



**WSEMA**

# Washington State Emergency Management Association

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## STRATEGIC PLAN 2001 - 2006

### Mission Statement

The Washington State Emergency Management Association (WSEMA) is the professional association of local, county, state and federal emergency management individuals from the private and public sectors committed to:

- ❖ Providing state leadership and expertise in comprehensive emergency management
- ❖ Serving as a vital information and assistance resource for local, county and state managers and directors, and private industry.
- ❖ Forging strategic partnerships to advance continuous improvement in emergency management.

### Purpose Statement

The Washington State Emergency Management Association (WSEMA) will be an exemplary professional association, exhibiting the highest standards of excellence in providing local, county and state emergency managers and directors the capacity to create efficient and fully integrated comprehensive emergency management systems. The Association serves as a forum for sharing, promoting ideas, and building strong collaborative partnerships with the public and private sectors to influence and guide emergency management efforts in developing disaster resistance communities.

### Strategic Areas of Emphasis

WSEMA is the recognized leader and the professional voice of emergency managers and directors on emergency management issues in the state. In order to remain influential in this arena, WSEMA will focus on three strategic areas of emphasis. They are:

1. **Policy Leadership**
2. **Capability Enhancement**
3. **Member Services**

## **Strategic Area of Emphasis 1: Policy Leadership**

### **Goal 1.1: Provide Leadership on Emergency Management (ON GOING)**

#### **Objective 1.1.1 Enhance WSEMA's Legislative Relations Capacity**

Task 1: Provide copies of legislation, legislative analysis, written testimony, correspondence and other appropriate resources and information for use by the Association and city/county directors in working with the state legislature.

- Provided testimony and education to the state legislators regarding the use of amateur radios in emergency management, particularly RACES and ARES

Task 2: Identify, track and analyze emergency management related legislation and share that information in a timely manner with Association members.

- Monitored all legislation affecting emergency management

#### **Objective 1.1.2: Provide leadership for emergency management legislation and policy**

Task 1: Seek opportunities for input into all state policy, regulatory and legislative developments that impact local and state emergency management.

- Sent letters to Senators Cantwell and Murray requesting support of increases to the EMPG

Task 2: Ensure that WSEMA and local emergency management are recognized as a credible voice and valuable resource on state emergency management policy issues.

- Members serve on the EMC and CHS to represent local emergency management

Task 3: Work collaboratively with the State Emergency Management Division in providing input and testimonials to legislative bills and initiatives affecting emergency management.

- Coordinated testimony with EMD on Senate Bill 5201-Emergency Radio Communications
- Coordinated with the state EMD regarding HB 1850 Volunteer Medical Worker's License

### **Goal 1.2: Strengthen WSEMA's Position with Partner Organizations (ON GOING)**

#### **Objective 1.2.1: Conduct outreach to select organizations to identify specific issues to be addressed in partnership.**

Task 1: Maintain current partnerships with organizations as appropriate.

Task 2: Establish partnerships with the Association of Cities and Counties, the Washington Association of Sheriffs and Police Chiefs, the Washington State Fire Chiefs Association, and the Washington State Risk Pool.

- Partnering with the Association of Contingency Planners (Private Sector)
- Coordinating joint meetings/conference with Oregon State Emergency Management Association

#### **Objective 1.2.2: Ensure WSEMA has an effective voice on emergency management policy, regulation and legislative development initiated by its state partners or other policy-making bodies.**

Task 1: Identify, track and analyze all state emergency management related policies and regulations and seek opportunities for Association input.

Task 2: Ensure that the Association is represented in all state committees, councils, task forces and other groups in which the Association may have an influence.

- Members are represented on various state committees and task forces (EMC, CHS, SIEC, Citizen Corps, EMC TF on Local programs, SERC)

### **Objective 1.2.3: Leverage the Emergency Management Council (EMC)**

Task 1: Ensure that local emergency management remains a recognized issue with EMC

- Co-Chair is WSEMA member
- Three WSEMA members are regular primary and alternates to the EMC

Task 2: Seek opportunities for joint policy related projects.

- Two members serve on the TF on Local Programs

Task 3: Provide reports or briefing on pertinent emergency management and public safety issues to appropriate EMC committees and task forces.

## **Strategic Area of Emphasis 2: Capability Enhancement**

### **Goal 2.1: Promote the Professional Development of Local Emergency Management Directors (ON GOING)**

#### **Objective 2.1.1: Develop opportunities for professional development for local emergency managers**

Task 1: Conduct the New Directors Workshop annually, or as appropriate.

- Coordination with EMD on curriculum

Task 2: Identify and share other outside opportunities for professional development.

- New professional development series begun at annual conference
- Sharing Best Practices Program initiated with state HLS strategy and annual conference

Task 3: Develop a mentorship program for new directors.

Task 4: Work with the state Emergency Management Division in developing curriculum for professional development.

- Emergency Management for Elected and Senior Officials have been developed and presented in cooperation with the WSAC and AWC. Six workshops presented to elected officials and emergency management personnel throughout the state.

#### **Objective 2.1.2: Develop and Implement a Loaned Executive Management Assistance Program (LEMAMP) to assist emergency management managers and directors to improve administrative and operational efficiency within their respective agency. (In progress)**

Task 1: Identify and establish a core group of experienced emergency management administrators who can be “loaned” out to assist a director in assessing their agency’s operations.

Task 2: Develop standards by which an agency will be assessed. (NFPA 1600)

Task 3: Develop assessment report format

### **Goal 2.2: Promote Innovate Programs and Process for Emergency Management (ON GOING)**

#### **Objective 2.2.1: Assist local emergency management agencies in developing innovative funding mechanisms that may enhance or supplement existing resources.**

Task 1: Identify innovative funding mechanism being utilized by local agencies and share that information with membership.

### **Objective 2.2.2: Promote public/private partnerships**

Task 1: Identify effective public/private partnership programs and activities and share that information.

- Partnership with the Association of Contingency Planners

Task 2: Facilitate relationship building with the private sector through the WSEMA Private Sector committee.

Task 3: Develop emergency management and preparedness programs to assist businesses with emergency planning.

### **Goal 2.3: Conduct an assessment of the state's emergency management infrastructure**

#### **Objective 2.3.1: Coordinate with the state emergency management division on developing an assessment format.**

- WSEMA and EMD jointly worked on TF to assess local emergency management system. Report completed and sent to EMC.

#### **Objective 2.3.2: Develop standards to assess statutory compliance and capabilities to effectively respond to regional and state hazards.**

- Provided for in EMC TF report

#### **Objective 2.3.3: Select method for conducting assessment**

- Provided for in EMC TF report

#### **Objective 2.4.1: Develop an association administrative policies and procedures manual**

- Draft developed and awaiting Board review and approval

### **Strategic Area of Emphasis 3: Member Services**

#### **Goal 3.1: Strengthen and Enhance Association Capacity**

##### **Objective 3.1.1: Enhance WSEMA's interface with a wider range of agencies that may realize a benefit from partnering with emergency management.**

Task 1: Seek opportunities to meet with key officials for the purpose of providing information about emergency management and identifying areas of mutual interest and benefits for partnership opportunities.

Task 2: Conduct outreach to key agencies by providing emergency management related information and technical assistance on policy and regulatory development.

- Members serve on various local, state and federal committees and groups

Task 3: Attend other organization meetings and conferences.

- Attended Washington Association of Sheriffs and Police Chiefs, State Fire Chiefs Association, Association of Contingency Planners and various Homeland Security conferences and forums.

##### **Objective 3.1.2: Market WSEMA and the emergency management profession.**

Task 1: Provide and promote ongoing enhancement to the WSEMA web site to provide current and useful information about WSEMA and emergency management.

- New WEBSITE is in place with emphasis on current information posted

Task 2: Take advantage of opportunities to speak to other groups, organizations, universities, colleges, and job fairs about emergency management as well as provide articles for submission to other national, state and local organization newsletters.

- Partners in Emergency Management Conference, local county fairs, civic groups, non-profit organizations and community groups

- Task 3: Produce a brochure entitled “*What Is Emergency Management?*”
- Association brochure produced and will be available in 2005

**Objective 3.1.3: Establish a conference committee - Accomplished**

- Task 1: Establish a 3-year conference schedule.
- Developed
- Task 2: Develop themes for each conference.
- Developed
- Task 3: Ensure that conference is financially self-sufficient.
- Developed
- Task 4: Investigate the possibility of combining conference with another association.
- Plans under consideration for joint conferences with Oregon State Emergency Management Association and with the WSAC

**Objective 3.1.4: Develop a resource database for membership access – In progress**

- Task 1: Obtain and publish list of grants available to emergency management agencies
- Accomplished through Regional HLS representatives
- Task 2: Publish list of grants awarded to agencies.
- Accomplished through Regional HLS representatives
- Task 3: Share results of conducted exercises with other members.
- Accomplished through Regional HLS representatives
  - Best Practices program
- Task 4: Share scheduled training available at each agency.
- Accomplished through Regional HLS representatives
- Task 5: Develop a database of member specialties and capabilities.

**Goal 3.2: Hire an Association Administrator**

A Part time Association Administrator was hired in March 2005  
Scope of work to accomplish following objectives.

**Objective 3.2.1: Contract with WSAC for Part Time Administrator**

- Task 1: Develop Contract
- Task 2: Get approval of membership

**Objective 3.2.2: Develop Scope of Work**

- Task 1: Provide continuous oversight on association activities
- Task 2: Update/maintain WSEMA membership database
- Task 3: Conduct outreach to recruit new members
- Task 4: Organize regular WSEMA board meetings
- Task 5: Coordinate annual conference with conference committee

Task 6: Work with Board in maintaining strategic plan

Task 7: Oversight of daily activities

### **Goal 3.3: Develop an Awards and Recognition Program**

#### **Objective 3.3.1: Establish categories of awards and recognition**

Task 1: Appoint an awards and recognition committee

Task 2: Develop criteria for awards and recognition

#### **Objective 3.3.2: Make Awards and Recognition presentation at annual conference**

### **Goal 3.4: Conduct a Membership Recruitment Campaign**

#### **Objective 3.4.1: Increase membership by 50%**

Task 1: Recruit all county and city emergency management directors

Task 2: Recruit business contingency planners

#### **Objective 3.4.2: Assign to membership committee**

Task 1: Develop campaign objectives

Task 2: Review all current and past membership rosters

Task 3: Develop membership categories