

Professionalism in Emergency Management



The Road to Certification In
Emergency Management Excellence

Colonel (Ret) Larry Porter, Ph.D.(ABD), CEM, ABCP

You CAN do this!!



By the time you finish three to five years in EM you will likely have the training, skills, and experiences (exercises and events) needed to successfully apply for a CEM[®] certification!

Definition of a CEM[®]

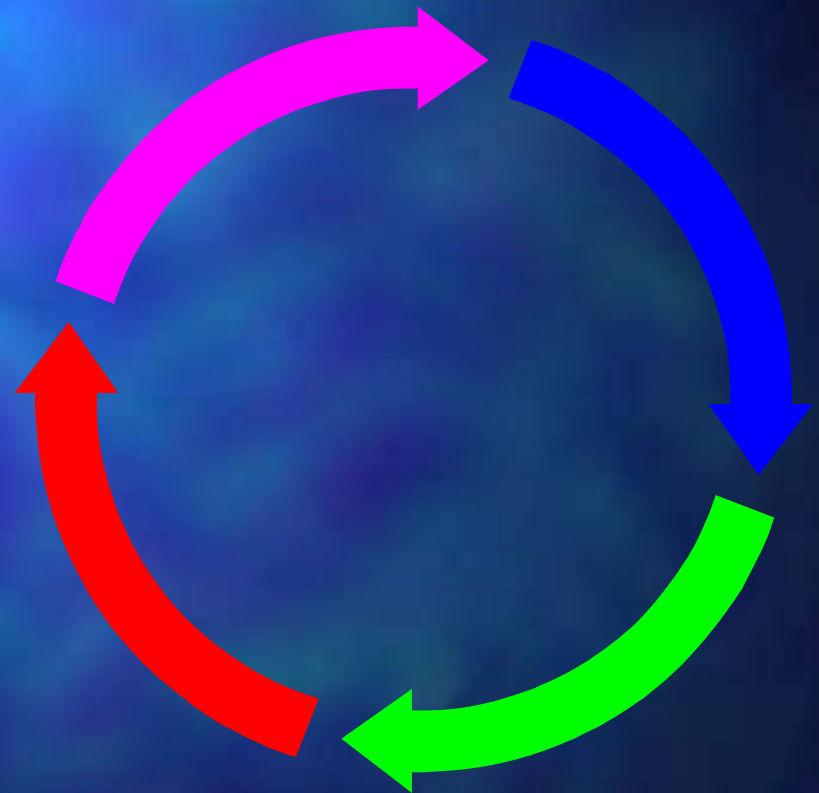
A Certified Emergency Manager[®] is an individual who possesses the knowledge, skills and abilities to effectively manage a comprehensive management program. That program can be in, but not limited to, local government levels, business and industry, military contingency operations, health care related response/planning or educational institutions. It designates prescribed training and educational criteria plus a working knowledge of all the basic tenets in emergency management that are encompassed in the phases of Prevention, Preparedness (& Mitigation), Response, and Recovery.

CEM[®] Definition (cont')

In addition, Certified Emergency Manager[®] clearly denotes interactive experience and knowledge of interagency as well as community-wide participation in planning, coordination, and management functions designed to improve emergency management capabilities. The Certified Emergency Manager[®] can effectively accomplish the goals and objectives of any emergency management program in all the environments listed above with *little or no* additional training or orientation.

Certification Process

- Application
- Credential Process
- Exam (Before or After)
- (Re-Certification)



Application – Candidate Review Worksheet

Acceptable?

YES NO

Work History / Experience

- 3 years
- 2 years with B.A. in Disaster/Emergency Management
- 2 additional years work experience for each year of college credit lacking a B.A.
- Additional work experience recommended
- Further documentation required (explain/list)

Comments:

Acceptable?

YES NO

Experience *(Experience must provide description and proof)*

- Full-scale exercise
- Actual disaster/emergency management participation in disaster or emergency

Candidate role and comments:

Acceptable?

YES NO

References

Did you make a verification phone call? Yes No

Comments:

Acceptable?

YES NO

Education

- Not Applicable *(for AEM applicants)*

Comments:

Application – Candidate Review Worksheet

Acceptable?

YES NO

Emergency Management Training

Course title	Acceptable hours
1.	
2.	
3.	
4.	
5.	
6.	
TOTAL HOURS ACCEPTABLE	

Explain why the courses/hours are unacceptable which are not included above:

Acceptable?

YES NO

General Management Training

Course title	Acceptable hours
1.	
2.	
3.	
4.	
5.	
6.	
TOTAL HOURS ACCEPTABLE	

Explain why the courses/hours are unacceptable which are not included above:

Application – Candidate Review Worksheet

Acceptable?

YES

NO

- | YES | NO | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Professional Contributions <i>(Six "yes'es" must be checked below.)</i> |
| <input type="checkbox"/> | <input type="checkbox"/> | A. Membership |
| <input type="checkbox"/> | <input type="checkbox"/> | B. Professional Conference |
| <input type="checkbox"/> | <input type="checkbox"/> | C. Service Role |
| <input type="checkbox"/> | <input type="checkbox"/> | D. Leadership Role |
| <input type="checkbox"/> | <input type="checkbox"/> | E. Special Assignment |
| <input type="checkbox"/> | <input type="checkbox"/> | F. Speaking |
| <input type="checkbox"/> | <input type="checkbox"/> | G. Teaching |
| <input type="checkbox"/> | <input type="checkbox"/> | H. Course Development |
| <input type="checkbox"/> | <input type="checkbox"/> | I. Publications |
| <input type="checkbox"/> | <input type="checkbox"/> | J. Audio-Visual and Interactive Products |
| <input type="checkbox"/> | <input type="checkbox"/> | K. Awards or Special Recognition |
| <input type="checkbox"/> | <input type="checkbox"/> | L. State/Province Certification |
| <input type="checkbox"/> | <input type="checkbox"/> | M. Legislative Contact |
| <input type="checkbox"/> | <input type="checkbox"/> | N. Other |

Application – Candidate Review Worksheet

Acceptable?

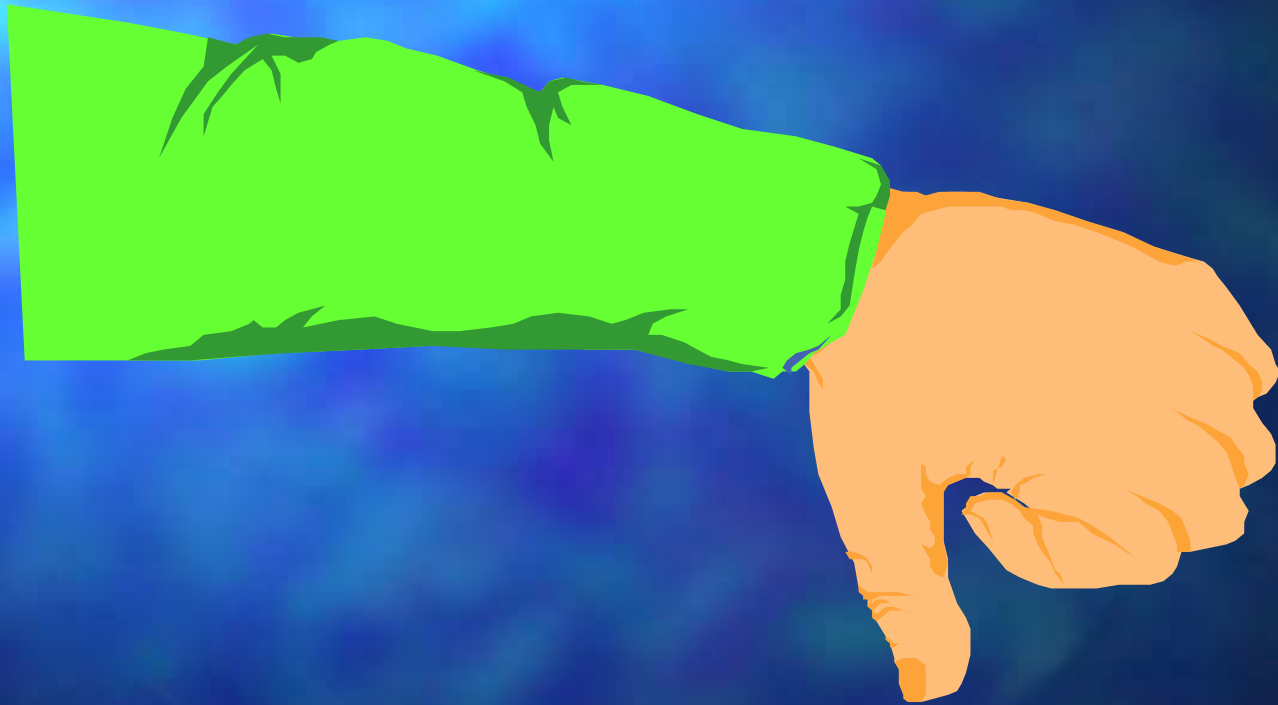
YES NO

Management Essay (Must earn 24 out of 42 possible points.)

KSA	Knowledge, Skills and Ability Description	Excellent 3	Good 2	Fair 1	Not There 0
1	Knowledge of the four phases of emergency management and activities which occur within the scope of each phase. Does this knowledge flow through essay.				
2	Knowledge of human behavior and actions during a disaster.				
3	Knowledge of an organization and the environment in which it operates.				
4	Knowledge of codes, legislation, regulations, forms and documents which affect the emergency management function.				
5	Skill in leading people based on integrated emergency management.				
6	Skill in building and maintaining internal and external alliances.				
7	Skill in written communication as evidenced by the essay.				
8	Ability to manage an organization strategically and tactically (meets goals and objectives).				
9	Ability to acquire and manage human, material and financial resources.				
10	Ability to manage multiple priorities demonstrating creative problem-solving techniques.				
11	Ability to make and convey decisions in an organized time frame.				
12	Ability to present materials in a logical and clear manner.				
Total points					

	Design Elements	Yes	No
1	Identification of the problem. <i>Not just a re-statement of the scenario.</i>		
2	Identification of the objective. <i>Specific points or desired outcomes.</i>		
3	Description of necessary actions. <i>Tasks or steps necessary to meet the objective(s).</i>		
4	Description of intended outcome. <i>What will be reached, not a re-statement of the objective(s).</i>		
5	Description of human resources. <i>What people are necessary to meet the objective(s), who or what groups.</i>		
6	Description of material resources. <i>What technical guidance is used, what things must be used.</i>		
Total points (6 max)			

Historical CEM[®] Application Pitfalls



OR: What has been seen in many [unsuccessful] applications



Application Pitfalls

- **Incompleteness**
- **Sloppiness (spelling!!!)**
- **Lack of Order**
- **Lack of Documentation**
- **Missing Information**
- **Invalidated Claims**
- **High Expectations for
Translatable Career**

Application Pitfalls



Work History & Experience

- No Official Job Description with Application
- Unaccounted Periods of Employment
 - Especially for Volunteer and Part-time Credit
- Letter Showing Relationship or Percent of Time in Emergency Management
- Failure to show full-spectrum of experience in Comprehensive Emergency Management

Application Pitfalls



Less Than Three Professional References:

- Actual Points Of Contact
- Weekend/After-work Phone Numbers Helpful
- Brief Who You List Beforehand

Application Pitfalls



**Lack of Actual Disaster/Contingency
Operational Experience or Proving
Substantive Role in Managing a
Full-Scale Exercise**

- Significant Role Must Be Documented
- Tangential Roles Too Often Shown

Application Pitfalls



Education

- No Official and/or Notarized Transcripts
- Transcript Must State Degree Conferred
- Send In Graduate Level Transcripts
Even If No Degree Conferred Yet



Application Pitfalls

100 hours of **Emergency Management Training** **and** 100 hours of **General Management Training**

- Biggie is No More Than 25 Hours in Specific Area (300 Hours of HAZMAT is Very Impressive...but Doesn't Fill Square)
- Can't Count Undergraduate Work,... But Can Count Graduate Work (15 Hr/Sem Hr)
- Don't Forget EMI Independent Study (IS) Courses (usually about 10 Hrs each)

Application Pitfalls



- Item Cannot Be Job Related
- Highlight Yourself (Mark Up Pages)
- Talk to a Mentor
- Contributions...Not Just Attributions
- They Need to See the Documentation
- Letters Will Suffice for Tapes/Videos
- They Normally Can See Through Smoke

Application Pitfalls

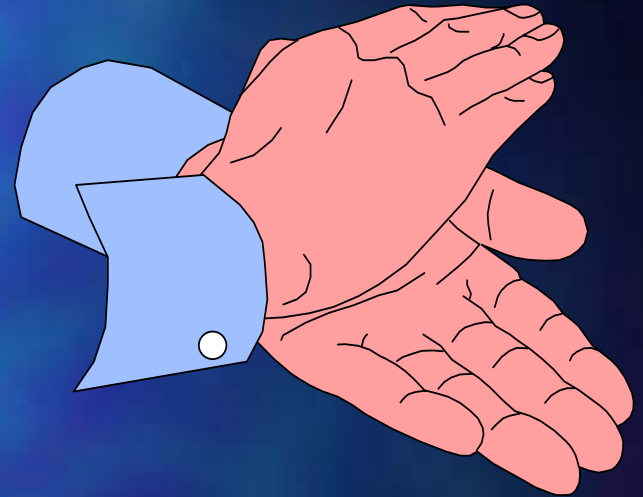


■ Comprehensive Management Essay

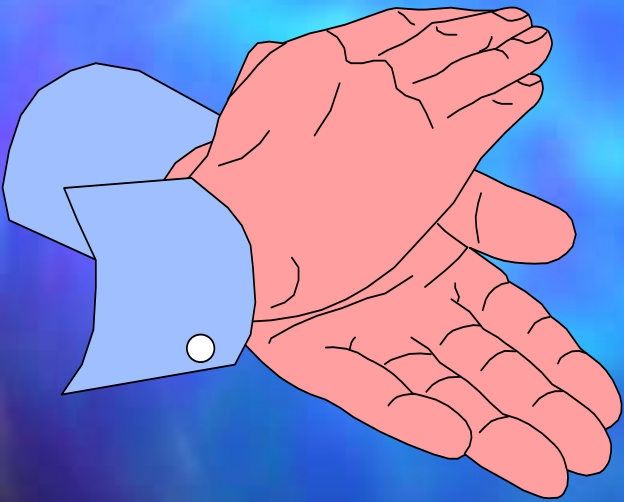
- Tells Them More About You Than You Think!
- Professional Writing/Communication Skills
- Demonstrated Knowledge Of CEM Components/Phases
- Ability to Display Your KSAs
- Spelling and Grammar Do Count!
- *"First it should weigh enough... Two double spaced pages wouldn't be enough for Hemingway!"*

Contributions to the Profession

- **Membership**
- **Service Role**
- **Leadership Role**
- **Special Assignment**
- **Speaking**
- **Teaching**



Contributions to the Profession



- **Publication**
- **Course Development**
- **Audio Visual and
Interactive Products**
- **Awards and Special
Recognition**
- **State Certification**
- **Legislative Contact**
- **Other**

Solutions



- Document everything with letters, certificates, citations, performance reports, or something.
- Emergency Management is not only about domestic response. It also includes wartime, contingency operations/deployments and other [military] activities. Use them!

Solutions



- **Use Military Performance Reports for Documentation (OPRs, APRs, EPRs, etc., etc.)**
- **Use Military PME Schools for General Management Training**
- **Don't Assume Anything!**

Solutions



- **Don't forget your military decorations (for Awards in contributions – also citations offer good documentation)**

Get a MENTOR! ... It Works!

AND: Follow Their Directions

**DON'T DO THIS ALONE
...USE A MENTOR!**



**COL (Ret) Larry Porter
Ph.D.(ABD), CEM, ABCP**

(H) 802-485-4126, LPorter@norwich.edu