurisdictional impact
- effects of policy on emergency management before and after an event
- the role of public administration
- the development of media briefings which describe a policy during a disaster
- the ability to reassure the public that an emergency is being dealt with effectively
- methods used to educate the community on disaster preparedness, response, recovery, and mitigation
- the effectiveness of public education programs

Detailed course content:

- The student will be able to establish policy based on community hazards, available resources and codes by:
 - Conducting a risk assessment and using historical data
 - Understanding the relationship between the community and its environment
 - Understanding the four phases of emergency management and the role public officials play in each
 - Promoting the development of public policy to mitigate and improve response
 - Distinguishing between normal day to day operations and emergency operations
 - Assessing a community's response capabilities for all hazards identified in a risk assessment
- Overcoming inherent problems with multiple jurisdictional response by:
 - Understanding financial responsibilities of activating mutual aid
 - Understanding differences in procedural protocols
 - Understanding cultural differences in the community

- Analyze the effects of policy on emergency management before and after an event by the use of:
 - Exercises
 - tabletop
 - functional
 - After action reports and critiques
- Through exercises understand the role of public administration
 - Through role playing the student will serve as a public official during an emergency exercise
 - The student will be questioned by the media and their constituents during the exercise to justify their actions
- Develop media briefings which describe a policy during a disaster
- Demonstrate ability to reassure the public that an emergency is being dealt with effectively
- Describe methods used to educate the community on disaster preparedness, response, recovery, and mitigation
 - Web-sites
 - Printed materials (brochures, CDs)
 - Public presentations
 - Civic groups
 - Schools
 - Public and private business community
 - Homeowner's associations
 - Media sound bites
 - Print media
- Analyze the effectiveness of public education programs

Textbook(s) and/or bibliography:

Disaster Policy and Politics: Emergency Management and Homeland Security
 by Richard Sylves
 ISBN 978-0-87289-460-0

Lessons of Disaster: Policy Change After Catastrophic Events (American Governance and Public Policy) (Paperback)
 by: Thomas A. Birkland
 ISBN: 978-1-58901-121-2

Location:

On-line Blackboard course
<https://palmbeachstate.blackboard.com>

Your Instructor:

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Supervisor:

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Course Requirements:

(Required, must be completed during the course. Prior certificates will be accepted)

FEMA IS-22	Are You Ready? An In-Depth Guide to Citizen Preparedness
FEMA IS-33.10	FEMA Initial Ethics Orientation
FEMA IS-244.a	Developing and Managing Volunteers
FEMA IS-250	ESF 15 External Affairs, EM Comm. and Information Dist.
FEMA IS-120.a	An Orientation to Community Disaster Exercises
FEMA IS-650	Building Partnerships with Tribal Governments

Assignments:

Course assignments will consist of weekly readings, on-line discussions, journal entries, FEMA independent study courses, a virtual table-top disaster drill, a term paper, a mid-term and final written exam.

Class Schedule:

Assignments will be posted no later than Monday evening at 1700 hours (5 P. M.). The student has until the following Sunday at 1700 hours to complete assignments. The student may submit work and enter into on-line discussions at anytime during the week of the assignment.

Fall Semester 2011

Session 1

- Introduction to the course
 - Instructor biography
 - Student introductions
 - Course requirements
 - Weekly Schedule
 - Course Assignments
- Discuss public policy, and public perception of the government's role during emergency events or disasters
- Understand how every citizen should prepare for a disaster
- Assignment
 - Read course outline and syllabus
 - Read Birkland chapter 1
 - Learn to navigate through the course site
 - Read instructor's comments
 - Start FEMA IS-22 Are You Ready, An in Depth Guide to Citizen Preparedness
 - Enter on-line discussion

Session 2

- Discuss emergency management as a profession
- Understand the issue attention cycle
- Understand how the four EM phases relate to government policy
- Assignment
 - Read Sylves Chapter 1
 - Read Instructor's comments
 - Enter on-line discussions
 - Finish FEMA IS-22 Are You Ready, An in Depth Guide to Citizen Preparedness

Session 3

- Compare and contrast the Jeffersonian and Hamiltonian political theories
- Discuss emergency management as a profession
- Understand the three models of intergovernmental relations (IGR)
- Understand what CERT is and how it is beneficial to the community
- Assignment
 - Read Sylves Chapter 2
 - Read instructor's comments
 - Enter on-line discussion
 - Start FEMA IS-33.10 FEMA Initial Ethics Orientation

Session 4

- Review the evolution of emergency management
- Understand the homeland security presidential directives
- Discuss the future of emergency management.
- Assignment
 - Read Sylves Chapter 3
 - Read instructor's comments
 - Enter on-line discussion
 - Finish FEMA IS-33.10 FEMA Initial Ethics Orientation

Session 5

- Through exercises understand the role of public administration
 - Prepare to play the role of a public official during week 12
 - Prepare a series of questions and answers that you expect to be asked in an interview by the media in your community (any event of your choice)
- Study the Stafford Act
- Review the history of disaster relief legislation
- Understand how a disaster is declared and which agencies are involved.
- Define the media's role in a disaster
- Assignment
 - Read Sylves Chapter 4
 - Read Birkland Chapter 2
 - Read instructor's comments
 - Enter on-line discussion
 - Start FEMA IS-244 Developing and Managing Volunteers

Session 6

- Understand the sociology of disasters
- Discuss the advancements in engineering and technology and how they have changed the way emergency manager's plan for and respond to disasters.
- Assignment
 - Read Sylves Chapter 5
 - Read instructor's comments
 - Enter on-line discussion
 - Finish FEMA IS-244 Developing and Managing Volunteers

Session 7

- Mid-term exam

Session 8

- Developing a media briefing which describe policies
- Federal - State Relations
- Mutual Aid and MOU's
- Structure of the NRP/NRF and NIMS
- Incident Command System(ICS)/Emergency Support Functions(ESF's)
- National Volunteer Organizations Active in Disaster (NVOAD)

- Assignment
 - Read Sylves Chapter 6
 - Read Birkland Chapter 4
 - Read instructor's comments
 - Enter on-line discussion
 - Write a media briefing that describes a policy

Session 9

- Military and the disaster response
- Threat system of the DHS
- Homeland security grants
- Developing and managing volunteers
- Assignment
 - Read Sylves Chapter 7
 - Start FEMA IS-250 ESF 15 External Affairs, EM Comm. and Information Dist
 - Read instructor's comments
 - Enter on-line discussion

Session 10

- Global disaster policies
- Emergency management around the world
- Compare domestic disaster relief with international disaster relief
- Assignment
 - Read Sylves Chapter 8
 - Finish FEMA IS-250 ESF 15 External Affairs, EM Comm. and Information Dist
 - Read instructor's comments
 - Enter on-line discussion

Session 11

- Review the history of volunteer agencies in emergency management
- How and when do disaster agencies fit into disaster response and recovery?
- Assignment
 - Research the role of a public information officer in your community that may be involved in emergency management or emergency services. (Term Paper)
 - Create at least 5 questions and answers that might be included in an interview of this public official that pertains to a real or fictional disaster.
 - Start FEMA IS-120.a An Orientation to Community Disaster Exercises
 - Enter on-line discussion
 - Research the assignment for the media relations exercise.

Session 12

- Media relations exercise
- Finish FEMA IS-120.a An Orientation to Community Disaster Exercises

Session 13

- Conclusions and the future of emergency management
- Methods of educating the public on emergency plans and procedures
 - Web-sites
 - Printed material (brochures)
 - Public Presentations
 - Media sound bytes
 - Print media
- Developing an educational program
- Assignment
 - Read Sylves Chapter 9
 - Read Birkland Chapter 5

- Read Disaster Preparedness Education (Chapter 3, Section 5 of NFPA Fire Protection Handbook 20th Edition). It is posted in the assignment section.
- Read instructor's comments
- Enter on-line discussion
- Start FEMA IS-650 Building Partnerships with Tribal Governments

Thanksgiving Break
November 20-26, 2011

Session 14

- Finish FEMA IS-650 Building Partnerships with Tribal Governments
- Finish term paper

Session 15

- Final Exam

NOTE: The course ends at 2100 hrs. (9:00 pm) Eastern Daylight Time, including completion of the Final Examination, on **Saturday December 10, 2011**. Work submitted after that day and time cannot and will not be accepted. There are absolutely no exceptions to this rule.

Computer Competency Component:

Each student will, to the satisfaction of the professor, demonstrate a fundamental understanding of basic computer operations through various professor-determined exercises and/or assignments. These exercises/assignments are included in this syllabus.

Equipment and Supplies:

Computer, Internet access, telephone access and required text (as described in Course Outline) are required by all students.

Responsible Internet and e-mail usage:

The Palm Beach State College Emergency Management courses will require extensive e-mail and the Internet usage. Please invest in a good anti-virus software if you do not have one. Most provide automatic on-line updating. If your software does not it is probably out of date and should be up-dated. Run a virus scan before the course begins. Always have your system check any incoming mail for viruses. If you detect a virus, notify the sender immediately that they have a problem and make sure that you run the anti-virus program before you continue with any course work. Contaminating other computers is not responsible and can create a technological disasterous event.

Assessment method(s):

The student will be evaluated by participation in class discussion, a mid-term and final written examination, and a written paper relating to the topic.

Your final grade will be expressed as follows:

Percentage	Grade
93 – 100	A
85 – 92	B
78 – 84	C
70 – 77	D
<70	F

All students in this course are required to successfully complete all course work, projects (including a term paper), and examinations.

Requirements will be weighted as follows in determining the overall grade:

Class participation 5%

FEMA courses (5) 10%

Media Release 10%

Media Exercise 5%

Term Paper 20%

Mid-term exam 25%

Final Exam 25%

Participation in the discussion thread is an expectation of the course. Failure to participate during the week of the posting is considered the same as a class absence, and 4 weeks of non-participation will result in a grade of failed by reason of absence, entered on transcripts as a F, and as a 0.0 to the grade point average. Experience over the years show that students who participate actively in discussion do better on examinations and write better papers.

Professor's Expectations:

This course consists of 15 on-line sessions. Each weekly session will be posted by 1700 hours on Monday and expected to be finished and submitted by the following Sunday at 1700 hours. Weekly assignments will be located in the LEARNING MODULES area and listed on the weekly schedule. Each week's work will relate to multiple course objectives. Class discussions and submitted work will be sent through the DISCUSSIONS area of the on-line course. You are expected to enter into class discussion threads in the same week that the assignment was posted. Thoughtful entries in the discussion thread should demonstrate an understanding of the question and will stimulate further discussion from instructor(s) and fellow students. Past experience may be used to express a point; however this is not a place to tell war stories week after week. Answers, questions and discussion should relate to the course text, instructor comments and real practical use of the topic being discussed. Mid-term and final exams will be based on reading material and class discussion. Those who participate frequently and actively in class discussion generally do better on the exams. Students are also expected to comment on fellow students entries.

Once you have completed the weekly reading and have posted your comments or answers to the instructor's questions, enter into the on-line discussions using the DISCUSSIONS section of the course. The instructor will read all student posted work. However, may not reply to all comments. Instructors will reply to interesting comments or will make corrections to comments that are wrong and may contradict emergency management standards. The instructors and fellow students may question or disagree with your comments. That is OK. Constructive debates are encouraged. The instructor is expected to mediate the debate and will end the discussions when they get off point. The instructor's comments are designed to stimulate the student's thoughts.

The emergency management courses will have various types of assignments other than exams. These will consist of FEMA independent study courses, written projects or research papers,

journal entries, on-line discussions, and table-top drills. All assignments will have a due date and late assignments will be penalized by a reduction in points. Explanations of these assignments are posted in the ASSIGNMENTS area.

If you don't understand something or have a question, post your question in the designated area of the discussion board located in the DISCUSSIONS area. If you do not feel comfortable posting your question, e-mail the instructor immediately. If you are having trouble getting something done, call or e-mail the instructor directly (for these types of issue don't use the posting system). It is the instructor's job to assist you through this course, but the instructor cannot help you if he or she is not aware of your problem. Do not wait until the last minute to ask for help. There will be point where help may be too late, especially when your negligence has facilitated in getting you behind in course work. Don't be shy. Ask for help when you need it and get the most out of your educational investment.

Late Assignment Policy:

Students have a minimum of six (6) days to complete assignments. Students are expected to submit assigned work on time. Completing work early allows the professor more time to properly evaluate the work and may allow time for the students to make corrections to assignments based on professor comments.

Testing can be completed at any time during the week it is posted. The program will not allow you to take the test after the close-out date.

The completion papers and test delayed by the declaration of a State of Emergency or Disaster will be accepted without penalty. Other delays must be coordinated with the professor in advance.

Regardless of reasons, final assignments must arrive no later than 1700 on the last day of class for the course in the semester, or your grade will be submitted based on 0 points for that assignment.

Students are responsible for reading the course schedule and knowing when assignments are due and when the semester ends. Students are expected to complete work on time.

Make-up Exam Policy:

Inability to complete assignments on time will result in being assigned the grade earned as of the due date. In most cases this will be a "zero" 0. This program allows students plenty of time to complete assignments. The only exceptions will be personal catastrophic injury or illness, and military or disaster deployment. These must be coordinated with the professor in advance. Students are encouraged to pay attention to the posting of assignments and stay ahead.

Minimum Requirements:

Student must have a final average of 70% to pass the course.

Methods of Instruction:

Courses will be taught using reading assignments and professor comments posted on-line. Students will also engage in on-line discussions and virtual exercises. Instruction will also be done via instructor feedback on all written assignments.

Tests, Quizzes, and Final Examination Schedule:

Posted in weekly schedule.

Unique Requirements of the Course:

The student must be able to communicate using electronic media.

Academic Dishonesty:

Academic dishonesty includes the following actions, as well as other similar conduct aimed at making false representation with respect to the student's academic performance:

- (1) cheating on an exam,
- (2) collaborating with others on work to be presented, if contrary to the stated rules of the course,
- (3) submitting, if contrary to the rules of the course, work previously submitted in another course,
- (4) knowingly and intentionally assisting another student in any of the above actions, including assistance in an arrangement whereby work, classroom performance, examination, or other activity is submitted or performed by a person other than the student under whose name the work is submitted or performed,
- (5) Plagiarism.

Please refer to the *Palm Beach State College Student Handbook* for further information.

Attendance:

Students are expected to attend all courses and course activities for which they are registered. Any class meetings missed, regardless of cause, reduces the opportunity of learning and may adversely affect a student's achievement in the course. Class attendance policies are set by individual professors and/or departments. An accurate record of attendance will be kept for each class. Students are expected to adhere to the policies set by each professor.

Students, when officially representing the College, such as on a field trip, shall not be counted absent, provided their professors are given prior notification and any missed assignments are subsequently completed to each professor's satisfaction.

Students will be granted excused absences in the case of a substantiated emergency such as a confining illness, a serious accident or the death of an immediate relative. Professors decide on the validity of the excuses and provide opportunities for students to complete any required make-up work. Students are responsible for immediately informing their professors when they must miss class sessions for emergency meetings.

Student Responsibility Policy:

When a student attends the College, s/he becomes subject to its jurisdiction. Students are expected to conduct themselves in a responsible manner, in all areas of campus life. By enrolling, they pledge to obey the rules and regulations of the College and are responsible for observing all College policies and procedures as published in the student handbook, the College catalog and other College publications. The student will be responsible for preparing for class, participating in class, and completing assignments on time.

Withdrawal Policy:

The last day to withdraw with a 100% refund is: 08/25/2011, Last Day to withdraw with a grade of "W" is 11/02/2011.