CEO Focus Areas and Programs

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

4 Focus Areas spanning 11 Programs
SCEC CEO Staff & Consultants

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Asst. Director Strategic Partnerships

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Urban Resilience Strategies

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University of Memphis

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

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Vice Chair  
Focus Area: Public Education and Preparedness  
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Focus Area: Knowledge Implementation  
California Geological Survey

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Focus Area: Experiential Learning and Career Advancement  
CSU San Bernardino
CEO Focus Areas

Knowledge Implementation

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Southern California Earthquake Center
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.
• **Partnerships** with local government agencies and officials
• **Improved articulation** of SCEC science process/results

Strategy
• Knowledge Implementation committee/group being formed to develop priorities, connect partners, identify opportunities
2020 National Earthquake Conference

• March 4-6, San Diego, CA

• Joint with 72nd EERI Annual Meeting

• Unveiling of San Diego-Tijuana Earthquake Scenario

• Four Tracks:
  
  Engineering  Science  Policy  Practice

• [www.EarthquakeConference.org](http://www.EarthquakeConference.org)
# CEO Focus Areas and Programs

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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/SCEC
- SCEC.org website articles
- Crisis Communications
- SCEC Community Media Trainings
- Coming soon: SCEC Quarterly Newsletter (email)
Ridgecrest Sequence Communications

- Implemented post-earthquake communications plans (social media, partnerships, media requests, SCEC.org feature article)
  
- # of SCEC Twitter followers increased 155%

- Significant increases in visitors to websites managed by SCEC

- 716 media mentions of SCEC staff and community in the news
  - CBS, NBC, Al Jazeera, Fox, MSNBC, LA Times, Associated Press, and more

SCEC Media Mentions
July 1-9 (Ridgecrest EQs)
Great ShakeOut Earthquake Drills

- ECA created “one-time only” regional drill in 2008 based on USGS ShakeOut Scenario (5.4 million participants)
- Expanded worldwide by SCEC: Schools, organizations, and families practice earthquake safety and other aspects of their emergency plans
- SCEC is supported by to manage websites, registration, develop resources, and coordinate with all states and territories
- 2018: 63+ million people (70 countries)
  20+ million people nationwide
- 2019 International ShakeOut Day: October 17
- Learn more and register: ShakeOut.org
Messaging templates, instructor’s guide, and PowerPoint slides (with link to recorded drill narration)

ShakeOut.org/colleges

Letter to Deans, Department Chairs, and Directors

Dear...

You may have already seen [ShakeOut.org/colleges] or heard about this year’s Great California ShakeOut. We encourage you to motivate your faculty and students to participate in The largest earthquake drill ever, along with the rest of the university.

This year’s ShakeOut drill will be held on October 18, 2012. Millions of Californians will practice Drop, Cover, and Hold On, along with millions of others in many other states and countries.

- **Drop** to the ground (before the earthquake knocks you down)
- **Cover** by getting under a sturdy desk or table, and
- **Hold On** to your shelter and be prepared to move with it until the shaking stops.

If there is no table or desk near you, drop to the ground and then if possible move to an inside corner of the room. Be in a crawling position to protect your vital organs and be ready to move if necessary, and cover your head and neck with your hands and arms. Do not move to another location or run outside. Earthquakes occur without any warning and may be so violent that you cannot run or crawl. These are guidelines for most situations. Visit [www.shakesout.org](http://www.shakesout.org) to learn what to do in specific settings.

Last year more than 6.4 million people participated in California alone. All colleges and universities are encouraged to participate in the drill along with K-12 schools, businesses, government agencies, other organizations, and families.

Please request all your students, staff, and faculty to participate in this year’s ShakeOut drill. This includes directing students and others you may advise to participate whenever they may be on campus.

Visit [www.shakesout.org/colleges](http://www.shakesout.org/colleges) for more information and a portable PowerPoint presentation for use by instructors in their classes. The presentation ties to a 60-second “Drill BroadCast” narration with earthquake sound effects that can be played during your drill.

Other preparation recommendations:

- Everyone should sign up for our school’s emergency notification system [ShakeOut registration]
- Everyone should also have an emergency kit in your car and home and an out-of-state contact you and your family can check in after a major earthquake.
- For preparedness information and resources specific to XYZ University, visit [XYZ University’s preparedness site]

Best regards,

Campus Emergency Manager / President

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Great ShakeOut Earthquake Drill Classroom Instruction Guide

Thank you for playing your important role in teaching our students how to be safe during major earthquakes. This may be the first time some of our new college students have ever participated in an earthquake drill. Please be sure to remind them what to do in the event of an earthquake. If this is your first time, you are welcome to attend either of the training sessions this day as well.

**Instructions:**

1. Prior to the start of the drill, start the 4-side PowerPoint and display the first slide, or read the drill aloud. [ShakeOut.org](http://www.shakeout.org/edu)

- California’s earthquake country... an earthquake can happen at any time and cause intense shaking at USC. To protect your life, you must know what to do in the event of an earthquake.

- Explain the importance of this drill and the importance of the earthquake for practicing what to do in a real earthquake.

2. Advance to the second slide and read the content about protective actions during earthquakes:

- For Classrooms or Auditoriums:
  - **Drop to the floor:** Drop under your desk or table as soon as possible. If an auditorium, use the rows of seats. Cover the back of your head and neck with your other hand or hands.
  - **Cover:** also use the leg of the desk/table with your hand.
  - **Hold on** to the leg of the desk/table with your hand.

- For Laboratories:
  - From the lab table:
  - **Drop to the floor:** Drop under your desk or table as soon as possible. If an auditorium, use the rows of seats. Cover the back of your head and neck with your other hand or hands.
  - **Cover:** also use the leg of the desk/table with your hand.
  - **Hold on** to the leg of the desk/table with your hand.

3. Advance to the third slide and read the 60-second Drill BroadCast narration, as read this:

- **What Are We About To Do?**

4. Once the narration in and the slides return to their usual state, you can hold an optional brief

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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 desk/table with your other hand.**

In a LABORATORY:

- **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.
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.
- **2019**: California (335K); Caribbean (503K)
- **Expansion**: Other (U.S.) regions being added for 2020
- **Funding**: CalOES/NOAA
Earthquake Country Alliance

• Public-Private-Grassroots leaders

• **Regional alliances**: coordinate local activities, leaders serve as statewide Steering Committee

• **Statewide Sector-based committees**: develop resources and programs

• SCEC receives funding from California’s Office of Emergency Services (CalOES) and FEMA

• Learn more and join today: [EarthquakeCountry.org](#)
• Broadcast-quality 51 minute documentary:
  Interviews, live action re-enactments, and archival news footage;
  includes Seven Steps to Earthquake Safety

• Funding
  FEMA, State Farm, SEAOSC, Safe-T-Proof,
  Simpson Strong Tie, Hero In You Foundation,
  and others

• Release
  ShakeOut 2019: Special community screenings
  across California (neighborhoods, colleges,
  congregations, etc.)

• QuakeHeroes.org
  Join our email list for latest news
Quake Heroes Components

4a(41), 4b (56), or 4c(1:16)?
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Documentary
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**K-14 Education Initiative**

- **Quake Heroes Educational Toolkit**
  - Earthquake science & engineering lesson plans
  - Take-home preparedness guides
  - Teen CERT materials

- **Quake Catcher Network**
  Partnership with IRIS and USGS to support school and museum installations of low-cost seismometers for education

- **EarthConnections San Bernardino Regional Alliance**
  - Educator & community workshops, field trips, geology clubs
  - Partners: CSU San Bernardino, UC Riverside, IRIS, InteGrate
  - Will seek further funding to continue and expand local efforts
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Experiential Learning & Career Advancement
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Undergraduate Studies in Earthquake Information Technology

• Summer research at SCEC - REU Site

• 2019 Program
  • 8 weeks, 23 interns
  • Extensive involvement of SCEC staff
  • Engaging students year-round
    • AGU Virtual Symposium
    • SoCal CISE REU Workshop
    • USC Undergrad Symposium
    • School-year research at USC

• Encourage your undergraduates to apply!  
  www.scec.org/internships/useit

• Be a guest presenter (in person or remote)
Summer Undergraduate Research Experience (SURE)

- Summer research with SCEC scientist mentors

Recruitment
- Requests for Interns no longer tied to SCEC RFP process
- Look for email this Fall about how to be a mentor
- Mentors review intern candidates
- Mentors - Interns are matched

www.scec.org/internships/sure

2019 Cohort:
- Interns - CSU Northridge, Utah State, University of Oregon, CSU Fullerton
- Mentors - CSU Northridge, Harvard, University of Oregon, CSU Fullerton

Jennifer Bautista
Geology
CSU Northridge
Mentor: Elena Miranda

Adam Brackman
Geology
CSU Northridge
Mentor: Joshua Schwartz

Jared Bryan
Geology & Physics
Utah State University
Mentor: Marine Denolle

Elias King
Physics
University of Oregon
Mentor: Valerie Sahakian

Salena Padilla
Geology
CSU Fullerton
Mentor: Sinan Akciz
**SCEC Transitions Program**

**Undergraduate ➞ Graduate**
- Annual Meeting mentor discussions (also at other conferences)
- Guidance for applying to grad school, info about SCEC institutions, SCEC research opportunities
- Coordination with SCEC Institutions about their diversity/transition programs
- Possible summer “bridge” support
- Soon: Careers in Earthquake Science & STEM (Webinars)

**Graduate ➞ Post Doc / Early Career**
- Mentor training program initiated June 2019
- Networking opportunities
- Travel support

**Student Research Travel Awards - New!**
- 4 awarded for SCEC2019
- Ongoing deadlines - Apply Now @ [https://www.scec.org/elca/awards](https://www.scec.org/elca/awards)
Transitions Program @ SCEC 2019

Research Mentor Training Workshop
Sunday, 8:00am-12:00pm
https://www.scec.org/workshops/2019/mentors

Breakfast Club - Career building strategies
Monday, 7:00am-08:30am
https://www.scec.org/workshops/2019/transitions

“Every Grain of Sand” Lightning Talks
Monday ONLY, 3:00pm - 3:45pm
Southern California Earthquake Center
Communication, Education, and Outreach