

ASFPM Training and Outreach Committee Notes

February 7, 2012

Attendees: Ben Accurti, Lisa Messano, Janice Roper-Graham, Shanna Michael, Amanda Flegel, Jeff Sparrow, Stephanie Holtey, Edie Lohman, Jen Marcy, Ken Leep, Alan Armstrong, Becca Croft, Mitch McDonald, Heidi Carlin, Richard Wild, Kait Laufenberg, Katelyn Lynch

Notes: Jen started the call by asking the team to provide newsletter items to Katrien Warner at the Executive office (katrien@floods.org) to share our cutting edge outreach and training efforts. We know many of you are working on exciting things and we want more visibility for our committee. An information sheet on due dates for submitting newsletter articles and other useful information will be sent to the committee separately and has been attached at the bottom of these notes.

The team then moved on to show the FEMA Risk MAP game, which is named "A Roadmap to Watershed Resilience." This game is a chutes and ladders game that shows the Risk MAP mapping process. It goes through stages such as Discovery, Flood Risk Review, and CCO meetings and explains good actions and bad actions. There are smiley faces for good actions or short cuts and upside down faces where you run into problems. Project teams could play the game to show the process of Risk MAP prior to contacting communities. Jen Marcy has the game, graphics cards, and information on how to play the game. We will send the PDF of the game board with the minutes so people can take time to look at the game and the basic information is also attached below in these notes.

Next we discussed the work plan. We have revised it and taken out a lot of items we do regularly and are really not specific projects we should be tackling this year. The plan was reduced to eight pages, down from 20 pages.

For training and outreach library information, Lisa Messano suggested to add an information sheet at ASFPM conference on the information table we have. We can also add a widget to the Web site to encourage people to use our library and increase awareness of existing resources. We also discussed Facebook and LinkedIn as an option to expand the reach of our committee and share useful information.

We went on to talk about the Region Liaisons in the work plan and we still need representatives for FEMA Regions 1, 2, 3, and 6. Mitch McDonald will be happy to be liaison for Region 6.

The team will now be having a quarterly call instead of bi-monthly calls. Our next meeting will be at ASFPM in person.

Janice then talked about the 3D watershed model. Outreach Process Partners gives FEMA funds to distribute these funds to disadvantaged schools and other groups to purchase the models. So far they sent funds to Oklahoma, Maryland, and another State. The models can be used after a flood happens to help kids understand the traumatic flood event they went through and understand why their toys are gone, etc. They have a Facebook page with a map showing areas where the models are available for people to share with other communities nearby. There is a large section on the 3D model in our

outreach library and everyone should check it out. More information about 3D model presentations at the upcoming ASFPM conference is attached at the bottom of these notes.

Jen gave a quick CRS task force update. The CRS Task Force will have four or five webinars in February and March on the new CRS credit for a Program for Public Information (PPI) under Activities 330 (Outreach Projects) and 370 (Flood Insurance Promotion). They have some dates tentatively set, but not finalized. They'll have the schedule and registration procedures on our website by the end of the week. Go to www.CRS2012.org, and look under "Outreach and Feedback." There is no charge for the webinars, but the number of registrations may be limited.

"CRS Credit for Outreach Projects:" The CRS Task Force would like to have our committee help as technical reviewers, with a side session in San Antonio to critique the draft. Are there any volunteers? Please contact Becca Croft at becca.croft@atkinglobal.com if interested.

In addition, the CRS Self-Assessment is being updated. We will bring you more news on this as it becomes more final, but we think the self-assessment itself is valuable regardless of whether communities use it for CRS credit or not. It can be useful for communities when trying to assess where outreach and communications might need to be enhanced or implemented, and other helpful ideas. The new self-assessment should be available soon at <http://www.crs2012.org/community-self-assessment>.

ASFPM Newsletter & Publication Opportunities Available Through ASFPM

Submitting Material

-Please submit your articles or proposals (single piece or series) to katrien@floods.org

-The subject line of the email should indicate the intended audience, or a combination thereof, for example:

NV = News & Views

Insider = Insider

SocMed = promote through social media

NewsFeed = aggregate news feed

Audience, Focus, and Distribution for ASFPM Newsletters

ASFPM, the Association of State Floodplain Managers, publishes two newsletters, The Insider and News & Views.

While these newsletters are designed for hard copy, they are primarily distributed in electronic format.

****News & Views** is released every other month beginning in February (February, April, June, August, October, December). This newsletter is intended for a broader audience, directly received by over 14,000 recipients, and is accessible to the public. News & Views features partner organization highlights, interviews, various projects in the works, and broader news issues. To reference previous issues, please see the News & Views Archives, available online at: <http://tinyurl.com/ASFPM-News-Views>

**The Insider is released every other month beginning in January (January, March, May, July, September, November). It is used to relay member news, foster increased engagement and networking, and to share specific floodplain issue “how to” tips and resources. The Insider is sent to between 4000 and 5000 recipients, and content is strictly members-only accessible.

Length & Content:

Full articles should be no more than 1300 words in length (approximately two full pages in the newsletter) - and a length of 600 words is generally preferred unless otherwise agreed upon. Contact Katrien with questions or to discuss further.

Shorter submissions will also be considered, such as to promote grants, reports, conferences and learning opportunities.

Graphics and Photos:

Graphics are welcome and appreciated, space allowing, so please do not hesitate to include these! However, for ASFPM to include any images, it is important that you verify your rights and consent for ASFPM to publish the contribution. Additionally, it is requested that resolution meet 300 dpi and that all images be submitted in full-color and with the appropriate background information (caption, photographer, date, location, persons/subject pictured).

Editing:

The editor reserves the right to edit articles for the good of the newsletter. For more substantive editing, authors will be given the chance to review these changes prior to newsletter publication.

Deadlines:

-The copy deadline for News & Views is the 18th of every odd-numbered month, for release on the 1st of the subsequent even-numbered month (e.g., for the February newsletter, delivered within the first week of February, the deadline is January 18th).

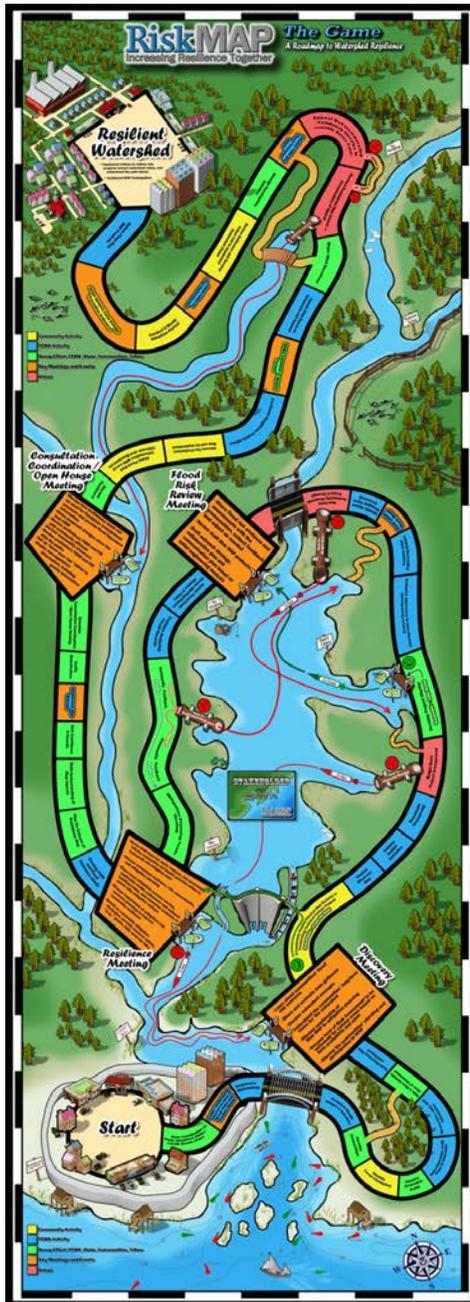
-The copy deadline for The Insider is the 18th of every even-numbered month, for release on the 1st of the subsequent odd-numbered month.

-Note: For lengthier pieces and lead articles, it is recommended that a proposal be pitched by the 10th, approximately 50 days prior to publication date (e.g., February 10th for April 1st release). This is to allow the editorial board plenty of time for lead article discussion and coordination.

Social Media (Blog, Facebook, LinkedIn)

ASFPM is increasingly making use of Social Media outlets, including Facebook and LinkedIn, and will be launching an aggregate news feed and blog in the near future. This will provide another means by which to reach a broader audience. As such, we welcome interesting news and activity that may not fit into a formal article but would be of use and interest to our readers. Please do not hesitate to send such information to the editor for consideration. Recent content has included newsletter releases, photos, Hot Topics, conference updates, noteworthy news, and international volunteer opportunities. Please ‘like’ our ASFPM facebook page, also available via the ASFPM website at www.floods.org, to stay informed. We would love to have more of our active contributors represented, particularly as we move toward fostering possible discussion.

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Risk MAP, The Game was produced to better communicate the Risk MAP program and highlight the opportunities for communities to be involved. The intent is not to make light of the serious nature of flood risk, but to show that there are various challenges and opportunities that can occur during the lifecycle of a Risk MAP project that can result in a changed product or schedule. Ultimately, risk reduction is the goal of Risk MAP and community awareness and participation in the process is a vital component.

The game is being used to help FEMA regions, states, and others interact with local partners at Risk MAP meetings to initiate important conversations between all the entities involved in the process and set the stage for understanding where in the process we are “today” as well as what can be expected in upcoming meetings and discussions.

Risk MAP, the Game has been the recipient of several awards:

- Risk MAP, the Game won Second Place in the Special Purpose Product category of 2011 Blue Pencil and Gold Screen Awards. This award was presented by the National Association of Government Communicators (NAGC), a national not-for-profit network of Federal, state, and local government employees dedicated to providing opportunities for professional advancement, enhancing effective communications with constituents and advancing the profession.
- Risk MAP, the Game was recipient of the Summit International Bronze Award for Creative Excellence.
- Finally, Risk MAP, the Game won the Hermes Creative Award 2011 Gold Award for Marketing Collateral/Branding/Specialty Item.

Risk MAP, the Game, consists of:

- A full-color game board.
- 94 unique Stakeholder & Data playing cards that showcase the potential shortcuts, pitfalls, and positive or negative feedback that could potentially occur during the Risk MAP process.
- Instructions/ideas for gameplay.

The game files can be taken to your local printer and printed locally. Suggested printing instructions and a description of each element are outlined below:

- **Game Cards:**

- These are two sided cards with the “Stakeholder and Data” and FEMA’s Risk MAP logo on the back of all cards. In addition to being used in game play, these cards can be used as discussion starters as well. They each show how a stakeholder or data issue can impact a Risk MAP project. For instance, if a community provides parcel data, you are allowed to move ahead in gameplay but if the data are provided too late in the process, it’s a budget bust and you will have to move back two spaces. See other Stakeholder and Data impacts, including the impact of not including Tribes in the process, and what happens when your NFIP Coordinator has been furloughed.
- Suggestions for printing: The files for the game cards are in two parts—see [folders](#) for Side One and Side Two. Risk MAP Game cards are the same dimensions as playing cards: 2.5” x 3.5”. Print on glossy card stock with rounded edges. To make localized cards, use only the “Side Two” file and print laminated cards that are blank on one side. Use white board markers to make your own “Stakeholder and Data” elements.

Commented [JM1]: May need to change to “links” depending on how they’ll be posted

- **Game Board:**

- The Risk MAP Game board is a full-color, visually dynamic base of play. Though some Risk MAP projects may not include the development of a new Flood Insurance Rate Map (FIRM), the game follows a Risk MAP project that includes a FIRM element from Discovery to map adoption.
- Suggestions for printing: For ease of use, ability to hang, and portability, print on a 25” x 69” white vinyl, glossy banner with grommets in each corner for easy hanging. The game board can also be reduced in size or printed on heavy paper instead of vinyl to save on printing costs.

- **Other Items Needed:**

- To use the game, download the suggested gameplay instructions [here](#).
- Gameplay requires dice and game pieces, which can be purchased at craft stores, etc.

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How will you use the Risk MAP game? Did you use it and want to send comments? Let us know. Send comments to **XXXXXXXX**.

Fact Sheet/Advertisement for 3D Model information at ASFPM's 2012 Conference in San Antonio:

Need a 3D Model? Want a 3D Model? Have a 3D Model?

There are currently three upcoming Presenter Trainings being offered on the 3D Flood Simulation Model. If your chapter plans to apply for an Outreach Process Partners (OPP)-sponsored 3D Flood Simulation Model for the 2012-2013 *Flood Risk Education in Our Local Schools* program year- here's a great way to get a jump start! Chapters selected to receive an OPP-sponsored model will be required to send at least one of their members for presenter training on the model before they use it for outreach (so that presenter can then train the rest of the chapter). Applications for chapters to apply for an OPP-sponsored 3D flood model with case will be distributed at this year's Chapter Meeting held at the ASFPM National Conference in San Antonio, TX, on May 24, 2012.

PRESENTER TRAINING on the 3D Flood Simulation Model

WEDNESDAY, FEBRUARY 29, 2012 from 7:00 – 8:00pm
2012 Michigan Chapter Conference (Dearborn, MI)
Workshop is included with Conference fee

~ AND ~

TUESDAY, MARCH 6, 2012 from 1:00 – 4:00pm
2012 Virginia Water Conference (Richmond, VA)
Workshop is included with Conference fee

~ AND ~

SUNDAY, MAY 20, 2012 from 1:00 – 4:00pm
2012 ASFPM National Conference (Austin, TX)
Workshop is free to attend, RSVP required. RSVP to Mark.Walton@noaa.gov

All three workshops will be facilitated by Mark Walton, from the Michigan Chapter and co-developer of the model.