

COOL IN EVERY CRISIS

A GUIDE TO BUILDING YOUR CAREER IN
EMERGENCY MANAGEMENT



CAPELLA UNIVERSITY



WHAT IS EMERGENCY MANAGEMENT?

Emergency management is a broad and growing field that helps communities respond to, recover from, mitigate, and prepare for crises. Situations that may require the assistance of emergency managers include:

- Fires
- Snowstorms
- Tornadoes
- Floods
- Hurricanes
- Chemical spills
- Drought
- Earthquakes
- Contaminated water
- Terrorism
- Virus threats
- Bridge collapses
- Train derailments
- Airline crashes
- Power loss & blackouts
- Cyber attacks

AREAS OF FOCUS

- Preparedness
- Mitigation
- Recovery
- Response
- Protection

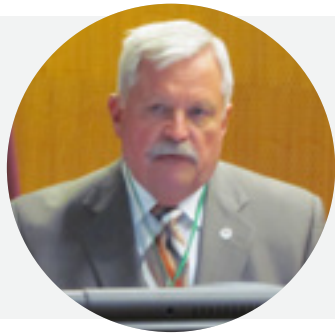




WHAT IS EMERGENCY MANAGEMENT?

In the U.S., the Federal Emergency Management Agency (FEMA) is perhaps the most recognized emergency-management organization that deals with disaster relief. But state and local governments and many companies and nonprofits, especially those with global operations, also hire staff trained in emergency management.

Protecting human life and minimizing property damage is the primary goal of emergency management. But when existing safeguards and preventative measures fall short and a threat transforms into a crisis, emergency managers help communities get the resources and assistance they need to survive, recover, and return to normal.



“It might sound corny, but in some ways, working in emergency management is a way of showing love for other people. At the end of the day, it’s all about getting people home safe.”

DEAN LARSON, PhD

Capella University | emergency management faculty



HOW EMERGENCY MANAGEMENT IS **CHANGING**

A century ago, communities in crisis had to rely on their neighbors for help. Wildfires, floods, and tornados could crush a city or wipe a town off the map. Government aid was often spotty, and the primary focus was disaster relief. There was little effort to prevent or prepare for crises in advance.

Today, the federal agency FEMA helps communities prepare for and respond to emergencies. Commercial businesses put plans in place for potential setbacks caused by flooding, fires, chemical spills, and even terrorist acts. Nonprofit organizations, especially those with a global reach, hire emergency managers to deal with threats ranging from famine to tsunamis. There is an emergency management aspect to nearly every aspect of human activity imaginable.



FOUR TRENDS TRANSFORMING EMERGENCY MANAGEMENT



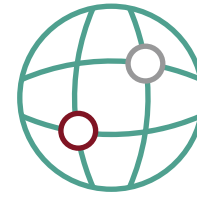
EMERGENCY MANAGEMENT HAS BECOME MORE VISIBLE.

Before 9/11, much of the public was unaware of the work done by emergency managers. Now, emergency management plans are often in the spotlight. Communities expect to have them in place when things go wrong.



MANY SECTORS NOW HIRE EMERGENCY MANAGERS.

It's no longer just government agencies that hire emergency managers. Colleges and universities, global companies, and even some nonprofits have begun to employ emergency managers to plan their response to natural disasters, acts of terrorism, and other scenarios that might threaten their operations.



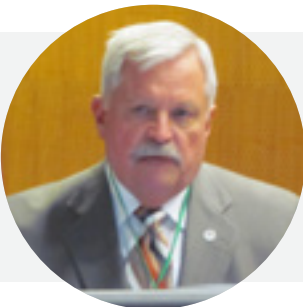
SOCIAL MEDIA HAS CHANGED THE FIELD.

For emergency managers, social media and other technologies are key tools for coordinating the work of multiple departments and agencies. Posts on social media and websites also help keep the public informed of ongoing developments or future changes.



PROFESSIONAL EDUCATION IS KEY TO SUCCESS.

In addition to training, emergency managers can now obtain degrees that ground them in the principles, theory, and research related to the field. A professional education gives students a deep understanding of the foundational tenets that underlie the field.



“In today’s lean funding environment, we need to work faster, better, and smarter.”

DEAN LARSON, PhD

Capella University | emergency management faculty



CAREERS IN EMERGENCY MANAGEMENT

Emergency management jobs are available in a number of fields. Sectors that hire individuals trained in emergency management include:

- Law enforcement
- Corporate business continuity department
- Private security firm
- Federal or state emergency management agency
- Emergency medical service
- Fire service
- State and local government
- Academia

Job growth in emergency management is about 6% annually—roughly the same as the average for all occupations.

SOURCE: U.S. Bureau of Labor Statistics

The median pay for emergency managers with a bachelor's degree in 2015 was \$67,330.

SOURCE: U.S. Bureau of Labor Statistics



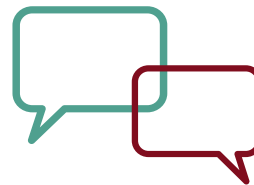
WHAT **SKILLS** DO YOU NEED TO **SUCCEED** IN EMERGENCY MANAGEMENT?

Jobs in emergency management vary significantly. Planning and policy advisors spend their days quite differently than resource directors and critical infrastructure managers. But people who are successful in emergency management share certain traits and characteristics. They include:



CURIOSITY AND CREATIVITY.

Solving problems first requires an understanding of them. And coming up with the right solutions involves sorting through the possibilities and considering the potential conflicts, pitfalls, and problems that could crop up. Successful emergency managers are good at critically analyzing ideas, thinking through the details, and being flexible.



INTERPERSONAL COMMUNICATION.

Whether it's conferring with a military commander or comforting a crying child, emergency management professionals often confront a variety of situations in a single day. They must be sensitive to the needs of others and possess the ability to convey a message clearly and succinctly.



ABILITY TO UNDERSTAND COMPLEX ORGANIZATIONS.

Coordinating the work of numerous organizations requires the ability to connect and communicate with the right people. Emergency managers do this on a daily basis. They also have a clear understanding of how operational and funding systems work.



4 BENEFITS OF EARNING AN ADVANCED DEGREE IN EMERGENCY MANAGEMENT

Not every job in emergency management requires an advanced degree. But a master's, professional doctorate, or PhD in emergency management can set you apart from the competition when it comes to applying for some of the best jobs in the field. Here's what you'll gain by earning a master's or doctoral degree.

1

YOU'LL LEARN HOW TO LEAD IN A CRISIS.

Effective leaders can mitigate a bad situation from becoming worse, help a community recover, and even prevent a disaster from happening again. With an advanced degree, you'll get an education that grounds you in foundational theory but can be practically applied.

2

YOU'LL LEARN HOW TO HANDLE AT-RISK POPULATIONS IN A CRISIS.

Different populations react differently to disastrous events. Emergency managers need to be prepared to adapt their practices based on the needs of all the people affected by the emergency. Age, cultural barriers, and limited English skills in affected populations can complicate plans. In an advanced degree program, you'll learn about cultural and community factors you might encounter in developing plans to respond to crises in diverse communities.

4 BENEFITS OF EARNING AN ADVANCED DEGREE IN EMERGENCY MANAGEMENT (continued)

3

YOU'LL LEARN HOW TO ASSESS RISK.

If a community understands the potential risks it faces, it is possible to avoid, lessen, and eliminate threats. Advanced emergency management education prepares students to create plans for emergency operations, forge mutual aid agreements, and create strategies to mitigate hazards. Look for programs that give you the opportunity to test your strategies in simulations.

4

YOU'LL LEARN HOW TO RESPOND TO AND RECOVER FROM DISASTERS.

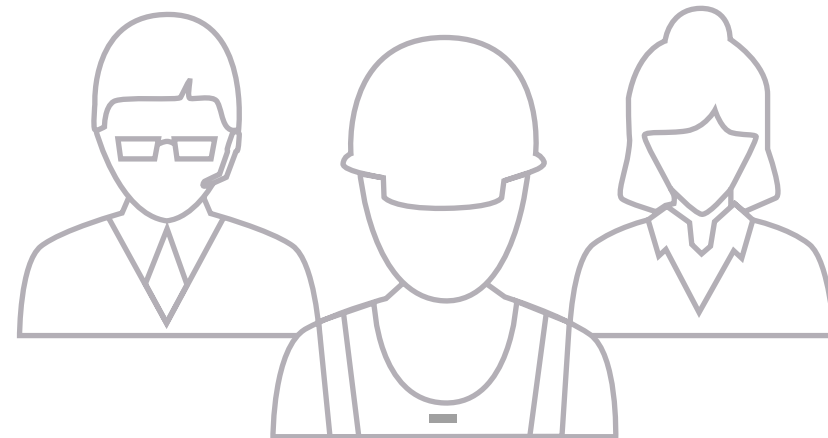
In a crisis, emergency managers need to bring together first responders, engineers, communication experts, environmental specialists, business leaders, and multiple levels of government.

They also need to consider the needs of a community and know how to navigate the social, environmental, and policy factors that will affect the recovery process. You'll gain the critical thinking skills to see beyond the immediate aftermath of a disaster in an advanced degree program.

WHAT CAN YOU DO WITH A DEGREE IN EMERGENCY MANAGEMENT?

Common jobs that require or benefit from an advanced degree in emergency management include:

- Crisis management consultant
- Disaster response consultant
- Emergency operations center director
- Homeland security coordinator
- Logistics coordinator
- Corporate security specialist
- Resilience manager
- Mitigation manager
- Director of emergency preparedness/planning/operations/response/recovery
- Emergency/disaster management coordinator or consultant
- Risk/loss control manager
- Critical infrastructure consultant
- Subject matter expert for emergency management curriculum development
- Adjunct, part- or full-time faculty at a college/university





WHY SHOULD YOU CHOOSE CAPELLA?

Degree programs aligned to industry standards.

Learning experiences that can be applied immediately in the field.

Up-to-date curriculum and knowledgeable faculty who are experts in the field.

The most direct path to your goals with 100% online courses for the ultimate flexibility.

An affordable education with many financial support options.





WHAT SETS CAPELLA APART?

Capella University graduate programs in emergency management prepare professionals like you to lead in the midst of a crisis. You'll develop the skills needed to prepare for a crisis, communicate with other organizations, and respond effectively and efficiently when emergency situations develop.

Capella University is the first online university to offer a Doctor of Emergency Management (DEM) program.

What programs does Capella offer?

- MS, Emergency Management
- PhD, Emergency Management
- DEM, Emergency Management



PROGRAMS THAT ARE **PROFESSIONALLY ALIGNED**

Capella has over 500 partnerships with highly recognized institutions from around the U.S., including:

- FBI National Academy
- International Association of Emergency Managers
- United States Secret Service
- National Sheriffs' Association

Capella also has an Epsilon Pi Phi chapter, the national honor society for Emergency Management.





THE MOST **DIRECT PATH** TO YOUR **GOALS**

Capella's emergency management programs are focused on the skills and knowledge you need to succeed as a professional in the field, and are designed to put you on a direct path to your goals.

Our master's and doctoral programs in emergency management combine a strong theoretical focus and real-world, practical application you can immediately use in your career.

Capella's approach to education is designed around the critical skills, knowledge, theories, and abilities — or "competencies" — required to master the subject matter in your advanced degree program. You gain the relevant competencies that employers want to add to their workforce—and in the most efficient way.



RELEVANT CURRICULUM

Capella's emergency management curriculum focuses on the workplace competencies and personal effectiveness skills that employers want to see. It's designed to prepare emergency managers to deal with a variety of crisis scenarios, with a focus on mitigation, preparation, protection, response, and recovery.

Theories, research, and best practices

- A Master's in Emergency Management gives you the skills and knowledge needed to lead and manage individuals and organizations in emergency preparedness activities.

You'll learn how to:

- Evaluate research to apply practical solutions to emergency management issues.
- Manage the dynamics of all phases of natural and man-made disasters.
- Deal with critical incident stress management, and risk assessment, evaluation, and analysis.

Lead future changes

- A Doctor of Emergency Management emphasizes leadership, professional communications, and ethical decision-making skills necessary to manage changes in the field.

You'll learn how to:

- Understand and develop policy.
- Use an action research approach to inform policy and preparedness plans.
- Support policy creation with critical thinking, logic, and consistency.

Become a scholar practitioner

- A PhD in Emergency Management gives you the skills and knowledge needed to generate new research that advances the field.

You'll learn how to:

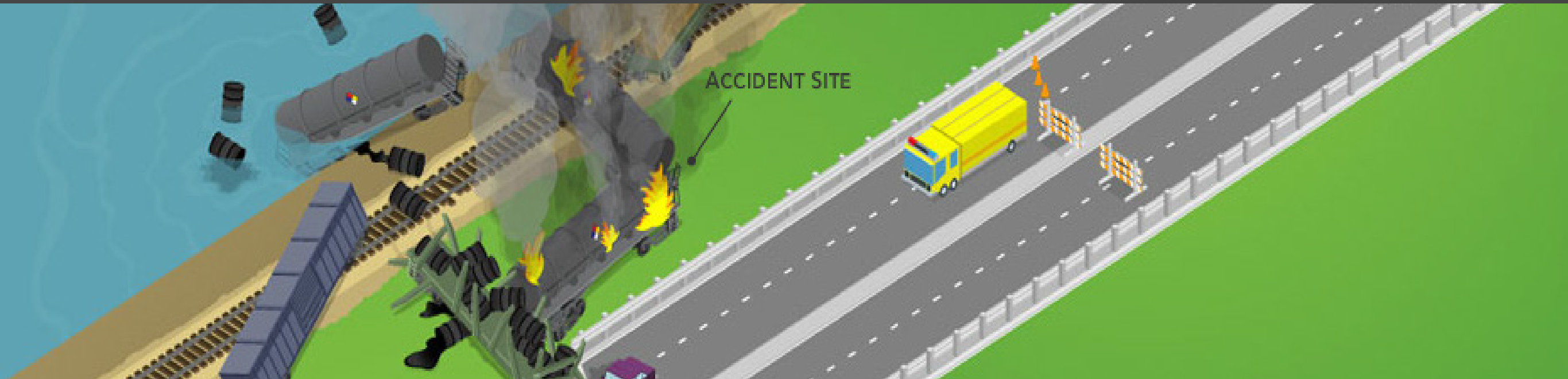
- Conduct valid, reliable, and ethical research.
- Evaluate the impact of policy on evolving emergency management issues.
- Apply theoretical perspectives related to hazard, risk, and vulnerability within emergency management systems.



A **FACULTY** THAT'S **OUTSTANDING** IN THE FIELD

Every member of Capella's emergency management faculty holds a doctoral degree, and many are Certified Emergency Managers. In addition, the faculty has extensive real-world experience in organizations such as the FBI National Academy Associates, FEMA, International Association of Emergency Managers (IAEM), Secret Service, the U.S. armed forces, and more.





HANDS-ON LEARNING

Capella's emergency management programs give you access to Riverbend City, a one-of-a-kind simulation tool to practice what you're learning in course discussions and assignments. This virtual environment allows you to take on real-world challenges and situations, including:

- emergency management and the public health response
- emergency operations center activation
- threat assessment

You'll gain authentic experiences working with the various interdisciplinary roles required in an emergency management position.





AFFORDABILITY

Capella offers an affordable per credit cost with a variety of ways to save money your degree.



SCHOLARSHIPS

Capella offers several scholarship opportunities for new students to save thousands on your degree. And the best part: scholarships never need to be paid back.



TRANSFER CREDITS

You may be able to apply up to 40 credits from Capella's master's program in emergency management to a Capella emergency management doctoral program.



MILITARY DISCOUNT

Capella offers a discount of 10 to 15% to veterans, service members, and their spouses.



EMPLOYER DISCOUNTS AND TUITION REIMBURSEMENTS

Tuition discounts from Capella-affiliated employers and colleges can make your degree more affordable, saving you thousands. Additionally, many employers offer tuition reimbursement to their employees — even those without a formal program. Check with your HR department or manager to see if you are eligible.



CREDIT FOR PRIOR LEARNING

To recognize what you've previously accomplished, Capella lets you earn credit towards your master's degree when you demonstrate knowledge gained through previous or ongoing coursework, experience, or certifications.



RESOURCES

PROGRAMS

[MS, Emergency Management](#)

[PhD, Emergency Management](#)

[DEM, Emergency Management](#)

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**TALK TO A CAPELLA
ENROLLMENT COUNSELOR:**

1.866.933.5819

[CAPELLA.EDU](#)

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See graduation rates, median student debt, and other information at www.capellaresults.com/outcomes.asp

ACCREDITATION: Capella University is accredited by the Higher Learning Commission.
HIGHER LEARNING COMMISSION: <https://www.hlcommission.org>, 800.621.7440
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