

May 5, 2009 EdTrAC Subcommittee Meeting

Participants:

Brian Bales, Pete Grandgeorge, Angie Harding, David Hempen, Len Murray, Randy Novak, Mark Stewart, Laurie Walkner

Agenda Items and Notes:

I. Review EdTrAC Strategic Plan, Identification of Areas in Need of Updating/Change, and Discuss/Outline Recommended Changes to take back to full EdTrAC (SWOT Analysis)

- Walkner provided background information to begin meeting, i.e. at the last full EdTrAC meeting in December the committee discussed how to re-engage members and barriers to this, etc.
- Walkner described how to use the SWOT Analysis process to identify strengths, weaknesses, opportunities, and threats when reviewing the current EdTrAC strategic plan (handout). The subcommittee completed this process and identified the following items to take back to the full EdTrAC:

Strengths:

- Have the network of organizations and products
- Networks in place to improve communication
- Toolkits
- Websites
- Products (DVDs) – I.e. Pandemic Preparedness for Iowa First Responders
- Do identify needs and audiences
- Informal influence – the right people are engaged
- Among all organizations involved in EdTrac, we have a great deal of [free] courses available
- Multi-modality offering of courses
- Accountability of this group and products – organizations involved are well established

Weaknesses:

- Usual group of people, few new players
- ↓ full task force attendance (look at trends). Possibly survey those that aren't attending to find out why
- Are members sharing information with their organizations, is information getting passed on
- Not getting enough feedback on needs
- Refocus attention on what is of need now – forgetting 9/11
- No additional mandates
- Are we only meeting minimum requirements
- Economic impact – decrease in organizations' budgets
- Need to go back to the initial reasons why EdTrAC was formed
- No one else knows what has been developed

- Elected officials, etc.
- Need to know what's out there for training, provide contact information, develop more matrices of courses
- Need to look at the maintenance of courses
- Why is it easier to work with certain groups/ individuals
- Multi-disciplinary leadership training needed
- Need to sell this to key individuals
 - Some just do what's required for training
 - Develop EdTrAC speakers' bureau
 - Need to present more stories or case examples to better engage
 - Promote what training will do for them, what will be acquired
 - Marketing
- Need to get back to lessons learned (training needs to be identified and promoted)
 - Tornado
 - Floods
- Need someone to write story
 - Trade Journal – to create more interest
- What is EdTrac here for
- What is the focus – all hazards
- How public health is incidence driven (i.e. H1N1)

Opportunities:

- More businesses have international travel
- Ready and able (Just-in-time) to assemble trainings/ resources quickly
- Emergency events - projections based on past and what we know today
- Use forecasting
- Use capabilities-based planning
- Create subcommittees for Rapid Response “Information”
 - Collaboration groups to improve community response from EdTrAC to attend various other committees
 - Look at After Action Reports – Look at trends
- Linkages and drawing lines to all entities
 - Identify all the organizations and groups involved/ in need of these trainings
- What is our role in policies/ protocols
- Offer courses to other audiences
- Need to take advantage of the current opportunities
- Take all courses and organize into categories → tried to begin this on website
- How do you get individuals/organizations interested in taking courses/informed
- We may have a potential story writer
- Use stories to teach with
- What components are necessary for discussion
- We know ICS is still important

- Take lessons learned to organizational meeting (such as fire, law enforcement, etc.)
- Look at who is driving this
- H1N1
 - Further define planning in public health context. Look at disconnect
 - Look for case studies for ICS training

Threats:

- Exhaustion → Division of attention – health reform
- Outside entities → providing training, supplies, and resources (need to look into this, have some type of review process to determine whether or not legitimate and meets requirements, provide assistance in determining this)
- Fraud situations
- Environmental hazards – what to prepare for
- Economic impact → long-term/ short-term

II. Review of June 4th Full EdTrAC Meeting Agenda

- Speakers will include Mark Shearer on Multi-State Agricultural Partnership and Jami Haberl on Safeguard Iowa Partnership.
- When the agenda is sent out to listserv, need to put focus on the importance of meeting. Also ask that if members can't attend, they consider sending someone else from their organizations.