
Emergency Management PUBL 6346
Class Number 19046, 105 McElhinney Hall, Wednesday 5:30 – 8:30 PM
University of Houston Masters of Public Administration Program
Fall 2012

Instructor Jeff D. Braun, CEM
 braunjef@gmail.com
 832-473-1068 (cell)

Introduction

This course is concerned with the principles of emergency management. It focuses on the practices and policies of the emergency management profession. In addition to exploring the history and evolution of the profession, the course will focus on the concepts of mitigation, preparedness, response and recovery. The student will learn about the relationships between federal, state and local agencies in a disaster, as well as explore the social, political and economic implications of disasters.

Disasters pose a set of unique and complex challenges for public administrators. Many of these situations are “one of a kind” events that most public managers have never confronted before. This course will focus on both theory and practice; and through discussion draw lessons and conclusions from major disasters such as Hurricane Katrina and Hurricane Ike.

The course will strive to link the content of the course, both theory and practice, with experiences of the students, and issues facing the Houston Urban Area. In addition, the course will assist students evaluate different policy options facing public managers during a crisis. Several practitioners will visit the class to provide varying perspectives on the evolving profession of emergency management. Class 11 will be held at the Fort Bend County Emergency Operations Center so that students will be able to better understand the use of an emergency operations center when emergency conditions arise.

Learning Outcomes

1. Develop a greater understanding of emergency management and its relationship to practice.
2. Develop an understanding of how the emergency management profession defines itself
3. Be able to identify and discuss the core principles of emergency management

Requirements for the Course

1. **Read** the assignments and carefully **prepare** for each class.
2. **Attend** each class.
3. Regularly **participate** in seminar discussions based upon the readings and your experience.
4. Turn in graduate-level quality papers on time using **Turnitin**. Late papers and the Final Exam will be dropped one letter grade for each day past the due date.

- a. **Short Papers** – Over the course of the semester, each student will write two SHORT papers (3-5 pages) on how class reading material and discussions relate to the topic assigned by the instructor. These short papers are **not** summaries of the readings and/or discussions. You are not just a conduit for the readings/discussions, but you should add value to the readings/discussions in your papers; with connections to real world events. Short Paper #1 is due on September 28, 2012. Short Paper #2 is due on October 19, 2012.
 - b. **Class presentation #1** – For one class session, a student will be responsible for presenting an analysis of the assigned reading material. The material may be presented in any format that the student feels is effective, however the student must address such questions as what the authors are trying to show or explain; whether or not the authors are successful; how the assigned reading is applicable to practice; and how the assigned reading relates to what has been covered in class. The purpose of the presentation is to demonstrate your understanding of the material; improve your public speaking skills; and improve your skills at facilitating group discussion. You are allotted a maximum of 30 minutes for your presentation and classroom discussion.
 - c. **Class presentation #2** – Students will “role play” being a Public Information Officer. Background information will be provided about a disaster or emergency situation in a community. Each student will need to provide a five minute presentation (maximum) and be ready to respond to questions from the “media.”
 - d. **Weekly Discussion Notes** – Each student is required to submit notes related to each week’s reading material. Discussion notes are due by Tuesday at 12 Noon (via email) each week that the class meets. Discussion notes should be the most important questions and issues that the student has identified based on the assigned readings. The notes will help foster discussion during each class. Weekly Discussion Notes must be no longer than one page; write the notes in a “bulleted format.”
 - e. **Final exam** - will be a multiple essay question take-home paper at the end of semester.
5. Refer to *Writing Public Policy* (Smith, Catherine 2010) for guidance on paper formats. See specifically Chapter 7 - Briefing Memo or Opinion Statement: Inform Policy Makers, 126- 136, and Appendix B - Clear Writing, 183-187. Also, double space and use 1” margins.
 6. It is possible that Class #13 and Class #14 will be combined and held on November 28, 2012.
 7. From time to time, the instructor may add additional reading to assist with student learning.

Grading

• Attendance	5%
• Weekly Discussion Notes	5%
• Class Participation	10%
• Two papers	30%
• Two Presentations	20%
• Final Exam	30%

Statement on Academic Dishonesty

Presenting the words or works of others as your own is plagiarism, is dishonest, and is a violation of the University Policy on Academic Honesty. If you are not certain of what is permissible, you should contact the professor prior to submitting the assignment and/or check the UH webpage (www.uh.edu/provost/policies/uhhonesty_policy.html). A student found in violation of academic dishonesty may be subject to a failing grade, suspension, or dismissal from the university.

Required Textbooks

- **Waugh, William L, and Kathleen Tierney**, eds. Emergency Management: Principles and Practice for Local Government. 2nd Ed. Washington, DC: ICMA, 2007
- **McEntire, David A.** Disaster Response and Recovery. Hoboken, NJ: John Wiley & Sons, Inc., 2007

Outline and Required Reading Assignments

Class 1-August 29, 2012-Introduction to Emergency Management

- **Waugh/Tierney**, Chapter 1, Local Emergency Management in the Post-9/11 World
- **Waugh/Tierney**, Chapter 2, Local Emergency Management: Origins & Evolution
- **McEntire**, Chapter 1, Knowing What to Expect: Hazards and Disasters
- **Hubbard, Jessica** (2008) "Emergency Management: Definition, Vision, Mission, Principles," Chapter 1, *Emergency Management in Higher Education: Current Practices and Conversation*
- **Woodbury, Glen** (2008) "Emergency Management and Homeland Security: Exploring the Gray Area," Chapter 4, *Emergency Management in Higher Education: Current Practices and Conversation*

Class 2-September 5, 2012-The Role of Emergency Management

- **Waugh/Tierney**, Chapter 3, Organizing for Emergency Management
- **Canton, Lucien** (2008) "Emergency Management: Concepts and Strategies for Effective Programs," Chapter 11, *Emergency Management in Higher Education: Current Practices and Conversation*
- **FEMA Emergency Management Institute**; IS-700.a, National Incident Management System, An Introduction. Go to the following link: <http://training.fema.gov/EMIWeb/IS/is700a.asp> (Each Student Shall Take The Course, take the exam, and Bring a Copy of the Completion Certificate to the Class)
- **FEMA Emergency Management Institute**; IS-100.b, Introduction to Incident Command System Go to the following link: <http://training.fema.gov/emiweb/is/is100b.asp> (Each Student Shall Take The Course, take the exam, and Bring a Copy of the Completion Certificate to the Class)

Class 3-September 12, 2012-Emergency Management at the Federal, State, Local Level

- **Waugh/Tierney**, Chapter 4, The Intergovernmental Context
- **McEntire**, Chapter 2, Understanding the Actors: Roles and Responsibilities of Disaster Participants
- **National Association of Counties** (2006) *National Incident Management System (NIMS) Guide for County Officials*

Class 4-September 19, 2012-Management of Emergencies and Disasters

- **Speaker:** Dennis Alvarez, Emergency Management Specialist, Champion Technologies
- **Waugh/Tierney**, Chapter 5 , Collaborative Emergency Management
- **McEntire**, Chapter 3, Anticipating Human Behavior in Disasters
- **Linden, Russell** (2010) “Creating the Foundations of Collaboration,” Part 1, *Leading Across Boundaries*
- **McKay, Jim** (2010) “Major Player,” *Emergency Management*
- **Jordan, Alexandra** (2010) “Collaborative Relationships Resulting from the Urban Area Security Initiative,” *Journal of Homeland Security and Emergency Management*

Class 5-September 26, 2012-Planning and Preparedness

- **Speaker:** Sharon Nalls, Deputy Emergency Management Coordinator, City of Houston
- **Waugh/Tierney**, Chapter 7, Planning and Preparedness
- **Waugh/Tierney**, Chapter 13, Identifying and Addressing Social Vulnerabilities
- **Weil, Rick** (2010) “Staying in Business,” *Emergency Management*
- **Schafer, Wendy A**, et al (2008) “Emergency Management Planning as Collaborative Community Work,” *Journal of Homeland Security and Emergency Management*
- **Purcell, Paul** (2007) “The ‘Disaster Dozen’ Top Twelve Myths of Disaster Preparedness
- **Gooden, Susan**, et al (2009) “Social Equity in Local Emergency Management Planning,” *State and Local Government Review*
- **Landry, Alysa** (2010) “Guard Drops Meals on Navajo Nation, but Language Barrier Keeps Residents from Eating Food,” *Farmington Daily Times*

Class 6-October 3, 2012-Disaster Response

- **Speaker:** Invited - TBD
- **Waugh/Tierney**, Chapter 8, Applied Response Strategies
- **Waugh/Tierney**, Chapter 9, Disaster Response
- **McEntire**, Chapter 4, Approaching Response and Recovery Operations: Alternative Management Theories
- **Mann, Stacey** (2009) “Lessons Learned? An Analysis of Government Preparedness and Response to Hurricanes Betsy, Katrina, and Gustav”
- **Derthick, Martha** (2007) “Where Federalism Didn’t Fail,” *Public Administration Review*

Class 7-October 10, 2012-Disaster Recovery

- **Speaker:** Invited - TBD
- **Waugh/Tierney**, Chapter 11, Recovery
- **McEntire**, Chapter 8, Moving Beyond Immediate Needs: Damage Assessment, Disaster Declarations, and Debris Removal
- **McEntire**, Chapter 9, Facilitating Recovery and Mitigation: Disaster Assistance and Vulnerability Reduction
- **Schultz, Jill** (2010) “The Road to Recovery,” *Planning*
- **Olshevsky, Janice** (2010) “Planning for a Sustainable Coast,” Chapter 8, *Mitigation Assessment Team Report: Hurricane Ike in Texas and Louisiana*
- **Lammers, Braden** (2009), “A Funding Dry Spell: FEMA Flood Aid Denied, Official Says Severity and Magnitude of Damage Not Enough,” *Jeffersonville Evening News and Tribune*

Class 8-October 17, 2012-Disaster Mitigation

- **Speaker:** Invited - TBD
- **Waugh/Tierney**, Chapter 6, Mitigation
- **Berger, Eric** (2010) "Houston Region Closer to a Large Storm Surge Project," *Houston Chronicle*
- **Calkins, Laurel Brubaker** (2010) "Texas Proposes \$10 Billion 'Ike Dike' for Storm-Surge Shield," *Bloomberg Business Week*
- **SSpeed Center Staff** (2010) "The Ike Dike: A Proposal to Mitigate Severe Storm Destruction on the Texas Gulf Coast"
- **Texas A&M University at Galveston** (2009) "The Ike Dike: A Coastal Barrier Protecting the Houston/Galveston Region from Hurricane Storm Surge"
- **Stromberg, Meghan** (2010) "Putting the Water to Work," *Planning*

Class 9-October 24, 2012-Emergency Management and Public Health

- **Speaker:** Kaye Reynolds, Deputy Director, Fort Bend County Health & Human Services
- **Waugh/Tierney**, Chapter 10, The Role of the Health Sector in Planning and Response
- **French, P. Edward and Eric S Raymond** (2009) "Pandemic Influenza Planning: An Extraordinary Ethical Dilemma for Local Government Officials," *Public Administration Review*
- **Wood, Karen and Stanley B. Supinski** (2008) "Pandemic Influenza Tabletop Exercises: A Primer of the Classroom and Beyond," *Journal of Homeland Security and Emergency Management*

Class 10-October 31, 2012-Emergency Public Information and Media Relations

- **Speaker:** Lach Mullen, Emergency Public Information System Administrator, Houston Urban Area
- **McEntire**, Chapter 7, Managing Media Relations, Donations and Volunteers: Expected Challenges and Benefits
- **Haddow, George et al** (2008) "The Disciplines of Emergency Management: Communications," Chapter 7, *Introduction to Emergency Management, Third Edition*
- **Hogan, Theodore** (2008) "Ensuring Effective Risk Communication Before and During a Disaster," Chapter 3, *Emergency Management in Higher Education: Current Practices and Conversation*
- **PIER Systems**, Case Study: University of Houston, "Managing Emergency Communications in the Face of Hurricane Humberto"

Class 11-November 7, 2012-Emergency Management and Technology

- **Speakers:** Alan Spears, Deputy EMC and Doug Barnes, Senior Planning Coordinator, FBC OEM
- **Class 11 will be held at: Fort Bend County EOC, 307 Fort Street, Richmond, TX**
- **Waugh/Tierney**, Chapter 14, New Information Technologies in Emergency Management
- **McEntire**, Chapter 11, Harnessing Technology and Organization: Tools for Local, State and Federal Governments
- **Vander Veen, Chad** (2010) "Progress Report: Interoperability" *Emergency Management*
- **McMenamin, Joseph** (2010) "Risks and Benefits of Using Social Media," *Disaster Recovery Journal*
- **Loew, Ryan** (2010) "Municipalities Use Social Media to Bridge Communication Gap," *Lansing State Journal*

Class 12-November 14, 2012-Emergency Management and Legal Issues

- **Waugh/Tierney**, Chapter 12, Legal Issues
- **Nicholson, William C** (2010) "Obtaining Competent Legal Advice: Challenges for Emergency Managers and Attorney ," *California Western Law Review*, Volume 46
- **Huss, Sheila M.** (2010) "Liability in Search and Rescues: Should Individuals Who Necessitate Their Own Rescues Have to Pay?" *Journal of Homeland Security and Emergency Management*
- **Collins, Hilton** (2010) "Armed and Dangerous," *Emergency Management*

Class 13-November 28, 2012-Emergency Management and Financial Issues

- **Waugh/Tierney**, Chapter 15, Budgeting for Emergency Management
- **McCurdy, David M** (2010) "Old School: When New Technology Fails," *IAEM Bulletin*
- **Frank, Howard and Christopher Reddick** (2009) "Coping with Homeland Security Responsibilities: A 'Street-wise' Perspective from Texas Counties," *Public Administration Review*
- **Douglas, Mark** (2010) "Disaster Program Generates Confusion," *Tampa Bay Online*

Class 14-December 5, 2012-The Future of Emergency Management / Wrap-up

- **Waugh/Tierney**, Chapter 16, Future Directions in Emergency Management
- **McEntire**, Chapter 12, Dealing with Future Disasters: Prior Lessons, New Threats and Rising Vulnerability

FINAL EXAM DUE: Tuesday, December 11, 2012, 5:00 PM