

**Association of State Floodplain Managers
Training and Outreach Committee Work Plan**

2011-2012 Update

Updated June 2011 by
2011-2012 Co Chairs
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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 Ongoing Work Items

2.1 Continue to coordinate with ASFPM Executive Office on the training and outreach libraries

Task Leader (Support): Lisa Messano	
Approximate Start/End Date: Ongoing	Approximate # Hrs to Complete: Unknown
Detailed Task Description: Continue updating and promoting the training library with the Executive Office. Training library is online at http://www.floods.org/index.asp?menuID=354&firstlevelmenuID=182&siteID=1	
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; continue to promote the library to seekers of floodplain management information and training.	
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	
Updated by/ Date: Jen Marcy/July 29, 2010	Approved By/ Date:

2.2 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	
Updated by/ Date: Jen Marcy, June 21, 2010	Approved By/ Date:

2.3 Assist in the development of Advanced FPM Courses at EMI

Task Leader (Support): Heidi M. Carlin (Tom Hirt, Rhonda Montgomery)	
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	
Updated by/ Date: Jen Marcy/ June 21, 2010	Approved By/ Date:

2.4 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: Jen Marcy/ June 21, 2010	Approved By/ Date:

2.5 Provide education links and State Program information

Task Leader (Support): Alisa Sauvageot (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	
Updated by/ Date: Jen Marcy/June 21, 2010	Approved By/ Date:

2.6 Coordinate with other organizations on flood risk reduction

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	
Updated by/ Date: Jen Marcy/June 21, 2010	Approved By/ Date:

2.7 Assist in developing and deploying flood risk workshops

Task Leader (Support): Heidi M. Carlin (Tom Hirt, Alisa Sauvageot, Warren Campbell)	
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	
Updated by/ Date: Jen Marcy/June 21, 2010	Approved By/ Date:

2.8 Provide opportunities to raise awareness about ASFPM policies and training courses

Task Leader (Support): Alisa Sauvageot	
Approximate Start/End Date: Ongoing	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: This is an ongoing task. Kait usually forwards items to the co-chairs, who forward information to the committee members.	
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: Jen Marcy/June 28, 2010	Approved By/ Date:

2.9 Provide opportunities to raise awareness about NAI policies

Task Leader (Support): Ed Thomas	
Approximate Start/End Date: Ongoing	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: Jen Marcy/June 28, 2010	Approved By/ Date:

3.0 2011 Work Items

3.1 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: August 2009 - 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: As of June 2010, surveys for most regions have been conducted and data has been collected into one spreadsheet.	
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: Jen Marcy/June 21, 2010	Approved By/ Date:

3.2 Assign a committee member to assist with NFIP Reform Options

Task Leader (Support): Shawn Snyder	
Approximate Start/End Date: August 2010 - ongoing	Approximate # Hrs to Complete: Unknown
Detailed Task Description: Assign one person from committee to assist on a larger team with representatives from each committee and ASFPM Executive office to assist in NFIP Reform options and recommendations.	
Prerequisites Needed: (Activities That Need To Be Performed Before This Task Can Begin) None	
Completion Schedule: Unknown	
Deliverables: Unknown	
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: Jen Marcy/July 29, 2010	Approved By/ Date:

3.3 Assist the Foundation in updating Nick Winter Scholarship Items

Task Leader (Support): Warren Campbell (Alisa Sauvageot)	
Approximate Start/End Date: July 2010 – May 2011	Approximate # Hrs to Complete: Unknown
Detailed Task Description: Assign one person from committee to assist the Foundation in updating any documents, publications, or outreach materials regarding the Nick winter Scholarship.	
Prerequisites Needed: (Activities That Need To Be Performed Before This Task Can Begin) None	
Completion Schedule: Unknown	
Deliverables: Unknown	
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: Jen Marcy/July 29, 2010	Approved By/ Date:

4.0 Possible Future Work Items

4.1 Develop a media strategy to allow a higher level of media coverage for flood risk on a regular basis

Task Leader (Support): TBD – Previous efforts led by Dee Robison (Heidi M. Carlin, Jen Marcy, Dale Lehman, Will Meyer)	
Approximate Start/End Date: Oct 2008 June 2011	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) Unknown	
Completion Schedule: May 2011 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	

4.2 Create a public education/risk communication tool

Task Leader (Support): TBD – previous efforts led by 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'	
Approximate Start/End Date: June 2009-June 2010	Approximate # Hrs to Complete: 40 hours
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.	
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.	
Completion Schedule: June 2010 – to present new material at the ASFPM Conference	
Deliverables: Presentation on flood risk communication.	
Other Necessary Support or Resources: May need assistance/backing from ASFPM board, Foundation.	
Approximate Direct Cost to Complete: (Labor and Non-Labor) Printing costs may apply	
Approval Process: (Does The Task Require Board Approval?) Unknown	
Prepared by/ Date: Jen Marcy/ July 29, 2009	Approved By/ Date:

5.0 Completed Efforts

5.1 Assist in the review and make recommendations on reports and CRS activities

Task Leader (Support): Jen Marcy and French Wetmore	
Approximate Start/End Date: Oct. 2008 – June 2010	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: Completed	
Deliverables: Submit comments to the Executive Office and the CRS staff in a timely manner and participate on CRS Task Force calls	
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	
Updated by/ Date: Jen Marcy/June 10, 2010	Approved By/ Date: CRS Task Force for outreach credits has completed its work and report.