



Emergency
Management
Association
of Texas

2019
2020

Annual Report



EMAT MEMBERS,

We are glad to present our first annual report to let you know how the Emergency Management Association of Texas (EMAT) is working for you!

With the historic nature of 2020 in mind, 2019 seems like a lifetime ago, but it was a productive and record-breaking year for the EMAT. The symposium was a huge success, you are hearing us address topics that are important to our profession, our website is updated, our social media is back on track and our committees are re-energized. We also launched our first ever online trainings on critical topics.

EMAT is thriving.

Along with our board and committee members, we are working hard for you. Please take a moment to learn more about what we did in 2019 and consider being a part of the work in 2020.

Stay safe and healthy,



Francisco Sanchez
EMAT President



SYMPOSIUM

The Annual Symposium is our hallmark event and the Symposium Committee is responsible for planning and coordinating all aspects of the event including the selection of presentations, event planning, audio visual needs, exhibitor and sponsor coordination, development of printed materials, marketing, and more. The 2020 EMAT Symposium included:

- 225 in attendance
- 15 sponsor attendees
- Development of the EMAT Podcast with 5 episodes promoting the EMAT Symposium
- Set records in member attendance and exhibitor attendance

Join the Symposium Committee:
preisen@utsystem.edu

COMMUNICATIONS

The EMAT Communications Committee coordinates communication activities among EMAT's membership and the Board of Directors. The Communications Committee works with the EMAT Executive Director to communicate information via E-blasts, the website and social media. The Communications Committee has focused on delivering more relevant content by email, completed a new format for the EMAT Newsletter, and an enhanced social media presence. The next year's goals are to enhance social media for the symposium, develop a comprehensive marketing plan with other committees, and make website improvements:

- 62 Unique Email blasts since 2019 EMAT Conference
- Rebranded EMAT Social Media to @YourEMAT
- Facebook Posts 53 posts in 2019 (112 in 2020 as of 5/11/20)
- Twitter Posts 58 posts in 2019 (112 in 2020 as of 5/11/20)

Join the Communications Committee:
Chip.Orton@amarillo.gov



MARKETING AND MEMBERSHIP

The EMAT Membership and Marketing Committee analyzes membership trends and provides recommendations to the Board for growing EMAT membership as well as retaining current members. The Committee accomplishes this in part by producing and approving an annual member recruitment strategy and campaign, and periodically reviews and adjusts the strategy as needed to support attainment of annual targeted recruitment and retention goals:

- Filmed original video to promote online Membership Certificate
- 129 certificates downloaded to date
- Complete rebrand of Annual EMAT Leadership Symposium materials and marketing

Join the Marketing and Membership Committee:
hallie.frazee@oem.hctx.net

TRAINING

The EMAT Training Committee develops training materials for new Emergency Management Coordinators and developing continuing education opportunities, including finding speakers for the EMAT Symposium and developing content for bi-monthly webinars:

- Creation of EMAT Webinar Series
- Three webinars in 2019 (Active Shooter, Cyber Security, Awards)
- Four in 2020 (FNSS, Emergency Communications, COVID-19, Self-Care)

Join the Training Committee:
Laura.Gehrig@hsc.state.tx.us

TEM

The TEM Commission is comprised of TEM Certified members of EMAT and is responsible for reviewing TEM applications, proctor TEM exams, and mentoring TEM applicants:

- We are working to explore and identify methods to improve the application submittal process.
- Developing and promotion strategy of an official TEM exam study guide

Join the TEM Commission:
preisen@utsystem.edu

AWARDS

The EMAT Annual Awards Program recognizes the achievements and hard work of the individuals, organizations and jurisdictions that have made exceptional efforts to further the field of emergency management and to ensure a whole community approach to preventing, preparing for, mitigating against, responding to and recovering from disasters:

- Updates to the Award Categories allowed for more submissions to this year's awards nominations
- More changes will be coming for the 2021 EMAT Awards Categories
- New plaque and award designs provided a fresh look for this year's winners

Join the Awards Committee:
Brian.Murray@oem.hctx.net



LEGISLATIVE

The EMAT Legislative Committee prepares and promotes EMAT's legislative agenda. Additionally, the Legislative Committee coordinates legislative strategy sessions to help define EMAT's legislative agenda:

- Establishing committee leadership core and membership
- Finalizing legislative handbook
- Planning for legislative day at the capitol
- Developing EMAT Legislative Awareness Training Presentation

Join the Legislative Committee:
jeb@rs-emergency.com

PUBLIC-PRIVATE PARTNERSHIP

The Public-Private Partnership (PPP) Committee has been developing public and private emergency management relationships to further emergency management capacity throughout the state. This committee's mission is to develop, identify, and promulgate best practices for creating effective partnerships among private, not-for-profit, and public sectors:

- Currently we are revising the scope of the committee
- Recruiting active membership from private sector partners
- Aim to host a conference call with private sector partners to see what they would like to see from EMAT.

Join the Public-Private Partnership Committee:
john.buck@pxd.com





The Emergency Management Association of Texas (EMAT) is dedicated to the advancement of the field of emergency management both statewide and nationally. To that end, EMAT engages in an array of efforts to advance a statewide emergency management agenda and to promote the professional growth of the emergency management practitioner.

Thank you for your continued support of EMAT and please, stay safe.



YourEMAT

Emergency Management Association of Texas

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