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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

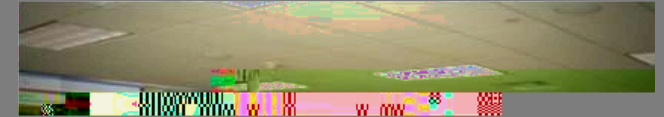
- Conducting (PDAs) with State and local governments
- for Federal assistance.
- the procedures outlined in the (FRP).
- Establishing and Emergency Support Team ( ) to

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- 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 ( ).
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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

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# 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/npccatalog>)
- 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](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>)

## References (cont'd)

- Crandall, W., McCartney, M., & Ziemnowicz, C. (1999). Internal auditors and their perceptions of crisis events. *Journal of Business Ethics*, 18(1), 11-18.
- Hough, M. G., & Spillan, J. E. (2005). Crisis planning: Increasing effectiveness, decreasing discomfort. *Journal of Business Ethics*, 58(1), 19-24.