STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK

COURSE OUTLINE

EADM 301 – INCIDENT COMMUNICATIONS AND INFORMATION MANAGEMENT

Created by: Jay Roorbach

SCHOOL OF SCIENCE, HEALTH AND CRIMINAL JUSTICE
CENTER FOR CRIMINAL JUSTICE, INTELLIGENCE, AND CYBERSECURITY
SEPTEMBER 2020

A. **TITLE**: Incident Communications and Information Management

B. **COURSE NUMBER:** EADM 301

C. **CREDIT HOURS:** 3

D. **WRITING INTENSIVE COURSE**: No

E. **GER CATEGORY:** NA

F. **SEMESTER(S) OFFERED:** Spring

G. **COURSE DESCRIPTION:** This course provides the student with useable tools and techniques that are universally prescriptive and can be implemented in nearly every risk-associated situation, from pandemics to accidents to terrorist attacks, and even to challenges to organizational reputation management. Students who complete this course are prepared to make the best possible decisions about the affected population's well-being during an incident. Additionally, students practice accepting and communicating those decisions, within evolving situations and severe time constraints.

H. **PRE-REQUISITES/CO-REQUISITES:** 45 credit hours completed or permission of instructor

I. **STUDENT LEARNING OUTCOMES:**

Course Student Learning Outcome [SLO]	*PSLO*	*GER*	*ISLO*
a. Differentiate risk communications from crisis communications	Students will develop and maintain a comprehensive perspective of emergency and disaster management.		2. Critical Thinking
b. Apply components of crisis communications planning and tools including problem definition, analysis, and implementation of intervention, evaluation, and feedback.	Students will work individually and/or collaboratively to address challenges related to emergency mitigation, preparedness, response, and recovery.		1. Communication Skills (written)
c. Analyze the public information component of past incidents and disasters.	Students will collect, analyze, and synthesize information in making critical judgements, some of which can be time sensitive in emergencies or disasters.		2. Critical Thinking
d. Evaluate the role of the traditional and social media and of various stakeholders in crisis communications.	Students will develop and maintain a comprehensive perspective of emergency and disaster management.		2. Critical Thinking

| e. Understand the technological component of incident communications and interaction during an incident | Students will develop and maintain a comprehensive perspective of emergency and disaster management. | | 2. Critical Thinking |

KEY	Institutional Student Learning Outcomes [ISLO 1 – 5]
ISLO #	ISLO & Subsets
1	**Communication Skills** Oral [O], Written [W]
2	**Critical Thinking** *Critical Analysis [CA] , Inquiry & Analysis [IA] , Problem Solving [PS]*
3	**Foundational Skills** *Information Management [IM], Quantitative Lit./Reasoning [QTR]*
4	**Social Responsibility** *Ethical Reasoning [ER], Global Learning [GL],* *Intercultural Knowledge [IK], Teamwork [T]*
5	**Industry, Professional, Discipline Specific Knowledge and Skills**

J.   **APPLIED LEARNING COMPONENT:**   Yes_____   No___**X**__

K.   **TEXT:** Provided electronically at no cost to students:

Fearn-Banks, K. (2007). *Crisis communications: A casebook approach* (3rd ed.). Mahwah, NJ: Lawrence Erlbaum.

L.   **REFERENCES:**   Supplemental reading material will be provided by the instructor.

M.   **EQUIPMENT:** NA

N.   **GRADING METHOD:** A-F

O.   **SUGGESTED MEASUREMENT CRITERIA/METHODS:**
- Assignments
- Quizzes
- Discussion Boards
- Papers

P.   **DETAILED COURSE OUTLINE:**
  I.   Introduction to Incident/Risk/Crisis Communications
   a. FEMA Doctrine
   b. Preparedness, Mitigation, Response, Recovery
   c. Crisis communications
   d. Stakeholder roles in incident communications
  II. Crisis Communications Theory
   a. Vocabulary and definitions
   b. Public relations theory
   c. Crisis communications planning

III. Incident Communications Case Studies
    a. Analyze case studies against theory
    b. Review strategies for effective information management
IV. Incident Communications Planning
    a. Components of crisis communications planning
    b. Define problems
    c. Analyze information
    d. Implement strategies for intervention. Evaluation, and feedback
V. Technology and Incident Communications
    a. Tactical interoperable communications planning
    b. Incident Command and Multi-Agency Coordination
VI. Information and Reputation Management
    a. Address rumors and misinformation
    b. Determine credible sources of information and perform consistent analysis of data
    c. Research information related to an incident
    d. Determine positive and negative effects of social media use
    e. Importance of protecting organizational reputation
VII. Media and Stakeholder Relations
    a. Interacting with the media
    b. Providing internal warning, notification, and communication
VIII. Incident Communications Strategic Application
    a. Natural disasters and pandemics
    b. Transportation incidents
    c. Environmental incidents
    d. Death and injury
    e. Consumer-caused incidents
    f. Terrorism and human-caused disasters

Q. **LABORATORY OUTLINE:** NA