

JANUARY 2014



Montgomery County CERT General Meeting





Tonight's Agenda

- General Meeting
 - Recent CERT Activity
 - Outreach
 - IT
 - Training
 - HR
 - Social Media
 - General announcements



Recent CERT Activity

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 CERT Steering Committee Meeting	3	4	5	6	7
8  SITREPS for Snowstorm, Part 1	9	10  SITREPS for Snowstorm, Part 2	11 Blair Ewing Center Alternative Programs Career Day	12 Montgomery County CERT 10 Year Anniversary Reception	13	14



December 8th SITREP Summary

- 85 SITREPs received
 - ~35% of SITREPs contained pictures
 - No-notice effort
 - 65% were unique (aka - not the same contributor)
 - Many new members contributed!
 - Comprehensive SITREP available in <24 hours from the time of storm
- Confident the number of contributors/contributions will increase in the future

40% rec'd in first 2 hours of notice
26% rec'd in 2 - 4 hours of notice
18% rec'd in 4-6 hours of notice
18% rec'd in 6+ hours of notice



Dec 8th Lessons Learned

- Use template versus free form text
- Photos from outside County cannot be used
- Develop a standard subject line for emails
- Provide no more than one update per hour
- Provide earlier notifications of planned SITREP generating
- For our “initiative”, do not cross post between social media and email – time consuming
- Determine what type of photos would be beneficial



December 10th SITREP Summary

- < 48 hours later, second significant snow fall of season
 - Predictions of up to 6” accumulation (The prediction was the indicator to continue with SITREPs)
- Same SITREP questions asked, with a few adjustments to the verbiage based on lessons learned from the first storm
- Although the December 10th storm occurred during a weekday, 49 SITREPs were received
 - Highlights the valuable dynamics of its membership in terms of availability



December 10th Lessons Learned

- Standardize accumulation to prevent personal opinion (wording)
- Eliminate free form text or opinions by stressing the usage of templates
- Carefully develop SITREP questions
- Ensure an event is created within the volunteer management system



Three Day SITREP Conclusion

- From December 8 – 10, over 150 SITREPs which included 34 photos, were provided
- Close to one third of all zip codes in the County were represented
- Building a strong case towards investing in an automated solution (GIS?)
- We will continue to promote our successes
- Comprehensive SITREP prepared in less than 24 hours from the time of the storm



December 8 – 10th SITREP Contributors

Ai-Fen Lin

Anne Culver*

Alan Breitler

Anmarie Whalen

Anne Marill

Anne and Hans Kalset

Austin King

Bob Marques*

Carl Brill*

Carlos Santiso*

Chris Frechette*

Chris Panek

Cory Lebson

Cynthia Halota

Dan Hannessey

Daniel Awkward

David Dejewski

David Steele*

Edward Towey

Eleanor Adcock

Eugene Ushinski*

Fred Kordheili

Gary Frace*

Ginger Tansey*

Heather Bartholomew

Herman Cohen

Hilary Kaplan

Jay KapLon

Jay Wilson

Jeff Alderdice*

Jennifer Hobson

Judith Nestor*

Kathe Quinn

Kate Lewis

Katelyn Keegan*

Kathee Henning

Ken Ow*

Ken Nelson

Kevin Barth

Kevin Nichols

Larry Hershman

Larry Raskin

Laura Johnson*

Lezlie Crosswhite

Loni Leitaker

Lu Wilson

Michael Singer

Mike Slingluff*

Mohibullah Durrani

Naeem Mia

Patrick Benko*

Paul Laing

Pearce Hunt

Peter Pogi

Rita Rich

Ron Sheinson

Ryan Beebe

Shaun Sdesouza

Sheila Ray*

Siobhan Champ-Bailey

Stephen Kirk

Stephen Panossian*

Steve Peterson

Susan Williams

Tauheed Ahmed

Tim Bradley

Tom Smith

& those who posted to
Facebook

Outreach



Alternative Programs Career Day – Dec 11th

- Thank you Fred Kordheili
- Discussed CERT, what is involved, and the importance of education and employment
- Also discussed career choices, and challenges and successes along the way
- Skills used on the job

Topic: First Responders and Crisis Management

Where: Blair Ewing Center, MCPS

14501 Avery Rd.

Rockville, MD 20853

Information Technology Update



Volunteer Management Software - CERVIS

- **Have you logged in?**
- Results of testing the sign-in feature on laptops/iPads – to be determined



Website Makeover Continuing

- Website will be your central go-to source for CERT information
- An MCCERT Members Tab has been added
 - Hint: This where you can successfully log onto CERVIS and register for any event
- Social media feeds added therefore those who do not use (nor have) a social media account, can see the feeds
- New sections added
- More photos compliments of Picassa
 - Thank you Jay KapLon and Katelyn Keegan

Training Update



Storm Camp

- Storm Camp working group has been meeting
 - Next meeting is January 11th
- Curriculum almost finished
- Ready Pirates sub-working group has met and is developing curriculum for children ages 4 - 10
- Looking for groups of 50 or more who would like us to present Storm Camp
- May 10th kicks off our first booking



Training

- Next CERT Basic Training Class set
 - January 15 - February 15 (Wed/Sat)
 - 34 trainees
 - David Steele – Lead Instructor
 - Usage of CERVIS for communicating and tracking will be introduced
 - 29 class members are entered in the system
- Need Mock Victims for Feb 15th Final Practical
 - Will consult with our Boy Scouts Liaison
- Moulage team
 - Greg St. James, David Steele, Kristen Wear, Tricia Laut, Denise Gilmore, David Smith



Adult & Infant CPR ASHI Training – January 23rd

(Friends & Family)

- Date: January 23rd
- Times: 6:30pm until 9:30pm
- Location: Public Safety Headquarters
- If you have any questions, please contact Greg at 240-777-2407
- Class size limited to 20 people

Human Resources Update



Human Resources Update

- Ready to embrace the roll out, and routine usage, of CERVIS
- If you need to make a fingerprinting/badging appointment, please email Denise Gilmore at HR@montgomerycert.org

Social Media Update



Dec 8th Social Media Monitoring Effort

- This was an MCCERT internal initiative
- Facebook:
 - 7 posts (SITREPs), all containing photos
 - State and County agency information shared
 - At least one of those shares acknowledged by a CERT follower
- Twitter:
 - MSHA acknowledged MontCoCERTs contributions
 - This was recognized and retweeted by several prominent handles including @Readygov
 - Patrick developed a tweet promoting MEMA's mobile app – MEMA favorited it
 - The top trending/applicable hashtags in Maryland during the storm were: #Mdsnow; #MDwx; #Dion; #Icing; #Mdtraffic



Where to Find Us on Social Media

- Search for us by name:
 - Twitter - MontCoCERT
 - Facebook - Montgomery County CERT
 - Pinterest - Montgomery County CERT



- By url:
 - Twitter - <https://twitter.com/MontCoCERT>
 - Facebook - <https://www.facebook.com/MontCoCERT>
 - Pinterest - <http://www.pinterest.com/MontCoCERT/>



General Announcements



New Positions

Congratulations

David Steele – Deputy Training Coordinator

Carlos Santiso – Deputy Logistics Coordinator




Request for MCCERT Support (Moulage Team)

- March timeframe at the Germantown Soccerplex
- Seeking assistance from our moulage team to handle moulaging dozens of mock victims for a regional training exercise
- Additionally, there will be a need for mock victims
 - As we learn more details, we will share with you. In the interim, please anticipate seeing an event within CERVIS seeking mock victims in March (more to come)




MCCERT Recognized on DHS LLIS Website

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Leveraging Technology in CERT Assignments


Abstract:
The D.C. Region was anticipating a major snow storm the first week of March 2013. Officials from Montgomery County CERT communicated to its volunteers they would welcome receiving periodical updates of deteriorating weather conditions. These updates came by means of tablets, smartphones, laptops, and PCs. Additionally, several members were physically present within an Emergency Operations Center environment providing social media support. Montgomery County CERT successfully leveraged technology performing two separate initiatives during the storm.

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Author(s):
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Date Published:
Thursday, December 12, 2013



GovSec Conference & Expo

- May 12 – 14, 2014
- Location is the Washington Convention Center
- Our application to speak was accepted
- We will be presenting on the topic of *“A Role for CERT in Social Media Monitoring”*
- We are awaiting further guidance on length of presentation, etc.



Association of Public-Safety Communications Officials (APCO) Conference

- August 3
- New Orleans, LA
- Attempting to present on similar topic as GovSec Conference
- Our submission was titled, “Social Media Monitoring during Emergencies - A Role for CERT”



Next General Meeting

- Please join us again at the next general meeting on February 13th
- Tentative February speaker – Montgomery County Fire Department
 - How it is organized
 - How it works
 - How CERT coordinates with it



Thank you