SCEC CEO Staff & Consultants

Mark Benthien
Associate Director for CEO

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Asst. Director Strategic Partnerships

John Marquis
Webmaster / Digital Products Manager

Jason Ballmann
Communications Manager

Gabriela Noriega
Experiential Learning & Career Advancement Manager

Michele Wood
SCEC/ECA Evaluation

Jozi Pearson
UseIT Supervisor

10/4/18
Southern California Earthquake Center
SCEC5 CEO Strategy

• Theme: *Partner Globally, Prepare Locally*

• Long Term Outcomes
  • Improved application of earthquake science in policy and practice
  • Reduced loss of life, property, and recovery time
  • Increased science literacy
  • Increased diversity, retention, and career success in the scientific workforce

• Comprehensive Evaluation Framework
  • Logic Model, Metrics, Milestones, etc.
CEO Focus Areas

Knowledge Implementation
- Engagement of Practicing Professionals
- Engagement of Public and Private Decision Makers

Public Education & Preparedness
- SCEC Science and Risk Communication
- National and Global Preparedness Drills and Resources
- Earthquake Country Alliance
- Quake Heroes Documentary

K-14 EQ Education Initiative
- Quake Heroes Educational Toolkit
- Quake Catcher Network
- EarthConnections Partnership

Experiential Learning & Career Advancement
- Undergraduate Internship Programs
- Transitions Program

Southern California Earthquake Center
SCEC CEO Planning Committee

Tim Sellnow
Chair & Advisory Council Rep.
*Focus Area: Public Education and Preparedness*
University of Central Florida

Kate Long
Vice Chair
*Focus Area: Public Education and Preparedness*
Dr. Lucy Jones Center

Ricardo Taborda
SCEC Planning Committee Rep.
*Focus Area: Knowledge Implementation*
University of Memphis

Tim Dawson
SCEC Board Rep.
*Focus Area: Knowledge Implementation*
California Geological Survey

Danielle Sumy
*Focus Area: K-14 Earthquake Education Initiative*
IRIS

Sally McGill
*Focus Area: Experiential Learning and Career Advancement*
CSU San Bernardino
## CEO Focus Areas

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Knowledge Implementation

Goals

• *Increased participation of SCEC* at engineering conferences, professional society meetings, policy activities, etc.

• *Engaged engineers* within SCEC working groups/projects/CEO activities

• *Adoption of SCEC science* for better building codes, insurance rates, emergency response, etc.

• *Improved articulation* of science process/results of the SCEC Community

Strategy

• Knowledge Implementation committee/group being formed to develop priorities, connect partners, identify opportunities
11th National Conference on Earthquake Engineering

- June 25-29, 2018
- Downtown Los Angeles
- Integrating Earthquake Science, Engineering and Policy
- SCEC was a technical co-sponsor with EERI
- Goulet was Program Co-Chair
- Benthien and Ballmann supported publicity & media relations

11NCEE.org
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SCEC Science & Risk Communications

- SCEC Media Relations
- SCEC Social Media
  - Twitter.com/scec @scec #SCECmeet
  - Facebook.com/scec
  - Youtube/com/scecmovies
  - Instagram.com/SCECinsta
- SCEC.org website articles
- Crisis Communications Development
- SCEC Community Media Trainings
- Geohazards Messaging Collaboratory (SCEC, IRIS, UNAVCO, USGS, NOAA)
Great ShakeOut Earthquake Drills

- Schools, organizations, and families worldwide practice earthquake safety and other aspects of their emergency plans

- Coordinated globally by SCEC

- 2017: 58+ million people worldwide

- 2018 International ShakeOut Day: October 18

- Learn more and register: ShakeOut.org
Social media messaging  #ShakeOut
News release templates
Common talking points
Downloadable earthquake safety videos
Animated GIFs and more!

ShakeOut.org/messaging
Messaging templates, instructor’s guide, and PowerPoint slides (with link to Drill Broadcast)

ShakeOut.org/colleges

Great ShakeOut Earthquake Drill Classroom Instruction Guide
Thank you for sharing your important role in teaching or mentoring our students how to be safe during major earthquakes. You may be the first time we or our new students have ever participated in such an earthquake drill, and may be the only opportunity to practice what to do when earthquakes occur.

The 2012 ShakeOut will be held nationally on October 19th at 10:19 a.m. This is when more people will be practicing earthquake drill in one day than any other single date in U.S. history. Let’s make it a success!

Instructions:
1. Drop to the start of your drill, start the 60-Second Watch and count the last 60 seconds, as you would the following directions using a stopwatch:
   - Californians in earthquake country: an earthquake can happen at any time and cause severe injury. You must be ready to move on a moment’s notice. Drop to the floor under your desk or in a doorway in a room without windows. If you are in a large room, go to a corner away from the windows. You may not be able to reach a corner in a large building.
   - Californians in earthquake country: If you can’t get under your desk, table, or other sturdy furniture, drop to the floor, covering your head and neck with your arms wrapped around your knees. Hold on to the leg of the piece of furniture with one hand.
   - Californians in earthquake country: If an earthquake starts, you may need to use both hands to protect your head. If you are in a large room, go to a corner away from the windows. You may not be able to reach a corner in a large building.
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   - Californians in earthquake country: If you are in a large room, go to a corner away from the windows. You may not be able to reach a corner in a large building.

2. Advise your students to read and understand the current disaster protection notices during earthquakes:
   - Californians in earthquake country: In an earthquake, you cannot see or feel the earthquake. As soon as you feel the earthquake, drop to the floor under your desk or in a doorway in a room without windows. Cover your head and neck with your other hand. Hold on to the leg of the sturdy furniture with one hand.
   - Californians in earthquake country: If your desk or table is not sturdy, it may move during an earthquake. If your desk or table is not sturdy, it may move during an earthquake. If your desk or table is not sturdy, it may move during an earthquake. If your desk or table is not sturdy, it may move during an earthquake.
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What Are We About To Do?
People get injured by falling objects and when they try to run, which is why we will practice Drop, Cover, and Hold On:

In a CLASSROOM OR AUDITORIUM:
- Drop to the floor. Do not try to exit during shaking.
- Cover your head and neck with one hand and seek shelter under your desk or table as best as possible.
- If in an auditorium with no tables, take cover between the rows of chairs.
- Hold on to the leg of the desktable with your other hand.

In a LABORATORY:
- Step back from the lab table.
- Drop to the floor on your knees next to a wall, away from glass and other hazards if possible.
- Cover your head and neck with your hands and arms.
- Hold on to something sturdy during the shaking

“Wait a Minute!” after shaking stops. Then look around for hazards, including behind you, before getting up. Carefully exit the building if instructed.
New Materials for Grades K-3
TsunamiZone.org

- **Know Your Zone**: Maps for all coastal areas to know if you are in a tsunami inundation zone
- **Tsunami Preparedness Week**: Register your activities to be counted
- **Event Calendar**: Learn about drills, presentations, and other events near you
- **Resources**: Movies, manuals, posters, etc.
- **2018**: California (181K); Caribbean (389K)
- **Funding**: CalOES/NOAA
**Earthquake Country Alliance**

- Public-Private-Grassroots leaders
- Regional alliances coordinate local activities
- Statewide Sector-based committees: develop resources and programs
- SCEC coordinates ECA with grants from California’s Office of Emergency Services and FEMA
- Learn more and join today: EarthquakeCountry.org
## ECA Sector-Based Committees

- Businesses
- K-12 Schools
- Seniors and People with Disabilities
- Museums, parks, libraries, etc.
- Healthcare
- Public Sector
- Higher Education
- Non-Profit & Faith-Based Organizations
- Fire Agencies
- Multi-Cultural
ECA SoCal Coordinating Committee

- **Chairs:** Connie Lackey (Providence Health) Heidi Rosofsky (Global Vision), Margaret Vinci (Caltech)
- **Membership Coordinator:** Anna Burton (Los Angeles World Airports)
- **Regional Workshops Coordinator:** Amy Estey (American Red Cross)
- **Media Bureau Coordinator:** Chris Ipsen (City of LA Emergency Management)
- **Participation Bureau Coordinators:** Ken Kondo (County of LA Emergency Management) & Jenny Novak (CalOES Southern Region)
- **Events Bureau Coordinators:** Lance Webster (Toastmasters) and John Hammett (Zenith Insurance, retired)
- **SCEC staff liaison:** Gabriela Noriega

Nov. 1: ShakeOut 10th Anniversary Celebration @ LA County Fire Museum
ECA Bay Area Coordinating Committee

- **Chairs:** Daniel Homsey (City of SF, NEN), Jennifer Lazo (City of Berkeley), Bob Beecher (Cisco, San Jose)
- **Membership Coordinator:** Frank Doyle (Allied Universal Security)
- **Regional Workshops Coordinator:** Dena Gunning (City of Oakland)
- **Media Bureau Coordinator:** Janet Ruiz (Insurance Information Institute)
- **Participation Bureau Coordinator:** Kathy Gerk (City of Richmond)
- **Sector-Based Committees Coordinator:** Larissa Paschyn (Amgen)
- **Events Bureau Coordinator:** Jill Dutchover (Alameda County Fire Dept.)
- **EPlcenter Network Coordinator:** Lia Turk
- **SCEC staff liaison:** Sharon Sandow de Groot
USGS HayWired Scenario

- 2017-2019: Release of scenario chapters & outreach to government/business

- SCEC & ECA Bay Area participating in and supporting HayWired Coalition (biweekly meetings)

- Basis for 2018 Bay Area ShakeOut drills and new statewide business resilience campaign

- Learn more & promote resiliency: OutsmartDisaster.com
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K-14 Education Initiative

- Resources:
  - *Quake Heroes* Film & Educational Toolkit
  - Quake Catcher Network (with IRIS and USGS): School and Museum stations
  - SCEC Plate Tectonics Puzzlemap ([www.shakeoutshop.com](http://www.shakeoutshop.com))

- “EarthConnections” San Bernardino Regional Alliance
  - Educator & community workshops
  - Field trips (fault tours, college/university visits, career opps)
  - Geology club activities (HS, 2yr, 4yr)
  - National partners (UNAVCO, IRIS, etc.)
Quake Heroes Components

- **Broadcast-quality documentary**
  Interviews, live action re-enactments, archival news footage, and 3D motion graphics

- **Classroom toolkit**
  Earthquake science lesson plans, take-home preparedness guides, and Teen CERT materials

- **Outreach campaign**
  Social media, website, and additional video content

- **Funding**
  FEMA, State Farm, Simpson Strong Tie, SEAOSC, Safe-T-Proof, Hero In You Foundation, and other sponsors

- **Release**
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Undergraduate Studies in Earthquake Information Technology

- 8-week, 24 intern REU Site
  - www.scec.org/internships/useit
- New initiative for 2018
  - Pre-summer workshop for community college interns
  - Engaging students year-round
    - AGU Virtual Symposium
    - SoCal CISE REU Workshop
  - USC Undergrad Symposium
  - School-year research at USC
- Encourage your undergraduates to apply
- Be a guest presenter (in person or remote)
Summer Undergraduate Research Experience

• Summer research with SCEC scientist mentors

• Recruitment
  • Requests for Interns no longer tied to SCEC RFP process
    • Instructions will be emailed; submit potential projects and qualifications
  • Candidates rate project description
  • Mentors rank interns interested in their research
  • www.scec.org/internships/sure

• 2018 Cohort:
  • Interns from Utah State, Cal Poly Pomona, CSU Bakersfield, Occidental, and UC Irvine
  • Mentors from UC Riverside, UC San Diego, Occidental, and UC Irvine
The Breakfast Club—Pathways in Earthquake Science Careers

Career building strategies:
How to promote yourself professionally
*Monday* (07:00-08:30)

Career options in earthquake science:
Where to start?
*Tuesday* (07:00-08:30)
Transitions Program: Other Upcoming Activities

- Mentors Workshop
- Careers in Earthquake Science & STEM (Webinars)
- Potential travel support for students to present at conferences
- Summer “Bridge” funding (between UG & Grad)
CEO Resource Tables

• New SCEC Tri-fold Brochure
• Booklets and handouts for various audiences
• SCEC Internships flyer
• ShakeOut flyers, posters, buttons, pens, etc.
• FEMA Materials
• SCEC Cups (made for 11NCEE conference tote bags)
Southern California Earthquake Center
Communication, Education, and Outreach