

Patricia Jean Hooper, Ph.D.
Certified Emergency Manager (CEM)

Education

Ph.D. University of Washington – Seattle Washington – Dissertation: **Vulnerable Populations and Crisis Communication: A model for accessible disaster preparedness campaigns** – Department of Communication – 2010 (Crisis Communication)

Professional Associations – President elect - Washington State Emergency Management Association (WSEMA), International Association of Emergency Managers (IAEM) and The International Association for Disaster Preparedness and Response (DERA) *lifetime membership*

Professional Emergency Management Experience

City of Kirkland Washington – Emergency Manager

- Direct, plan, and develop the emergency management programs for the City
- Establish major program objectives, coordinate the scope of response and recovery efforts
- Represent the City as primary spokesperson for the Emergency Management Program
- Policy Advisor to Mayor and City Council and Department Directors•
- Develop (OEM) budget proposals and makes funding decisions
- Supervise OEM staff and voluntary agencies engaged in emergency management support
- Serve on the Washington State Emergency Management Advisory Group – Policy Advisor to the Washington State Director of Emergency Mgmt. (Sustainable Funding & Resource Mgmt.)
- Policy Advisor to the King County Emergency Management Group - UASI Grant

enGenius Consulting Group – Senior Emergency Management Planner and Analyst (2011 – 2014)
Leadership responsibilities: • Contract Lead • Project Manager • Senior Planner

- **New York City Medical Countermeasures Plan** – I led the team constructing the federal response plan for any incident requiring medical countermeasures to be delivered to the 8.3 million people in NYC (as well as international workers and visitors).
 - Conceptualized, designed, and created planning documents for response capabilities, vulnerability profiles, environmental hazards, mass care activity and medical shelters.
 - Created models for fatality management prediction and response operations.
 - Planning partners include: Department of Health and Human Services (ESF-8), NYC Department of Health and Mental Hygiene, the Centers for Disease Control and Prevention
 - Direct subject matter expertise groups with NY Police Dept., NY Fire Dept. & State/Local EOC
 - Develop policy to utilize Department of Homeland Security Surge Capacity as local voluntary workforce to augment Point of Dispensing operations in 175 locations in NYC
- **All Hazards Plan for FEMA Region 10** (Alaska, Idaho, Oregon, Washington)
 - Developed and managed relationships with diverse internal and external stakeholders – collaborated and supported relationships with state and federal planning support partners
 - Supported the implementation of Presidential Policy Directive 8 (PPD-8)
 - Developed regional hazard identification and vulnerability assessment for each state
 - Established policies for federal response operations in a four-state region through research, community outreach, a strong understanding of unique community circumstances and culturally appropriate outreach programs
 - Expertise in public messaging needs regarding vulnerable population issues during disasters
 - Project manager for a team of researchers and writers to develop, design, and create an All Hazards Plan The contract was ahead of schedule, under budget, and set a national standard for evidence-based planning as a federal best practice.

1997 – 2011 THE FEDERAL EMERGENCY MANAGEMENT AGENCY

Leadership responsibilities: • Operations Leader • Command Staff
• Training Management • Area Coordinator

Voluntary Agency Liaison Program – Established policy for and operationalized the functions and methods of this national cadre • National Task Force Member • Advocate for inclusive disaster response operations based on public/private sector collaboration and nonprofit governance • Program reviewer • Curriculum design • Focus on community-based volunteer management

Deaf and Hard of Hearing Outreach Program – Planner, Program Designer and Team Manager
• Conducted risk-analysis • Plan Author • I created the first national outreach program for the deaf and hard-of-hearing community impacted by disaster • Liaison City Council District-D

Alabama Long-Term Recovery Office • Operations Lead • Developed a hazard identification assessment • Wrote and exercised the Continuity of Operations Plan for federal recovery operations in two separate facilities • Instituted a four-state Gulf Coast Training Coalition • After-action tracking

Blackfeet Indian Reservation – Surge Capacity Disaster Generalist Training Team • Browning, Montana
• Cultural competence and community inclusion became the benchmark for this program • tribal members included in national generalist workforce • required knowledge ICS and recovery programs

Tribal Liaison Cadre – Program Designer • for the national Tribal Liaison Cadre • Built strategic partnerships with tribes and policy makers • Understand and respect Tribal Sovereignty issues

September 11, 2001 Recovery Operations Team – Training Management • Responsible for developing, teaching and exercising Response Operations and Incident Command System Training to all deployed personnel • Extensive management work with local hire system for employing community members

Cerro Grande Fire Assistance Act - I was one of 15 members of the executive committee implementing policy for the CGFAA • Area Coordinator for 70 field officers • Far-reaching liaison work with private partners in the insurance industry, Pueblos, the Governor's Office in New Mexico, the Los Alamos National Lab, City Council, and with community advocacy groups • Extensive *issues management* work!

Marketing Mitigation Community Relations Program - Curriculum Designer and Trainer • Marketing Mitigation was a week-long course I created for the mitigation division to promote mitigation through community relations outreach programs through the external affairs office • Mitigation planning

External Affairs Program for Vulnerable Populations Outreach – External Affairs and Community Relations field work for the Judge Executive, City Council, and Mayor of Ashland and Olive Hill Kentucky
• Media Relations • Elderly Populations Outreach • Private Business issues management

Community Relations Field Officers National Credentialing Program – Program Designer and Trainer for the National Workgroup to standardize disaster outreach programs for disaster field workers • Member of the national work group • Training Manager • Exercise development and evaluation

Grand Forks North Dakota Emergency Operations Center – Animal Rescue Coordinator • Volunteer management with Project Heart, the College of Veterinary Medicine at the University of Minnesota • Donations management • City of Grand Forks Public Information Liaison with KCNN radio • University of North Dakota volunteer management director for the faculty flood response team

Professional Committee Work and Community Service Work

Refugee Women's Alliance (ReWA), Seattle, WA (10 month project volunteer emergency management coordinator) – Community Resilience Building Grant Project through Seattle King County Public Health Vulnerable Populations Action Team (VPAT)

- Developed the organizational COOP • Conducted disaster training for the staff, children, child care center, after school programs, and clients at 6 area offices. Designed outreach programs culturally appropriate format that involved stakeholders as participants
- I taught personal preparedness and neighborhood mapping and the Incident Command System, I planned, implemented, and evaluated tabletop exercises for earthquake and pandemic flu

Washington Commission for National and Community Service - Washington State Committee for Accessible Community Emergency Response Team Training — I was the principal planner of a program that created an accessible CERT train-the-trainer and full exercise that was inclusive of hearing impaired, mobility impaired, sight impaired, and cognitively impaired individuals. Activities included:

- Assembling a committee of local, state, volunteer and emergency management personnel willing to commit to this voluntary two-year project.
- Grant Writing and Program Management – One volunteer year of work planning, versatile product development, and budget control yielded a national pilot program for 30 individuals with disabilities. Developed and implemented evaluation tool for effectiveness of training policy.
- The curriculum I designed met the standards of universal accessibility and reasonable accommodation established by the Americans with Disabilities Act.
- Worked effectively with key leaders in civic government – dealt successfully with risk management issues and liability fears involved in training people with disabilities to conduct emergency response.
- Created a volunteer workforce to be utilized in disasters in Washington State

Mary's Place – A day shelter for homeless women with cognitive and physical disabilities - Seattle, WA I developed and presented a program for the clients on understanding natural disasters and individual preparedness. I created a crisis communication plan for the nursing outreach element of the shelter.

Alliance of People with Disabilities – Seattle and King County Public Health Grant for Vulnerable Populations Action Team emergency preparedness training – I was the author of the grant proposal that procured an emergency preparedness and training grant for the organization

Pierce College – Olympia, WA – Emergency Management Curriculum Designer, Center of Excellence for Homeland Security • Curriculum consultant, course designer, and online instructor for the college

- HSEM 130 – Technology in Emergency Management • HSEM 160 – Introduction to Terrorism
- HSEM 210 – Training, Exercise Design and Evaluation • HSEM 220 – Developing and Managing Volunteer Resources • Certified online instructor through the Washington State Board for Community & Technical Colleges (60 hour online instructor and facilitator training).

Department of Homeland Security • Reviewer for the \$27 million Competitive Training Grant Program

University Professorships

Major area: Community Based Public Relations and Crisis Communication Studies

- 1998-2000 - **Syracuse University - Newhouse School of Public Communications** • Directed the regional Crisis Communication Simulation Conference – Visiting Professor instructing graduate and undergraduate majors.
- 1991-1997- The School of Communication at the **University of North Dakota** - Program Emphasis: Community based Public Relations and Crisis Communication Studies.
 - 1997 & 1995 - TEACHER OF THE YEAR
 - Instructed graduate and undergraduate majors
- 1987-1991- The Department of Speech Communication at the **University of Wisconsin-Whitewater** -

Program Emphasis: Public Relations and Mass Communication.

- 1991 - CHANCELLORS AWARD for work with the Students for an Accessible Society
 - 1990 - TEACHER OF THE YEAR
 - Instructed undergraduate majors and non-majors
- 1985-1987- Communication Department at **the University of Wisconsin-Parkside** - Program Emphasis: Critical and Cultural Communication Studies. OUTSTANDING INSTRUCTOR
 - Outstanding CHAMP Instructor – *Creating Higher Aspirations and Motivations Program*, a two-month summer program to channel at-risk youth toward college
 - Instructed undergraduate majors and non-majors

PROFESSIONAL PRESENTATIONS & PUBLICATIONS IN EMERGENCY MANAGEMENT

2013 –Washington State Emergency Management Association conference – Statewide Conference
Presentation title: ***Constructing evidence-based disaster plans***

Idaho Voluntary Organizations Active in Disaster (IVOAD) – Statewide Conference, McCall, ID, 2012
Presenter – Community Outreach to Vulnerable Populations with Limited Money and Resources

Disaster Emergency Response Association – 50th Anniversary Workshop. Ashville, NC. Workshop, 2012
Presenter: *Access and Functional Needs: A New Perspective*

Encyclopedia of Crisis Management, (2012) G. Golson, P. Bradley, M. Statler, and R. Hagen, editors.
Author entry: *Disaster Declaration*. Sage Publications Inc.

Encyclopedia of Disaster Relief, (2011) K. B. Penuel and M. Statler, editors. Author entry: *Political Support for Preparedness*. Sage Publications Inc.

Melbourne Australia, Emergency Services Foundation, Emergency Management Conference July 2010. Featured Speaker. Presentation title - *Teaching people who are blind how to put out fires: a model for accessible disaster preparedness campaigns.*

Hooper, P. & Fearn-Banks, K. (2006). "Finding Milton Wright: How Public Relations Disaster Campaigns Impact The Elderly." *Journal of Promotions Management*, 2(3), Special Edition on Crisis Communication.

Department of Homeland Security – National Training and Exercise Conference – Keynote Speaker – *Constructing Training Curriculums for Vulnerable Populations* - May 2005, Emmitsburg, MD

U.S. Department of Human & Health Services – Region X - Medical Reserve Corps, Presenter for the regional conference – *Incorporating Vulnerable Populations into Training and Exercise Programs*. August 2006, Seattle, WA

Washington State Emergency Management Association – Speaker – *Universal Curriculum Design – Applications in Emergency Management*, September 2005, Lake Chelan, WA

Northwest Center for Occupational Health and Safety Risk Communication Conference – Short course keynote speaker – *Communicating Risk in Public Meetings*, October 2005, Bellingham, WA.

Oregon Chapter of the American Public Works Association - *When you work an Emergency, Everyone works for Public Relations*. March 2001, Bend, Oregon

U.S. Army Chemical Stockpile Emergency Preparedness Program - *The Application of Performance Measures for Public Communication Campaigns*, National meeting, May 2000, Little Rock, Arkansas

EMERGENCY MANAGEMENT COURSES I HAVE REGULARLY TAUGHT

ICS 100, 200, 300, 400, 700, 800 – Incident Command/ Response Operations/NIMS compliance series
Disaster Field Training Operations – Week long training
Disaster Field Operations Management – Week long training
Government Ethics
Disaster Writing
Stress management
Role of the Equal Rights Officer
Writing Skills
Resolving Conflicts
Working as Part of a Team and Assigning Work
Providing Effective Feedback
Solving Problems and Making Decisions
FEMA Customer Service, Achieving Extraordinary Customer Service, FEMA Customer Service Refresher
Time Management and Delegation for Supervisors
Safety and Wellness in the Field
Valuing Diversity and ERO Orientation
Sexual Harassment: New Perspectives
National Flood Insurance Program Overview
Individual Assistance Program Overview
Mitigation Program Overview
Hazard Mitigation Overview
Public Assistance Program Overview
Role of Applicant Services in a Disaster Recover Center
Travel Rules and Regulations
Basic, Intermediate, Advanced Microsoft Office
Working Successfully with the Media
Community Relations Field Operations Refresher
Taking Care of Employees
Managing Through a Disaster for Supervisors
Teambuilding for Supervisors
Dealing with Difficult People
Working Through a Disaster for Front Line Employees

Emergency Management Courses I Have Developed and Taught

Cerro Grande Fire Assistance Act – Week long training
Basic Training for Community Relations Field Officers – Week long training
The FEMA Voluntary Agency Liaison: Functions and Methods – Week long training
Disaster readiness and response: and overview of North Dakota Tribes – Week long training
Reaching Aging Populations – Week long training
Communicating with People with Disabilities – a Community Relations Field Officers guide – Week long
Active Shooter – Planning and Response Operations for City Staff
Vulnerable Populations Outreach – Week long training
Cultural Geography – Week long training
Applied technology skills for senior public assistance field staff – Semester course
Writing COOP plans and designing COOP exercises – Semester course
Access and Functional Needs Populations – Semester course
Technology in Emergency Management – Semester course

Instructor - FEMA's Emergency Management Institute – Three month assignment as a subject matter expert training the Community Relations National Cadre – 1998 – with return engagements in 1999, 2004, 2008, as an instructor for Community Relations Field Operations refresher courses.