University of Maryland Emergency Management (UMD EM) is a joint effort with the University of Maryland Police Department (UMPD). Working together, the Emergency Management Team is developing a comprehensive emergency management program. Alisha Childress became the university’s first full time emergency management coordinator. Working out of the Fire Marshal’s Office, she coordinates preparation, mitigation, response, and recovery programs necessary for the university to be prepared for emergencies.

Exercises

The emergency management team has facilitated and evaluated exercises to help UMD departments and offices, as well as external partners, identify strengths and areas for improvement when planning and responding to emergencies. The exercises have focused on providing participants the opportunity to: review and discuss emergency response plans, policies, and procedures; review and discuss the decision-making process; identify resource and facility access limitations; increase the understanding of the interrelatedness and dependencies between university departments and external partners; and to identify and make suggestions to improve and perceived shortfalls during the exercises. Exercises during the 2013 year included the Eppley Recreation Center (ERC) Active Shooter Tabletop Exercise (TTX) and the Great ShakeOut Earthquake Drill.

This was the first year UMD participated in the world’s largest earthquake drill, the Great ShakeOut. The Great ShakeOut offered an opportunity to test the UMD Alerts system and to educate the UMD community on protective actions to take in the event of an earthquake. It helped students, faculty, and staff learn how to stay safe while providing feedback to university administrators on the strengths and areas for improvement of the UMD Alerts system.

Community Outreach & Education

It is important for our community to be able to access and share preparedness tips and best practices. The Emergency Management Team participates in several events throughout the year in effort to reach a broad representation of the campus community.

The Protect Your Shell Fair and the First Look Fair provide opportunities to reach students.

Grant funded UMD backpack emergency kits are popular prizes at event raffles.

Students drop, cover, and hold on in the Stamp Student Union during the “Great ShakeOut.”

Emergency Management Specialist Ren Werbin provides information at the School of Public Health Fair.
while the Benefits Fair and the School of Public Health Fair help reach faculty, staff, and the general community. In addition to the various fairs, the Emergency Management Team provided educational meetings on emergency management, such as “What is Emergency Management?” and “Active Shooter Presentations.”

In 2013, the Emergency Management Program was rewarded a total of $2000.00 from the Pepsi Co. Fund Grant. One of the granted programs includes creating emergency TerpKits — UMD backpacks filled with emergency supplies — to raffle at Maryland Day, as well as handing out educational materials on how to prepare and plan for emergencies. The other will facilitate a dialog in the campus community to communicate diversities, perceptions and experiences in relation to disasters.

**Internships**

Emergency management interns are competitively selected to assist with the functions of UMD Emergency Management. Internships not only benefit the program, they also provide an opportunity for the students to gain real world experience in the growing field of emergency management.

**Social Media**

During 2013, the UMD Emergency Management Program launched its first newsletter and blog, and created Facebook and Twitter accounts. Social media will be used for marketing, education, emergency event information sharing, and as an aid to situational awareness.

**Facebook:** www.facebook.com/UMDemergencypreparedness

**Twitter:** @PreparednessUMD

**Tumblr (Blog):** www.tumblr.com/blog/preparednessumd

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**Academic Support**

Dr. Pat Cleveland, a professor and retired Dean of Undergraduate Education in the Smith School of Business, is a strong proponent of mandatory coursework in crisis management for business students. Dr. Cleveland invited the Emergency Management Team to develop and present a workshop on incident management for her course: BMGT468, X-Treme Management — Managing in Times of Crisis, Risk Analysis & Emergency Management. Participation in the workshop, which was a simulated incident exercise using the Incident Command System (ICS), accounted for 10 percent of the student’s overall grade. The workshop was well received by the students who found it to be a challenging, realistic experience. One student commented that it was “possibly one of the coolest projects I have done in my college career.”

**First Aid/CPR/AED**

The demand for First Aid/CPR/AED instruction continues to grow. Training was provided to 112 people in the Division of Administration and Finance, as well as other members of the community. DES provides campus-wide consultation on the State’s public access AED program and associated regulations, as well the purchasing and maintenance of AEDs.