Crisis Management: Available Resources

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Agenda

• Definition of Crisis
• Crisis Awareness
• Crisis Category & Impact
• Local, State, and Federal level Crisis Management
• Case Study (Target)
Definition of Crisis

- **Crisis** - a time of intense difficulty, trouble, or danger
  - Origin: Latin from Greek → “Krisis” decision

- **Emergency** - a serious, unexpected, and often dangerous situation requiring immediate action

- **Disaster** - a sudden event, such as an accident or natural catastrophe, that causes great damage or loss of life
Crisis Awareness

1. Crisis event
   aware of crisis

2. Crisis event
   aware of crisis

3. Crisis event
   aware of crisis
Crisis Category & Impact

- **Natural Disaster**
  - Flood, Tornado, Hurricane, Earthquake

- **Terrorism**
  - Bomb, kidnapping, massacre, chemical or biological attack

- **Public Image**
  - Negative media coverage
  - Boycott by the public

- **Operational**
  - Computer system invaded by hacker
  - Major industrial accident

Temporary or permanent disruption of daily activities, destruction of facilities or equipment, loss of life

Negative public perception

Short-term or long-term disruption of organization’s daily activities

(Source: Internal auditors and their perceptions of crisis events, Crandall, 1999)
Local, State, and Federal level Crisis (Emergency, Disaster) Management

(Source: FEMA Emergency Management Institute)
At the **Local** level

- Acting as the primary “**first provider**” of emergency response services.
- Activating the Emergency Operations Center (EOC) and Comprehensive Emergency Management Plan.
- **Coordinating the response** with public and private organizations and agencies.
- **Notifying** the State Emergency Management Agency of the situation by regularly submitting Situation Reports (SITREP).
- **Requesting** the State Emergency Management Agency to provide State and/or Federal assistance.

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At the **State** level

- **Monitoring** the situation.
- **Reviewing and evaluating** local (SITREPs).
- **Activating** the **State EOCs** to coordinate available State assistance.
- **Determining if the situation is beyond the capability of the State and if Federal assistance if needed.**
At the **Federal** level

- Conducting **joint Preliminary Damage Assessments (PDAs)** with State and local governments
- **Approving or denying requests** for Federal assistance.
- **Activating** the procedures outlined in the **Federal Response Plan (FRP)**.
- Establishing and **Emergency Support Team (EST)** to monitor operations

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Case Study (Target)

- National Level Exercise 2011
  - FEMA-led national exercise focused on catastrophic earthquake in Midwestern United States
  - Week long simulation of a National Business Emergency Operations with Target’s Command Center

- Crisis Exercises
  - Integrated exercises with private & public sector
  - Tabletop & simulated exercises
  - Drills with Corporate Command Center Team

- Business Continuity Exercises
  - All plans are exercised annually
    - Notification
    - Tabletop
    - Simulation
  - Technology / Disaster Recovery Exercises
Summary

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• Local, State, and Federal level Crisis Management
• Case Study (Target)
References

• FEMA Training Catalog (https://www.firstrespondertraining.gov/frt/npccatalog)
• FEMA Crisis Management Course Details (https://www.firstrespondertraining.gov/frt/systemsSearch.do?courseId=2430&a=generateCourseDetailsPDF)
• FEMA Emergency Management Professional Program (EMPP) (https://training.fema.gov/empp/)
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