



# Unit 10: Keeping Your Program Going

CERT Program Manager



FEMA





# Unit Objectives



- At the conclusion of this unit, the participants will be able to describe how to sustain a local CERT program:
  - Describe the knowledge, skills, and abilities a Program Manager must possess in order to coordinate a program
  - Identify elements necessary for sustaining a program
  - Explain a technique for identifying program activities that contribute most significantly to program maintenance



PM 10-1



# Unit Topics



- Essential Skills and Abilities
- Keeping a Program Alive



PM 10-1





# Who Are Program Managers?

- Two types of people start CERT programs:
  - Forward-thinking champion
  - Person told to go start a program



PM 10-2



# What Do You Think?



- If you started your CERT program or are planning to start a program, which type best describes you?
  - You believed in the concept and wanted to help create a program
  - You were given the job of starting a CERT program along with other assigned duties



PM 10-2



# The Challenge



- Keeping program going
- Making sure that program is effective and stays strong and viable



PM 10-2



# Important Info to Know



- How to manage volunteers
- How to accommodate all volunteers
- How to promote program to community, media, elected officials, potential sponsors, etc.
- How to convince veteran police and fire chiefs to use volunteers
- How to manage time commitment and amount of resources required to run a successful program



PM 10-2



# Important Info to Know (cont'd)

- How to address legal hurdles and aspects
- How to prove the value of the program
- How to develop program support from elected officials for program activities
- What your CERT program's role is in your specific community's emergency operations plan



PM 10-2





# Requirements Vary



- Vary by community
- Vary by region



PM 10-3



# What Do You Think?



- What else would you add to the list we have just reviewed?



PM 10-3



# Program Manager Skills

- Experienced Program Managers know that:
  - Being a Program Manager is rewarding
  - Being a Program Manager is not easy
- Program Managers need toolbox of skills in order to accomplish responsibilities of the job



PM 10-3



# Skills and Abilities



- What are the specific skills and abilities the Program Manager needs to possess?
  - Tact
  - Political savvy
  - Passion
  - Flexibility
  - Leadership skills
  - Comfort with public speaking
  - Ability to motivate
  - Trustworthiness



PM 10-3





# Skills and Abilities (cont'd)

- More specific skills and abilities the Program Manager needs to possess
  - Ability to be cool under pressure
  - Organizational triage skills
  - Commitment/dedication
  - Good communication skills
  - High energy level
  - Team concept
  - Ability to plan and write



PM 10-3



# Exercise



## Group and Draft Program Plan:

## My Development Goals



PM 10-4



# Keeping Program Alive

- More than just *CERT Basic Training*
- Program may have many activities
- Program Manager may be responsible for most of them



PM 10-5



# What Do You Think?



- What are tasks and activities that a CERT Program Manager might take on to help sustain the program?



PM 10-5





# Five Critical Elements



- Volunteers are retained
- Skills are sharpened
- Teams respond appropriately
- Program is administered capably
- There is external program support



PM 10-5



# Exercise



## Program Maintenance Matrix



PM 10-6



# Unit Summary



- Essential skills and abilities the Program Manager should possess
- Critical elements involved in keeping a program alive
- Use of a program maintenance matrix to identify activities that contribute most significantly to program maintenance



PM 10-9