



South Carolina Emergency Management Association

Strategic Plan

2019 – 2023



South Carolina Emergency Management Association Strategic Plan

Introduction

For over 50 years the South Carolina Emergency Managers Association (SCEMA) has evolved from a county-centric forum to a diverse group of emergency management professionals from all levels of government, non-profit and private sector. The South Carolina Civil Defense Association was founded in 1961. For almost two decades, many of the responsibilities currently carried out by the emergency management profession were ancillary duties assigned to first response agencies, safety staff, or other governmental entities.

A turning point for the emergency management community nationwide came after the Three Mile Island incident in 1979. Federal regulations mandated local programs with a fixed nuclear facility to hire a full-time emergency manager to maintain comprehensive response plans. As non-FNF counties began to reassess their risk to man-made and natural hazards, a new appreciation was gained for the importance of preparing South Carolina and its communities for all types of hazardous events or disasters. It was around that time that the terminology shifted from civil defense to emergency preparedness.

After Hurricane Hugo in 1989, emergency management in South Carolina really began to take shape and the Emergency Managers Association became more inclusive with the involvement of the state.

In the mid-2000s SCEMA underwent additional restructuring that involved an overhaul of the by-laws and the official creation of committees and caucuses. One very significant addition to SCEMAs work involved the creation and administration of the South Carolina Certified Emergency Manager program. In November 2018, there were more than 115 South Carolina Certified Emergency Managers.

In 2009 SCEMA hosted its first Annual Workshop. This event is now the largest emergency management meeting in the state hosting over 250 people annually.

The Legislative Committee has made significant strides to establish SCEMA's legislative agenda by leading important activities like the annual Legislative Breakfast at the SC Statehouse and coordinating meetings with congressional delegates to discuss important issues such as the Emergency Management Performance Grant.

Today, SCEMA leads the way for advancement of the emergency management profession in South Carolina and continues to support and develop strong emergency managers at all levels of government and within the private sector.



Mission

To serve the emergency management community by providing information, professional development, and networking through state and local agencies, private industries, and volunteer organizations to advance the emergency management profession.

Vision

To advance the emergency management profession in South Carolina by providing a structured, goal-oriented, organization that serves a diverse emergency management community.

Values

SCEMA is committed to the following 5 values: (**EPICS**)

- Excellence-Commitment to **E**xcellence in everything that we do
- Progressiveness-Commitment to advancement and **P**rogressiveness in the industry
- Integrity-Commitment to **I**ntegrity and truthfulness in our words and actions
- Collaboration-Commitment to the willingness for genuine **C**ollaboration
- Safety-Commitment to **S**afety and improving the lives of others



Strategic Plan Development Process

In the spring of 2017 a working group was formed to begin developing SCEMA’s first strategic plan. The working group was comprised of members representing the upstate and coastal regions, counties with a fixed nuclear facility, public health, and state government. Several meetings were held to discuss the best way to accomplish this goal. Here is a timeline of events.

November 2017	The group began planning to disseminate a survey to SCEMA Members
January 2018	The survey was disseminated to 282 members
January 2018	The working group solicited input from standing committee members
March 2018	The survey results were tallied, 187 members viewed the survey, 84 responded
May 2018	The working group used the data to draft goals and objectives for the Strategic Plan
June 2018	The working group completed the initial draft of the Strategic Plan
July 2018	SCEMA members were presented with the Strategic Plan’s Goals & Objectives for commenting
August 2018	Revisions were made to the plan based on input from the membership
November 2018	The working group disseminated the entire draft Strategic Plan for final comments
January 2019	The final draft Strategic Plan was adopted by the membership at the quarterly meeting

Plan Maintenance

This plan is the principle source of information regarding the history of the Association and its strategic path forward. The Association is solely responsible for changing, further developing, and maintaining all portions of this plan.

The Committee Chairpersons, in coordination with the SCEMA President shall review, update as necessary, and re-distribute this plan to all Association members and other identified stakeholders on a biennial basis.



Strategic Goals and Objectives

Goal 1: *Enhance SCEMAs professional development program*

Objective 1.1: Continue to sustain the successful SC CEM program

Objective 1.2: Create an orientation briefing to attract prospective SC CEMs

Objective 1.3: Establish relationships with accredited higher education programs

Objective 1.4: Develop a mentorship program for new EM professionals

Objective 1.5: Sponsor projects that enhance the EM profession in SC

Goal 2: *Continue to develop SCEMA's identity in legislative activities*

Objective 2.1: Expand the annual Legislative Breakfast at the Statehouse

Objective 2.2: Continue advocacy for EM professionals utilizing in-person visits to South Carolina legislature

Objective 2.3: Coordinate annual visits to regional offices in addition to Washington, DC to meet with Congressional delegations

Objective 2.4: Encourage SCEMA members to advocate for the EM profession to their local, state, and congressional representatives

Objective 2.5: Identify and implement action plans involving EM policy issues that may require legislative action

Goal 3: *Expand resources for information sharing amongst existing and prospective members*

Objective 3.1: Continue to maintain and enhance the SCEMA website

Objective 3.2: Identify a web-based solution for sharing plans, procedures, and other relevant files

Objective 3.3: Maintain social media pages with relevant information to include EM job opportunities

Objective 3.4: Create official partnerships with other associations or organizations that have a stake in EM (FF, EMS, Coroner, SCAC, HPP)

Objective 3.5: Identify issues amongst the EM community and assist in solutions



Goal 4: *Improve SCEMA's membership engagement through various mechanisms*

Objective 4.1: Develop a welcome package for new members

Objective 4.2: Conduct additional regional SCEMA activities

Objective 4.3: Plan networking and social activities for members

Objective 4.4: Develop a robust recruiting program to increase membership by targeting the municipalities, educational institutions, health care facilities, and private industry.

Objective 4.5: Implement a rewards program for new membership referral