



STATE OF WISCONSIN

DEPARTMENT OF MILITARY AFFAIRS

DIVISION OF EMERGENCY MANAGEMENT

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WISCONSIN EMERGENCY MANAGEMENT STATE EMERGENCY OPERATIONS CENTER PRIVATE SECTOR LIAISONS

INTRODUCTION:

Wisconsin Emergency Management coordinates emergencies or disasters that are too large in size or scope for the local governments (cities, counties, or tribes) to deal with autonomously. In these instances, the State of Wisconsin will activate and open the State Emergency Operations Center (SEOC). The SEOC is staffed by WEM employees as well as other departments within the State of Wisconsin.

Since approximately **85 percent** of resources needed in a disaster are generally provided by the private sector, the State of Wisconsin includes private sector representation with trained liaisons who staff the state's Business Emergency Operations Center. The BEOC, an operational component of the SEOC, strengthens coordination and enhances communication between the state and the private sector.

BENEFITS:

There are many benefits to serving as a private sector liaison. Liaisons will get an insider look at how the State of Wisconsin prepares for and responds to emergencies at the state level, and will have a voice in the planning process. Liaisons are the conduit of information pertaining to an event and receive real-time updates and information. The liaison will be the main point of contact for their industry and will be seen as an expert source of information given an emergency event. Liaisons will provide situational awareness regarding their company's needs and that of their industry. They will be able to see and respond to requests for products and services. These individuals will also participate in a brief training program that will help them better understand emergency response and planning.

QUALIFICATIONS:

In the State Emergency Operations Center (SEOC), the environment during an incident can be very frantic, with requests for information and resources coming from a variety of people and disciplines. Those working in the SEOC are expected to work long hours while keeping a high performance level and intensity.

Some ideal qualifications for the Private Sector Liaison include:

- Ability to work in high-stress environments.
- Familiarity with names and types of businesses in the State of Wisconsin.
- Working knowledge of ICS/NIMS and the operations functions of the WI SEOC.
- Strong oral and written communication skills.
- Strong computer skills and the ability to work with WebEOC, word processing, spreadsheets.
- Strong problem solving, assessment and evaluation skills.

- Ability to respond to the BEOC within one hour, if activation requires liaison to be physically located within the SEOC.
- Ability to cover entire shift (most commonly 12-hrs).

To become a Private Sector Liaison, your business or organization must also be a member of the Business Emergency Operations Center.

REQUIREMENTS:

In order to best prepare the private sector liaison for participation in an emergency, Wisconsin Emergency Management requests that all private sector liaisons can make a three year commitment to serve in this capacity. Since emergencies can happen often without advanced warning, it is important that these liaisons are generally able to adjust their schedules to respond to an emergency or disaster (virtually or in person). Additionally, Wisconsin Emergency Management encourages liaisons to complete the required professional training within 9 months.

All training will be available without cost to the liaison except for travel, lodging, or food (if applicable). Training requirements include:

- ✓ Attend the Wisconsin State EOC Liaison course (6 hours in person at WEM)
- ✓ IS100a. Incident Command System (independent online study course through FEMA)
- ✓ IS230a. Fundamentals of Emergency Management (independent online study course through FEMA)
- ✓ IS662 Improving Preparedness and Resilience through Public-Private Partnerships (independent online study course through FEMA)
- ✓ Introduction to WebEOC

Beyond these trainings, liaisons are expected to attend one Emergency Management training per year led by an existing Public-Private Partnership in Wisconsin, a County Emergency Manager or Wisconsin Emergency Management.

HOW TO VOLUNTEER:

Those interested in becoming a Private Sector Liaison can contact Laura Reinke, Community Preparedness Coordinator at WEMPPP@wisconsin.gov or (608) 242-3238. You can also find more information about Wisconsin Emergency Management and the Business Emergency Operations Center by visiting <https://dma.wi.gov/DMA/wem/preparedness/public-private-partnerships>.