

#### Unit 10: Keeping Your Program Going

**CERT Program Manager** 









- 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







- Essential Skills and Abilities
- Keeping a Program Alive

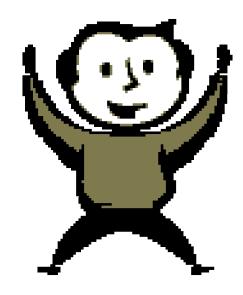




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### Who Are Program Managers?

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





CERT Program Manager: Keeping Your Program Going





- 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





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







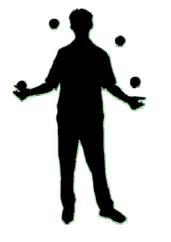


- How to manage volunteers
- How to accommodate all volunteers
- How to promote program to community, media, elected officials, potential sponsors, etc.
- How to convince veteran police and fire chiefs to use volunteers
- How to manage time commitment and amount of resources required to run a successful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





- 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









- Vary by community
- Vary by region







CERT Program Manager: Keeping Your Program Going



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



- 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







- 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



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# Skills and Abilities (contd)

- 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







#### **Group and Draft Program Plan:**

#### **My Development Goals**



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## Keeping Program Alive

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





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





PM 10-5

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## Five Critical Elements

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







#### **Program Maintenance Matrix**



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- 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

