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 Excellence in everything that we do
- Progressiveness-Commitment to advancement and Progressiveness in the industry
- Integrity-Commitment to Integrity and truthfulness in our words and actions
- Collaboration-Commitment to the willingness for genuine Collaboration
- Safety-Commitment to Safety 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.

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

**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 SCEMA’s 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