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Presentation Title: Quantifying Readiness: A Unique Way to Measure an Emergency Preparedness Program

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About the Presentation

Metrics to show efficacy and return on investment are not new; the push for metrics have come and gone over the years but they are a great way to show return on investment (ROI). ROI leads directly to increased funding. For emergency management programs this is often a struggle; as "insurance programs" of an organization EM is often an afterthought. Just like the pandemic plans that were scoffed at for years; until… In our field we cannot readily track the number of widgets produced, the quality of those widgets, rejection rates, miles of road plowed, emergency medical calls per staff member, and such. We can track critical application uptime, but for EM program managers; metrics can be very elusive. You are often beholden to someone else's effort and focus to accomplish their task to keep your metric in good standing. It can be very frustrating. Having worked in emergency management, business continuity, and disaster recovery for over two decades I've always taken the perspective that this IS our lot in life. We ask, nag, cajole, and rely on our personal relationships to get things done. That is until we decided to flip our view of these interactions to make us the "good guys" who are trying to help everyone meet the metric requirement. Using our disaster recovery plans we selected key attributes (e.g. plan was updated, meets RTO and RPO requirement, etc…), assigned a pass fail to each then posted this on a companywide SharePoint site and began briefing senior leadership of the status of our critical applications. This changed our relationship from the person nagging for compliance to the helpful co-worker ensuring they look good at the next senior leadership meeting. In this session we will review the issue of metrics for a EM program, describe the process used to develop our Disaster Recovery Scorecard, explain what attributes we used to create our metrics and show examples of our scorecard.