

TRAINING AND OUTREACH COMMITTEE POLICY COMMITTEE WORKPLAN

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1.0 Overview

The Training and Outreach Committee is focused on providing opportunities for members to raise awareness about flood risk and mitigation of flood risk.

As part of the ASFPM Multi Year training strategy, the committee shares the vision of developing and coordinating a consistent and comprehensive training curriculum and delivery system for floodplain managers in order to reduce flood damages in the nation and protect and enhance natural and beneficial functions of the nation's floodplains. We also recognize the need for multi-media outreach to our members and other organizations implementation of an effective risk communication plan.

We continue to promote and work towards these five general goals:

1. Promote the training library
2. Implement an effective risk communication plan.
3. Deploy Floodplain Management courses in coordination with states/chapters/associations
4. Increase communication about training opportunities across the states through membership and chapters
5. Support opportunities for using multi-media to raise flood awareness
6. Integrate public education and outreach resources

2.0 Task Outline

- 1) Work with the Executive Office to continue development of the training library as a resource for communicating flood-related risk data
- 2) Work with the Executive Office to support opportunities for using media and e-learning, such as web conferencing.
- 3) Assist in development, review and deployment of ASFPM courses related to flood risk and flood mitigation
 - i) Floodplain Management 101
 - ii) Building Public Support for Floodplain Management
 - iii) NAI Course Update and Development
 - iv) Post Disaster Floodplain Workshop
- 4) Provide technical support to FEMA's evaluation of the CRS public information series credits.
- 5) Assist in development and review of Advanced FPM Course(s) at EMI
- 6) Assist CBOR and the Professional Development Committee in determining education needs in the industry
- 7) Update or create new tools to educate Public Officials
 - i) Addressing Your Communities Flood Problems – for Elective Officials
- 8) Provide material for updates to ASFPM website including links to other sites and materials for outreach
 - i) FEMA education links
 - ii) State Programs
- 9) Coordinate with other organizations to gain awareness of flood risk reduction programs and courses available for ASFPM use
 - i) Local Flood Programs
 - ii) State Chapters
 - iii) FEMA and other federal agencies
 - iv) Community Rating System staff and communities
 - v) Other Non profit organizations
- 10) Provide opportunities to raise awareness about ASFPM policies and training courses with chapters, State NFIP coordinators and mitigation officers

- 11) Provide opportunities to raise awareness about ASFPM NAI policies, NAI Toolkit and training course with chapters, State NFIP coordinators and mitigation officers and use media and e-learning tools, such as web conferencing and web ex
- 12) Create an effective risk communication tool to share with the public and fellow floodplain professionals.

2.1 Ongoing Work Items

Task Title: Continue to coordinate with EO on the training library	Task Leader (Support): Jen Marcy
Approximate Start/End Date: Ongoing	Approximate # Hrs to Complete: Unknown
Detailed Task Description: Continue updating the training library with the Executive Office	
Prerequisites Needed: (Activities That Need To Be Performed Before This Task Can Begin) None	
Completion Schedule: Ongoing	
Deliverables: Continue to find more items to add to this library as they become available	
Other Necessary Support or Resources: None	
Approximate Direct Cost to Complete: (Labor and Non-Labor) None	
Approval Process: (Does The Task Require Board Approval?) None	
Assumptions: None	
Prepared by/ Date: Heidi M. Carlin/ July 29, 2009	Approved By/ Date:

Task Title: Support opportunities for multi-media and e-learning		Task Leader (Support): Henrietta Williams	
Approximate Start/End Date: Ongoing		Approximate # Hrs to Complete: Unknown	
Detailed Task Description: Work with the Executive Office to support opportunities for using media and e-learning, such as web conferencing and web x			
Prerequisites Needed: (Activities That Need To Be Performed Before This Task Can Begin) None			
Completion Schedule: Ongoing			
Deliverables: Find more e-learning opportunities and share information with the membership			
Other Necessary Support or Resources: None			
Approximate Direct Cost to Complete: (Labor and Non-Labor) None			
Approval Process: (Does The Task Require Board Approval?) None			
Assumptions: None			
Prepared by/ Date: Heidi M. Carlin/ July 29, 2009		Approved By/ Date:	

Task Title: Assist in the development of Advanced FPM Courses at EMI		Task Leader (Support): Heidi M. Carlin (Tom Hirt, Rhonda Montgomery, Jen Marcy)
Approximate Start/End Date: Ongoing	Approximate # Hrs to Complete: Unknown	
Detailed Task Description: Assist in development of more advanced FPM courses to be piloted at EMI and then taught by Chapters in the field as needed		
Prerequisites Needed: (Activities That Need To Be Performed Before This Task Can Begin) Determine what kind of advanced topics may be useful for students to learn about		
Completion Schedule: Ongoing, depending on need		
Deliverables: Create and distribute advanced courses to Chapters		
Other Necessary Support or Resources: None		
Approximate Direct Cost to Complete: (Labor and Non-Labor) Unknown		
Approval Process: (Does The Task Require Board Approval?) None		
Assumptions: None		
Prepared by/ Date: Heidi M. Carlin/ July 29, 2009		Approved By/ Date:

Task Title: Assist CBOR and the Professional Development Committee in determining education needs in the industry		Task Leader (Support): Heidi M. Carlin (Tom Hirt)
Approximate Start/End Date: Ongoing	Approximate # Hrs to Complete: Unknown	
Detailed Task Description: Determine education needs by receiving input from CBOR and the Professional Development Committee and determine how best to serve ASFPM's members with training needs		
Prerequisites Needed: (Activities That Need To Be Performed Before This Task Can Begin) Determine what kind of topics may be needed		
Completion Schedule: Ongoing, depending on need		
Deliverables: Create and distribute training material		
Other Necessary Support or Resources: None		
Approximate Direct Cost to Complete: (Labor and Non-Labor) Unknown		
Approval Process: (Does The Task Require Board Approval?) None		
Assumptions: None		
Prepared by/ Date: Heidi M. Carlin/ July 29, 2009		Approved By/ Date:

Task Title: Provide education links and State Program information		Task Leader (Support): Alisa Sauvageot (Ken Leep, Wes Shaw)	
Approximate Start/End Date: Ongoing		Approximate # Hrs to Complete: Unknown	
Detailed Task Description: Provide material for updates for use on the ASFPM website including links to other sites and materials for outreach. Ensure that links remain current and inform Alisa of any new links that would be useful. Alisa will then compile suggestions and let Jason with the Executive Office know where to put those links on the ASFPM website.			
Prerequisites Needed: (Activities That Need To Be Performed Before This Task Can Begin) Need to determine what kind of information is out there from FEMA and the State Programs. Some State's websites may be more detailed than others.			
Completion Schedule: Ongoing			
Deliverables: Provide education links on FEMA and information on State Programs			
Other Necessary Support or Resources: None			
Approximate Direct Cost to Complete: (Labor and Non-Labor) None			
Approval Process: (Does The Task Require Board Approval?) None			
Assumptions: More training and State Program information is useful to provide on the ASFPM website			
Prepared by/ Date: Heidi M. Carlin/ July 29, 2009		Approved By/ Date:	

Task Title: Coordinate with other organizations on flood risk reduction. This task supports sections 1.3.2, 1.3.3, and 2.2.2 of the ASFPM Goals and Objectives.		Task Leader (Support): Jen Marcy (Heidi M. Carlin, Wes Shaw, Tom Hirt, Ed Copeland, Alisa Sauvageot)
Approximate Start/End Date: Ongoing	Approximate # Hrs to Complete: Unknown	
Detailed Task Description: Coordinate with other organizations to gain awareness for flood risk education programs and courses available for ASFPM use, including local flood programs, State chapters, FEMA and other federal agencies, and other non profit organizations		
Prerequisites Needed: (Activities That Need To Be Performed Before This Task Can Begin) Need to determine what kind of information is out there		
Completion Schedule: Ongoing		
Deliverables: Provide links and information on risk reduction on the ASFPM website; provide potential course materials to ASFPM training coordinator		
Other Necessary Support or Resources: None		
Approximate Direct Cost to Complete: (Labor and Non-Labor) None		
Approval Process: (Does The Task Require Board Approval?) Any courses that ASFPM presents to the public would be reviewed and approved by the Board		
Assumptions: None		
Prepared by/ Date: Heidi M. Carlin/ July 29, 2009		Approved By/ Date:

Task Title: Assist in developing and deploying flood risk workshops. This task supports section 1.3.2 and 1.3.3 of the ASFPM Goals and Objectives.		Task Leader (Support): Heidi M. Carlin (Tom Hirt, Alisa Sauvageot, Warren Campbell, Jen Marcy)	
Approximate Start/End Date: Ongoing		Approximate # Hrs to Complete: Unknown	
Detailed Task Description: Assist in development, review and deployment of ASFPM courses related to flood risk (flood mitigation, building public support, post disaster workshops, etc.). The Executive Office will ask for guidance from the committee on what topics are needed.			
Prerequisites Needed: (Activities That Need To Be Performed Before This Task Can Begin) Need to determine what kind of classes are needed (and already out there) throughout the Nation and how we can meet that need			
Completion Schedule: Ongoing			
Deliverables: Have instructor guide and student handbooks available to Chapters for each workshop that is developed			
Other Necessary Support or Resources: None			
Approximate Direct Cost to Complete: (Labor and Non-Labor) Printing costs may apply			
Approval Process: (Does The Task Require Board Approval?) None			
Assumptions: There is training needed more specific than just the NFIP 101 course			
Prepared by/ Date: Heidi M. Carlin/ July 29, 2009		Approved By/ Date:	

Task Title: Assist in the review and make recommendations on reports and CRS activities		Task Leader (Support): Jen Marcy (French Wetmore)
Approximate Start/End Date: Oct. 2008/Ongoing/as needed	Approximate # Hrs to Complete: Unknown	
Detailed Task Description: Provide technical support to FEMA's evaluation of the CRS public information series credit as a result of Ogilvie report comments.		
Prerequisites Needed: (Activities That Need To Be Performed Before This Task Can Begin) Draft evaluation reports from CRS staff		
Completion Schedule: Ongoing/as needed		
Deliverables: Submit comments to the Executive Office and the CRS staff in a timely manner		
Other Necessary Support or Resources: None		
Approximate Direct Cost to Complete: (Labor and Non-Labor) None		
Approval Process: (Does The Task Require Board Approval?) None		
Assumptions: None		
Prepared by/ Date: Heidi M. Carlin/ July 29, 2009		Approved By/ Date:

2009 Work Items

Task Title: Develop a media strategy to allow a higher level of media coverage for flood risk on a regular basis		Task Leader (Support): Dee Robison (Heidi M. Carlin, Jen Marcy, Dale Lehman, Will Meyer)
Approximate Start/End Date: Oct 2008/ June 2009	Approximate # Hrs to Complete: Unknown	
Detailed Task Description: Consider creating "Flood Week" on the Discovery Channel or National Geographic. Consider creating messages for targeted audiences, like radio stations around D.C. we know have politicians listening to them.		
Prerequisites Needed: (Activities That Need To Be Performed Before This Task Can Begin)		
Completion Schedule: May 2010 to present at the ASFPM Conference		
Deliverables: A packaged media kit with visuals to be distributed and maybe a radio bit.		
Other Necessary Support or Resources: None		
Approximate Direct Cost to Complete: (Labor and Non-Labor) None		
Approval Process: (Does The Task Require Board Approval?) Unknown		
Assumptions: There is not enough information out on a regular basis on flood risk.		
Prepared by/ Date: Heidi M. Carlin/ August 20, 2009		

Task Title: Provide opportunities to raise awareness about ASFPM policies and training courses		Task Leader (Support): Alisa Sauvageot
Approximate Start/End Date: June 2009-June 2010	Approximate # Hrs to Complete: 8 hours to send emails and communicate with chapters and coordinators	
Detailed Task Description: Opportunities to raise awareness about ASFPM policies and training courses would be targeted toward chapters, State NFIP coordinators and mitigation officers. Chapter Directors may work closely with the committee and regional directors will do outreach to the NFIP Coordinators.		
Prerequisites Needed: (Activities That Need To Be Performed Before This Task Can Begin) None		
Completion Schedule: February 2009 for first round. After that, a maintenance plan needs to be established to ensure new policies and training courses are continuously shared.		
Deliverables: Email and other information provided to chapter, State NFIP coordinators, and mitigation officers		
Other Necessary Support or Resources: Coordination with ASFPM Training Coordinator to determine the policies and training courses that would be relevant to share with this particular group of professionals		
Approximate Direct Cost to Complete: (Labor and Non-Labor) None		
Approval Process: (Does The Task Require Board Approval?) None		
Assumptions: More information on training and policies is needed		
Prepared by/ Date: Heidi M. Carlin/ July 29, 2009		Approved By/ Date:

Task Title: Provide opportunities to raise awareness about NAI policies. This task supports section 2.3.3 of the ASFPM Goals and Objectives.		Task Leader (Support): Ed Thomas
Approximate Start/End Date: June 2009-June 2010	Approximate # Hrs to Complete: Unknown	
Detailed Task Description: Provide opportunities to raise awareness about ASFPM No Adverse Impact policies, NAI Toolkit and training course to chapters, State NFIP coordinators, and mitigation officers and provide opportunities for NAI training using media and e-learning such as web conferencing and web ex. Support NAI Committee as needed.		
Prerequisites Needed: (Activities That Need To Be Performed Before This Task Can Begin) None		
Completion Schedule: First round of awareness campaign to be completed by ASFPM conference in June 2009		
Deliverables: Have a list of opportunities about NAI for chapters, State NFIP coordinators, and mitigation officers		
Other Necessary Support or Resources: None		
Approximate Direct Cost to Complete: (Labor and Non-Labor) None		
Approval Process: (Does The Task Require Board Approval?) None		
Assumptions:		
Prepared by/ Date: Heidi M. Carlin/ July 29, 2009		Approved By/ Date:

<p>Task Title: Create a public education/risk communication tool . This task supports section 1.3.3 and 3.2.3 of the ASFPM Goals and Objectives.</p>	<p>Task Leader (Support): Jen Marcy (Shanna Michael, Shawn Snyder, Ken Leep, Rhonda Oberlin, Lisa Messano, Terri Turner, Edie Lohman, Tom McDonald, Necolle Maccherone, Bruce Bender, Heidi M. Carlin, Ed Thomas, Robert Moore'</p>
<p>Approximate Start/End Date: June 2009-June 2010</p>	<p>Approximate # Hrs to Complete: 40 hours</p>
<p>Detailed Task Description: Create a risk communication strategy/public education campaign for flood risk communication. Task 1 is to come up with a presentation that can be deployed to state associations and other groups on the topic of flood risk communication.</p>	
<p>Prerequisites Needed: (Activities That Need To Be Performed Before This Task Can Begin) Need to formally meet (conference) with the group and come up with an outline for the presentation.</p>	
<p>Completion Schedule: June 2010 – to present new material at the ASFPM Conference</p>	
<p>Deliverables: Presentation on flood risk communication.</p>	
<p>Other Necessary Support or Resources: May need assistance/backing from ASFPM board, Foundation.</p>	
<p>Approximate Direct Cost to Complete: (Labor and Non-Labor) Printing costs may apply</p>	
<p>Approval Process: (Does The Task Require Board Approval?) Unknown</p>	
<p>Prepared by/ Date: Jen Marcy/ July 29, 2009</p>	<p>Approved By/ Date:</p>

Task Title: Create Regional Contact for the Training and Outreach committee to ensure every FEMA region is represented.		Task Leader (Support): A person from each FEMA region who is a member of the T&O committee (Heidi M. Carlin, Jen Marcy)	
Approximate Start/End Date: Ongoing		Approximate # Hrs to Complete: Unknown	
Detailed Task Description: Begin by surveying each FEMA region for training and outreach efforts currently being done and determine needs for the future. Each T&O committee regional contact would report back to the committee on their findings and the committee will then decide what action to take.			
Prerequisites Needed: (Activities That Need To Be Performed Before This Task Can Begin) None			
Completion Schedule: Ongoing			
Deliverables: A compiled report on each FEMA region's training and outreach capabilities and needs for the future.			
Other Necessary Support or Resources: None			
Approximate Direct Cost to Complete: (Labor and Non-Labor) None			
Approval Process: (Does The Task Require Board Approval?) None			
Assumptions: There is too much uncertainty on what each FEMA region needs in terms of training. Having a regional contract for the ASFPM training and outreach committee can help determine need in each region and help create solutions to each region's specific needs/problems.			
Prepared by/ Date: Heidi M. Carlin/ August 20, 2009		Approved By/ Date:	