

COSTEP MA Executive Meeting

Virtual meeting on July 9, 2020

10:00 – 10:45am

Attendance:

Evan Knight (co-chair), Alejandra Dean (co-chair), Veronica Martzahl, Kathy Griffin, Lori Foley, Priscilla Anderson, Becky Geller

Discussions and Updates

Communications updates and content development

Evan Knight provided an update on blog posts, website activity, visitor engagement to the COSTEP MA website, email activity, and social media activity since last meeting. 8 blog posts were published, including updates to previous posts: a pinned post on COVID resources, a post on an emergency planning virtual symposium at Loyola University New Orleans, a post on the latest REALM project update, an announcement on the upcoming COSTEP MA TTX exercise and registration info, and a post on an FAIC virtual online course in emergency planning. Kathy Griffin volunteered to write a post for the Disaster Diaries thread about a water leak at MHS that recently occurred. Evan will share information on upcoming NEDCC webinars. Evan reported that 1 email blast was sent last month that summarized information from the above blog posts/announcements (6/26). There was a great response to the June hurricane webinar and that led to 62 new registrants to the email list. The mailing list is over 300 people with decent click and open rates, especially when we factor in distribution to various listservs. Evan thanked Becky Geller and NEDCC for posting the hurricane webinar VIMEO video to their site. Evan shared Twitter engagement numbers.

Task force updates

Alejandra Dean reported on planning and registration updates for the upcoming tabletop exercise (TTX). Registration requirements were finalized in June and were included in the registration announcement: an institution must have a disaster plan and multiple people at the institution should participate together. Registration is live through MBLC, but has only been announced once through the COSTEP MA listserv and website. Next steps will include a second COSTEP MA listserv announcement and then announcing more broadly and crafting the disaster plan blog series. There are three registrants signed up for 8 slots, although one is out of state and one is in private practice; preference will be given to Massachusetts institutions. Lori Foley is working with a group in Florida and the group agreed to share our materials with them.

The group also discussed planning the disaster plans blog post series that will lead up to the TTX. Lori suggested basing the posts on the table of contents from dPlan. Becky also suggested starting with a self-assessment. Evan suggested a post about qualitative information about the TTX and why COSTEP is doing this; this post will be sent out to the COSTEP listserv during the last week of July as the second TTX announcement to register. Alejandra Dean will convene the TTX task force to start work on drafting the blog series, with a goal of publishing 1 blog post per week beginning in August and ending in early September.

Other business

Lori shared that there is a low pressure area off the coast of North Carolina that has the potential to develop into a tropical storm that could impact southern New England; Evan will send out some tweets and reach out to Ben Haavik to send a weather alert.

There is an upcoming NEDCC webinar on July 23rd Disaster Planning for Extended Closings, which COSTEP MA will highlight in its communications.

Next Meeting:

August 13, 2020 at 10:00am through virtual conference technology