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Agenda

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



Crisis Awareness



Local, State, and Federal level Crisis (Emergency, Disaster) Management

(Source: FEMA Emergency Management Institute)

At the level

- Acting as the primary “ ” of emergency response services.
- Activating the Emergency Operations Center () and
- with public and private organizations and agencies.
- the State Emergency Management Agency of the situation by regularly submitting Situation Reports ().
- the State Emergency Management Agency to provide State and/or Federal assistance.

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- the situation.
- and local ().
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At the level

- Conducting (PDAs)
with State and local governments
- for Federal assistance.
- the procedures outlined in the
(FRP).
- Establishing and Emergency Support Team () to

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At the level

- Acting as the primary " " of emergency response services.
- ✓ Activating the Emergency Operations Center () and
- ✓ with public and private organizations and agencies.
- the State Emergency Management Agency of the situation by regularly submitting Situation Reports ().
- the State Emergency Management Agency to provide State and/or Federal assistance.

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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

- Definition of Crisis
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- Local, State, and Federal level Crisis Management
- Case Study (Target)

References

- Global Crisis Management at Target (<https://www.apec-epwg.org/public/uploadfile/act/Target+-+Bryan+Strawser.pdf>)
- FEMA Training Catalog (<https://www.firstrespondertraining.gov/frt/nppccatalog>)
- 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/>)

- Texas Emergency Management Workshop, 2018
(https://www.preparingtexas.org/Resources/documents/TDEM%20Training/T-610%20Nov%20Presenter%20Information/a_1a%20T-610_combined%20Nov%202018.pdf)
- Texas Emergency Management Statutes
(<https://www.dps.texas.gov/dem/GrantsResources/txEmerMgtStatutes.pdf>)

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- Hough, M. G., & Spillan, J. E. (2005). Crisis planning: Increasing effectiveness, decreasing discomfort. *Journal of Business Ethics*, 58(1), 19-24.