



Module 1 homework, Class 2019-1

Name _____ Dept _____

A **mission statement** explains the department's reason for existence. It:

- Describes the department, what it does, and its overall intention.
- Supports the vision and serves to communicate purpose and direction.
- Can change to reflect a department's priorities and methods to accomplish its vision.

A **vision statement** describes the department as it would appear in a future successful state. It:

- Is inspirational and aspirational.
- Creates a mental image of the future that the organization wishes to achieve.
- Should challenge and inspire members and employees.

A **values statement** describes what the organization believes in and how it will behave. It:

- Creates a moral compass for the department and its members.
- Establishes a standard against which actions can be assessed.
- Defines the deeply held beliefs and principles of the department's organizational culture.
- Lists core values that are shared and acted on by all members and leadership.

An **elevator speech** is a brief, persuasive speech that creates interest in what your organization does. It:

- Should last no longer than a short elevator ride of 20 to 30 seconds, hence the name.
 - Identify your purpose -- what are you trying to say?
 - Explain what you do, what problems that you solve, and how you help people.
 - Explain what makes you, or your department, unique.
 - Engage With a Question – what do you want the listener to do?

Assignment

1. Create a brief community risk assessment for your service area.
2. Create a mission statement for your department.
3. Create a vision statement for your department.
4. Create a values statement for your department.
5. Create an elevator speech for (a) yourself; and (b) your department.
6. Use the SWOT Matrix to list 3-5 Strengths, Weaknesses, Opportunities, and Threats for your dept.
7. Use the SMART model (Specific, Measureable, Achievable, Realistic, and Time-Sensitive) to create three SMART objective statements for your department.

This assignment should be completed and submitted before Module 4. When complete, please e-mail your response to Mike Montgomery at msm.llc@att.net. If you have any questions or need help with the assignment, please contact Mike at 281-960-5004 or send him an e-mail.



Module 1 homework, Class 2019-1

Community Risk Assessment

Community Profile

Overview

Community Type

Area Characteristics

The Beginning

Community Milestones

The Community Today

Population and Demographics

Service Area Boundaries

Location

Jurisdictional Area

Surrounding Area

Service responsibilities

Aid Agreements -- Automatic and Mutual Aid, Service Contracts, Other Agreements

Geographic Response Planning Zones



Module 1 homework, Class 2019-1

Risk Analysis

Historically-common Catastrophic Events

Community-Wide Risks

- Naturally-occurring characteristics:
 - Physical characteristics,
 - Climate and Weather
- Human related characteristics
 - At-risk Populations
 - Land Use
 - Development
 - Significant Buildings / Target Hazards
- Critical Infrastructure
 - Transportation
 - Utilities
 - Other
- Effect on Emergency Response

Service Delivery

Response Summary

Outcomes and Consequences

- Assessed values protected
- Lives and Property Saved
- Life and Property Casualties
- Environmental Impact