



IAEM 2008 AWARDS PROGRAM

OFFICIAL ENTRY FORM

CONTACT INFORMATION

Name of Person Submitting Entry: **Lisa W. Morris**

IAEM Member

Title: **Emergency Management Specialist**

Relationship to the entry submitted: **Self**

Name of Organization: **Southern Methodist University**

Mailing Address of Organization: **P. O. Box 750231**

City/State/Province/Country: **Dallas, TX/USA**

Zip/Postal Code: **75275-0231**

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E-Mail Address: **lworris@smu.edu**

Web Site: **www.smu.edu/emergency**

CHOOSE THE AWARD CATEGORY FOR THIS ENTRY:

Career Excellence Award

Academic Recognition Award

Public Awareness Award

Check Division:

Local Emergency Management Agency (government)

State/Regional/National International Government, International,
or Non-Profit Organization (such as colleges/universities or associations)

Commercial or Other For-Profit Organization

Technology & Innovation Award

Check Division:

Local Emergency Management Agency (government)

State/Regional/National International Government, International,
or Non-Profit Organization (such as colleges/universities or associations)

Commercial or Other For-Profit Organization

Partners in Preparedness Award

Interagency Disaster Preparedness Award

Business and Industry Award

Name of the Program/Activity: (or name of the person if you are entering someone for the Career Excellence Award or Academic Recognition Award)

SMU Aware 2008 Calendar (Copies sent under separate cover)

Brief Summary of the Program/Activity: (Maximum 100 words)

In 2006, I was asked to speak to a group of student leaders in an effort to engage students in safety issues as it pertains to emergency management. After sharing the emergency initiatives, some surprising comments were shared:

“Why do we need to know what the hazards are? Just tell us what to do when it happens.”

“I understand why you’re sharing this information, but I don’t think it will happen to me.”

“I think your response information is helpful but I won’t remember it when I need it.”

Details of the Program/Activity: (Answer each section.)

1. Tell us why this program/activity was/is important, or explain why the individual deserves the award for which this entry was submitted.

In response to the student's concerns, the Office of Emergency Management (OEM) and the Department of Information Technology (IT) combined ideas to invent a tool that would educate, inform and motivate all areas of campus and encourage discussion. What resulted was a 12-month calendar marked with monthly safety and security reminders boasting the talent of SMU's student population.

Students were asked to submit "poster ideas" that would champion the University's recently inaugurated mass notification and data encryption processes. Among the 12,000+ student population, 40 entries were received.

A cross representation of faculty and staff from both the Office of Risk Management and the Department of Information Technology completed the panel of judges. The judges were asked to grade the posters on 1) appeal to the student population, 2) topic relevance, and 3) educational value.

This calendar is exclusive to the University and it became wildly popular.

2. Number of staff, volunteers, and community members involved in the program/activity.

Over 50 staff and student members were involved in the creation, artwork, contest, judging, printing or mailing of the calendars.

As an added bonus, every SMU faculty, staff and student (approximately 12,000) received a calendar in the mail as a gift from SMU's IT and OEM offices in December, 2007, just prior to the SMU's Winter/Christmas Break.

3. Tell us how staff, volunteers and community members were involved. (maximum 200 words)

A contest, launched at the beginning of the 2007 Fall Semester, requested original artwork to be featured on each month in the 12-month calendar. The *Daily Campus* (student) newspaper ran an article to spread the word.

All submissions were posted at the high traffic areas of SMU's Help Desk area.

4. Tell us how the tactical plans and budget were developed. (maximum 200 words)

Since its release, this calendar has grown in popularity: OEM alone has received many requests from alumni, vendors, family and friends requesting their name be placed on the calendar mailing list each year. Of course, this has proven cost prohibitive for our small department budgets however, with additional financial backing, the educational capabilities may expand its boundaries to include local merchants and alumni, too.

Additionally, the educational purpose it serves, has proven the SMU AWARE CALENDAR is a useful tool for emergency response and campus security discussions that may otherwise not have taken place.

Expenses were split between the Office of Risk Management and the Department of Information Technology.

Financial Resources for the Program/Activity:

To help judges evaluate both your efforts and the results, including the impact of your project, please estimate cash, grants and in-kind contributions that supported your program/activity. For consistency and comparison purposes, calculate values in U.S. dollars (go to www.xe.com to use free on-line currency converter).

- a. Cash (actual financial contributions, donations, grants etc.)
- b. In-Kind (value of materials, labor, etc., contributed to project)
- c. Total value of cash, grants, donations and in-kind resources (add a & b).

Number of people affected by your program/activity: 14,000

Is your program/activity ongoing? Yes No

Tell us how the project has had an impact on your constituency or community.
(maximum 200 words)

Complete and return this form and up to two attachments with supporting documents no later than **Aug. 15, 2008** via e-mail to info@iaem.com.

There is no entry fee for current IAEM members who submit entries. If a non-member wishes to submit an entry, there is a \$75 entry fee per entry. Non-member entry fees must be remitted with the official entry form to: IAEM, 201 Park Washington Court, Falls Church, VA 22046-4527.

IAEM accepts VISA, MasterCard, American Express and Discover (please include the security number located on either the front or back of the card along with the card holders billing address).

Credit Card Number:

Expiration Date:

Security Code:

Credit Card Billing Address: