

Community Emergency Response Network (CERN)
 Strategic Plan – November 2008
Updated February 2009
Updated April 2010
 Three to Five Year Plan

CERN Mission

Enhance community resiliencies through emergency preparedness.

CERN Vision and Objectives

The vision and objectives are based on overarching principles: CERN members take a leadership role to set an example for the Howard County community; that the work of CERN is in support of all citizens and businesses in the county including people with disabilities and speakers of English as a second language.

Vision	Objectives	Actions
1. Public (citizens) educated, practiced and prepared to shelter in place for 14 days.	Team leaders: Gary Gardner Harold Teller	
	a. Develop a plan for helping families and children become more prepared	Possible actions include: <ul style="list-style-type: none"> • CERN members promote family preparedness among their employees. • Recruit community groups to promote family preparedness.
	b. Develop a marketing plan	Convene a small team to develop the marketing plan.
		Possible actions include: <ul style="list-style-type: none"> • Prepare short messages. • Regular column in newspaper. • Have a CERN table at HCC & HC fairs, etc. • Update CERN materials and displays as appropriate. • Get message out through water bills, post in apartment complexes, etc.
	c. Continue N2N focus	<ul style="list-style-type: none"> • Convene a small team to examine lessons learned, understand the new organization focus and map a strategy. • Develop a “How to” kit with materials on the web and in a folder for

		self teaching on bringing 5 nearest neighbors together.
Vision	Objectives	Actions
2. Businesses, including non-profits, are prepared with a COOP plan.	Team Leader: Lynn Coleman	
	a. Include CERN members in COOP	Work to ensure that CERN members have a continuity plan.
	b. Reach out to businesses including non-profits and government agencies	<ul style="list-style-type: none"> • Ask each CERN member after they have a continuity plan to reach out to a business they know and ask them to create a continuity plan. • Maintain the COOP templates on the CERN web site and follow-up with those who access the site.
	c. Develop awareness and need for planning	<ul style="list-style-type: none"> • Develop readiness self evaluation. • Develop a standard presentation for CERN members to deliver for businesses functions; e.g., Chamber luncheons, Chamber Business After Business (BAB), Rotary. • Develop a Business Operations Center to be operational in future exercises.
3. A valued core of citizen volunteers is trained to respond effectively and can be mobilized.	Team Leader: Debbie Yare	
	To educate CERN Members, their staff and volunteers on how to volunteer effectively during a disaster.	Measure by the % of CERN participants who attend Volunteer Center Serving Howard County (VCSHC) orientation or presentation – pre/post survey or assessment.
	To work with CERN members to help them plan effectively for disaster volunteers by identifying how volunteers might be used in their agencies.	Measure by # or % of CERN membership that attend the volunteer or agency training provided by the Volunteer Mobilization Center (VMC).
	To work with the Volunteer Center to help CERN members identify ways that their agencies or personnel may be able to	To work with and encourage relationships between Maryland Volunteer Organizations Active in Disasters (MDVOAD) and non-profit agencies.

	support existing disaster volunteer efforts within HC	
Vision	Objectives	Actions
	To work with the Volunteer Center to study the projected needs for volunteers during a disaster vs. the current active list.	Work collaboratively with agencies to identify potential common tasks for common/general recruitment and support trainings for such tasks as call centers or hotline support, greeting at shelters and public safety support.
4. CERN Community Resource Team (CRT) is a vital resource to the Emergency Management Action Group (EMAG) for decision support	Team Leaders: Rich Krieg	
	a. Develop roster of core functions	<ul style="list-style-type: none"> Assemble a team Present findings to selected first responder leaders.
	b. Codify CRT responsibilities	Meet with Emergency Management Action Group (EMAG).
	c. Reach out to other neighboring counties	Work with the Health Department's Regional 3 contacts
	d. Brainstorming/Table Top Exercises on "tough" topics to practice working together.	
5. Faith-based organizations have an internal response plan and are involved in helping their congregants and the wider community in emergency situations.	Team Leader: Mary Lasky	
	a. Identify and take initial steps with the faith-based community	<ul style="list-style-type: none"> Hold a conference to help local congregations and citizens begin to prepare for disasters. Obtain list of faith-based congregations who have been active in shelter programs.
	b. Develop an interfaith readiness response	Convene an interfaith disaster planning group.
	c. Provide congregations with ongoing resources	Possible actions include: <ul style="list-style-type: none"> Training of Clergy

		(perhaps with Loyola College). <ul style="list-style-type: none"> • COOP plans for individual congregations. • Educate and training for families.
--	--	---

CERN Internal activities

	Objectives	Action
CERN Internal Activities		
	a. Strengthen the membership	<ul style="list-style-type: none"> • Convene a small team to evaluate the current membership and where it could be strengthen/augmented. • Mentor new members.
	b. Evaluate ways to keep members informed	Possible actions include: <ul style="list-style-type: none"> • Keep minutes of highlights of CERN meetings on the Web for referenced. • Develop a history of CERN activities for new members.
	c. Keep CERN vital	<ul style="list-style-type: none"> • Present a ½ day on Ethical issues in Emergencies. • Have focused presentations; e.g., lockdowns; members COOP plans.
	d. CERN web site	<ul style="list-style-type: none"> • Provide CERN members information on the web site and keep it relevant to members. • Link to CERN website/search engine/RSS link/list serve.