CERT Draft Program Plan

Unit 2. Program Goal and Objectives

Instructions:

1. New Program Managers: Draft an overall program goal and 1-2 objectives for your program. These would be a starting place for the discussion you will have with program sponsors and stakeholders.

2. Existing Program Managers: Enter your program's overall goal and two objectives. Ask yourself if the objectives are achievable and appropriate. If not, how might the objectives be revised?

Overall program goal:

Objectives (remember to make them SMART: specific, measurable, achievable, relevant, time bound):

1.

2.

People who should review the goal/objectives (include an individual's name, an agency/organization name, or both):

1.	7.
2.	8.
3.	9.
4.	10.
5.	11.
6.	12.

Unit 2. Program Partners

Instructions:

1. Existing Program Managers: Identify organizations that already provide important partnerships.

2. All Program Managers: Identify organizations in your community that could be targeted for partnership.

Current or Potential Partners

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

Unit 3. Promoting to Target Audiences

Instructions:

Complete the matrix with ideas for your CERT program.

Stakeholder/Partner	Promotional Message	Promotional Strategies

Unit 4. Working with Volunteers

Recruitment

Instructions:

Complete the matrix with ideas for your CERT program. Do not include "word-of-mouth."

I could try to recruit volunteers here.	I could use these elements in the recruitment message.
	Opening: Statement of need: Statement of solution: Why volunteer could do job: What's in it for the volunteer:
	Opening: Statement of need: Statement of solution: Why volunteer could do job: What's in it for the volunteer:
	Opening: Statement of need: Statement of solution: Why volunteer could do job: What's in it for the volunteer:

Retention

Instructions:

Record ideas for retaining volunteers. Add to the list as you think of new ideas throughout the course.

Unit 5. Working with Instructors

Instructions:

Complete the matrix with ideas for your CERT program.

These are great instructors I use or would like to use.
1.
2.
3.
4.
5.
6.

I could also look for instructors from these organizations.

Ideas I want to remember for orienting instructors

Ideas I want to remember for tracking instructors

Ideas I want to remember for managing instructors

Ideas I want to remember for retaining instructors
Other

Unit 6. Procuring and Managing Resources

When procuring program resources, I need to think about these management issues:

Resources	Factors to Consider

Some data collection and recordkeeping things I need to do:

Data or Records to Be Collected	Best Ways to Collect and Access Data/Records

Unit 7. Training and Activities

My draft scenario for *CERT Basic Training,* Unit 5.

Some ideas for tailoring training to my community:

1.
2.
3.
4.
5.
6.

Sample Training Schedule

Week 8 Before Training	Week 7 Before Training	Week 6 Before Training	Week 5 Before Training

Week 4 Before Training	Week 3 Before Training	Week 2 Before Training	Week 1 Before Training

Draft Training and Activity Plan

Objective	Plan for Meeting Objective	Logistical Needs to Meet Objective	Risk to Members	Evaluation of Objective

Unit 8. Policies and Procedures

(Experienced Program Managers) Do your policies and procedures need to be revised? Consider these indicators:

- An increase in the number of injuries or ineffective team operations;

- More questions on what are "normal operations" or a feeling of general confusion;

- Requests from CERT members for more training on a particular procedure;

- Inconsistent performance of CERT members;

- Increase in the stress levels of CERT members; and

- Complaints about poor performance from the sponsoring agency, partners, or the community.

Things I need to research and people I need to talk to before we develop (revise) policies and procedures:

Topic of Policy/Procedure	Research Needed	Individuals to Be Consulted

Topic of Policy/Procedure	Research Needed	Individuals to Be Consulted

Thoughts I had about the policies and procedures we need to develop (policies/procedures or elements that are specific to our program, e.g., how will our CERT members be activated?):

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Unit 9. Program Evaluation

My specific goals and objectives for achieving them (remember to make objectives clear, concise, and measurable)

Goal #1.

Objective #1:
Objective #2:
Objective #3:

Goal #2.

Objective #1:
Objective #2:
Objective #3:

Goal #3.

Objective #1:
Objective #2:
Objective #3:

Ideas for evaluating my Goal #____.

Unit 10. Keeping the Program Going

Three areas where I do well (three strengths):

1.
2.
3.

Three areas where I want additional training:

1.
2.
3.

Three areas I might want to delegate or share:

1.
2.
3.

Ideas for tasks/activities to add or redesign to make my program maintenance efforts most efficient: