



GOALS, PURPOSE, OBJECTIVES,
AND SCOPE

EXERCISE GOALS

- What is the desired outcome?
 - Define your **Bottom Line** and *stick to it*
 - Beware of “design creep” and the tendency to expand goals and objectives beyond scope
 - Use outcomes to determine participating agencies — then be certain the design supports their attendance (task ‘em!)

EXERCISE PURPOSE

The purpose statement:

- Is a broad statement of the exercise goal
- Governs the selection of the objectives, which in turn govern subsequent steps
- Clarifies for the exercise sponsors and potential participants why the exercise is being conducted
- Is useful in communicating plans to the media and community leaders

EXAMPLE: PURPOSE STATEMENT

The purpose of this emergency management exercise is to improve the following emergency ***response and recovery operations...***

- Flood stage monitoring
- Evacuation warning
- Relocation of school children
- Shelter management

...by involving the following ***agencies...***

- Emergency Management
- Fire Department
- Public Works
- Health Department
- Red Cross
- Public Schools

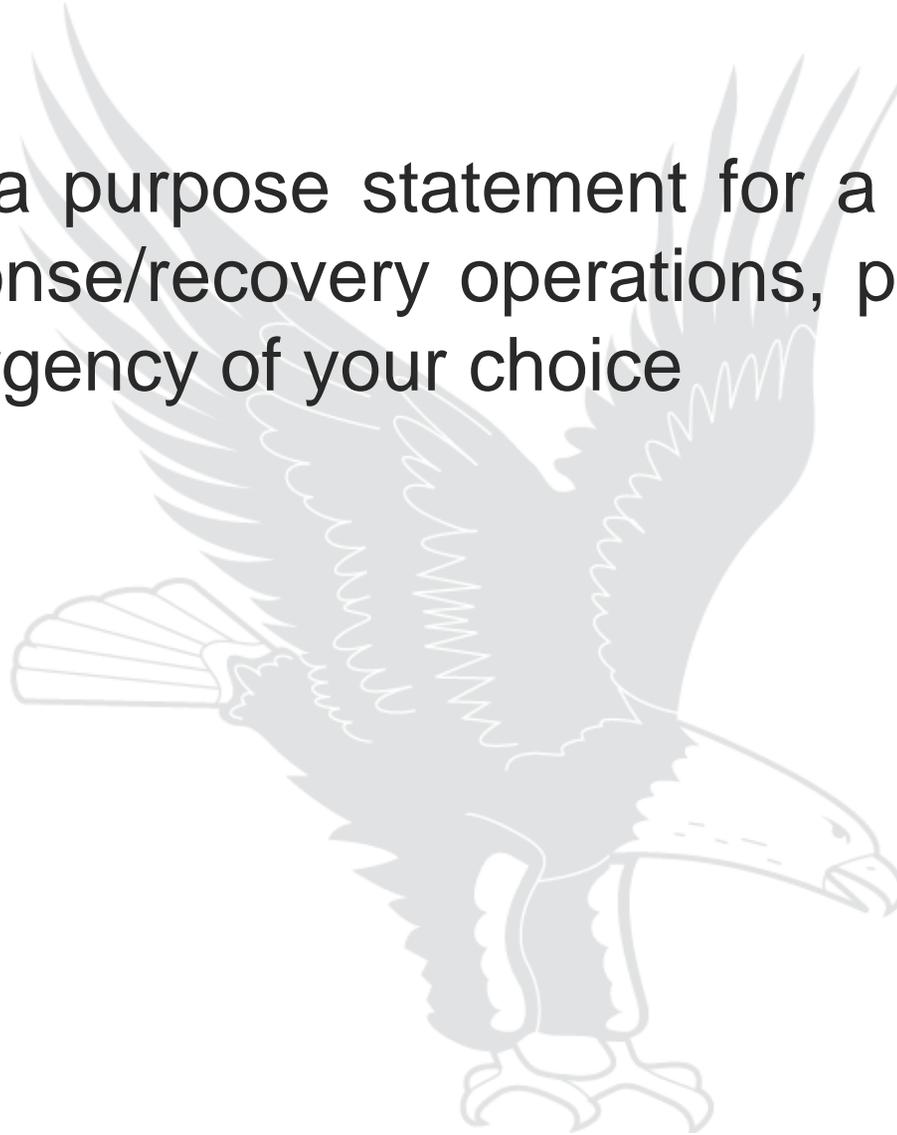
...in a ***Tabletop Exercise*** simulating a ***Flash Flood at Planter's Street Bridge*** on ***April 2, 2006.***



PRACTICAL EXERCISE #1

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- Develop a purpose statement for a TTX using the response/recovery operations, participants, and emergency of your choice



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EXERCISE OBJECTIVES

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- Descriptions of the performance you expect from participants to demonstrate competence
- Essential during the four stages of the exercise process:
 - Design: Objectives are the pivot point of the process
 - Conduct: The exercise is conducted according to objectives
 - Evaluate: Objectives identify evaluation criteria
 - Follow-up: Objectives are addressed

DEFINING OBJECTIVES

- Different than goals
- How are objectives determined?
 - Performing a needs assessment
 - Breaking down a purpose statement
- How many objectives?
 - Depends on participating agencies and exercise size
- What makes a good objective?
 - An action, stated in observable terms
 - The conditions under which the action will be performed
 - Standards (or level) of performance

SMART METHOD

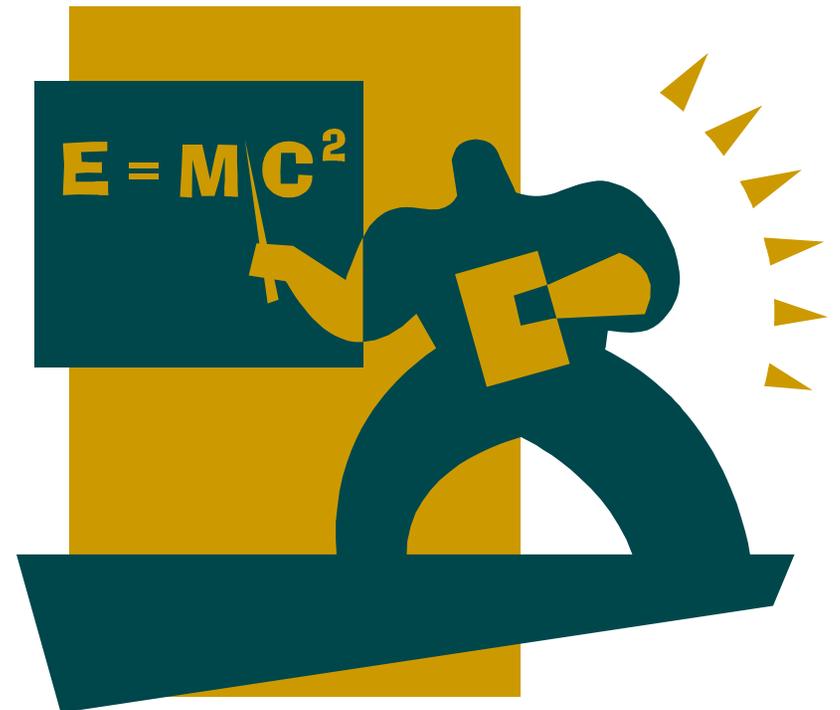
SIMPLE

MEASURABLE

ACHIEVABLE

REALISTIC

TASK ORIENTED



[SIMPLE]

- A good objective is simply and clearly phrased
- It is brief and easy to understand



MEASURABLE

- The objective should set the level of performance
- Results are *observable*
- You can tell when the objective has been achieved

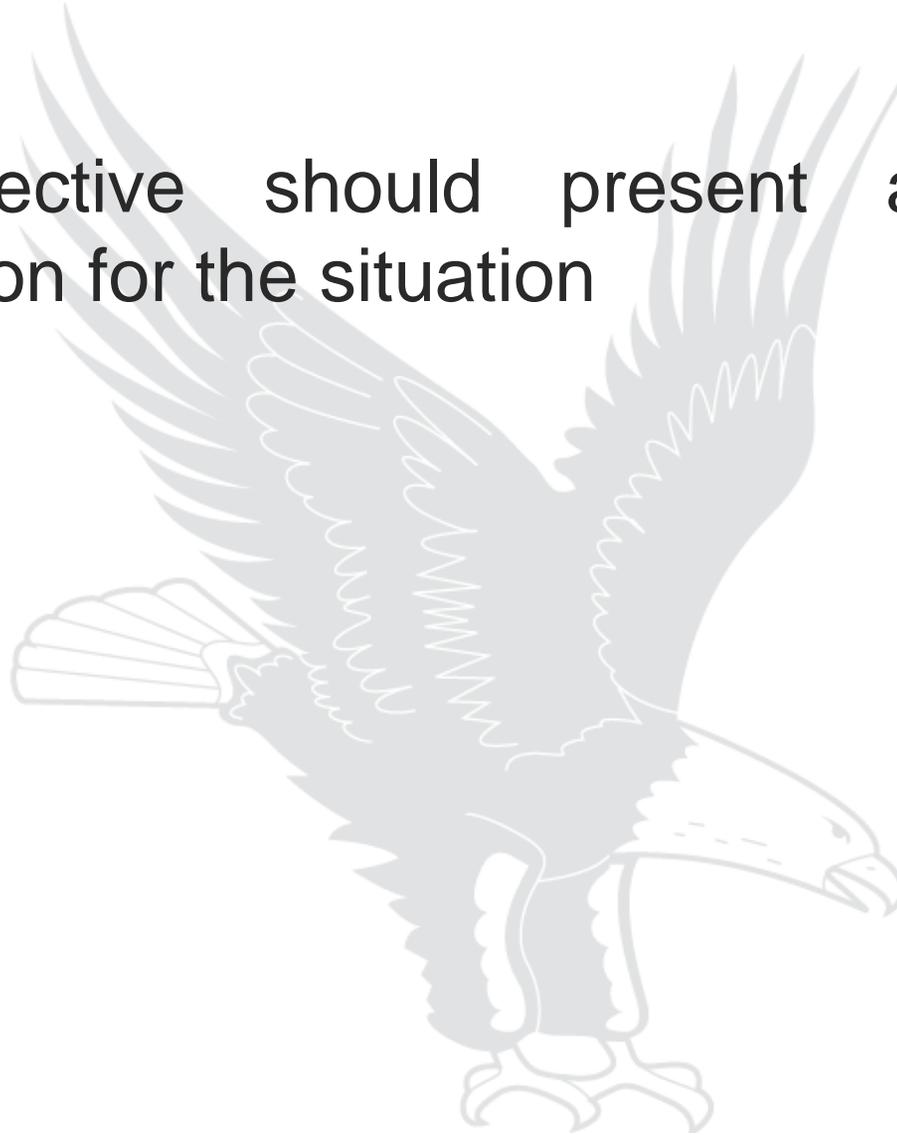
ACHIEVABLE

- An exercise objective should be challenging, but not beyond the capabilities of the participants
- Provide the opportunity for success



REALISTIC

- The objective should present a realistic expectation for the situation



TASK ORIENTED

- The objective should focus on a behavior or procedure
- With respect to exercise design, each objective should focus on individual emergency functions

EXAMPLE OBJECTIVES

- Test interagency communications
- Implement emergency operations plans
- Establish unified incident command
- Discuss evacuation procedures
- Identify accountability procedures

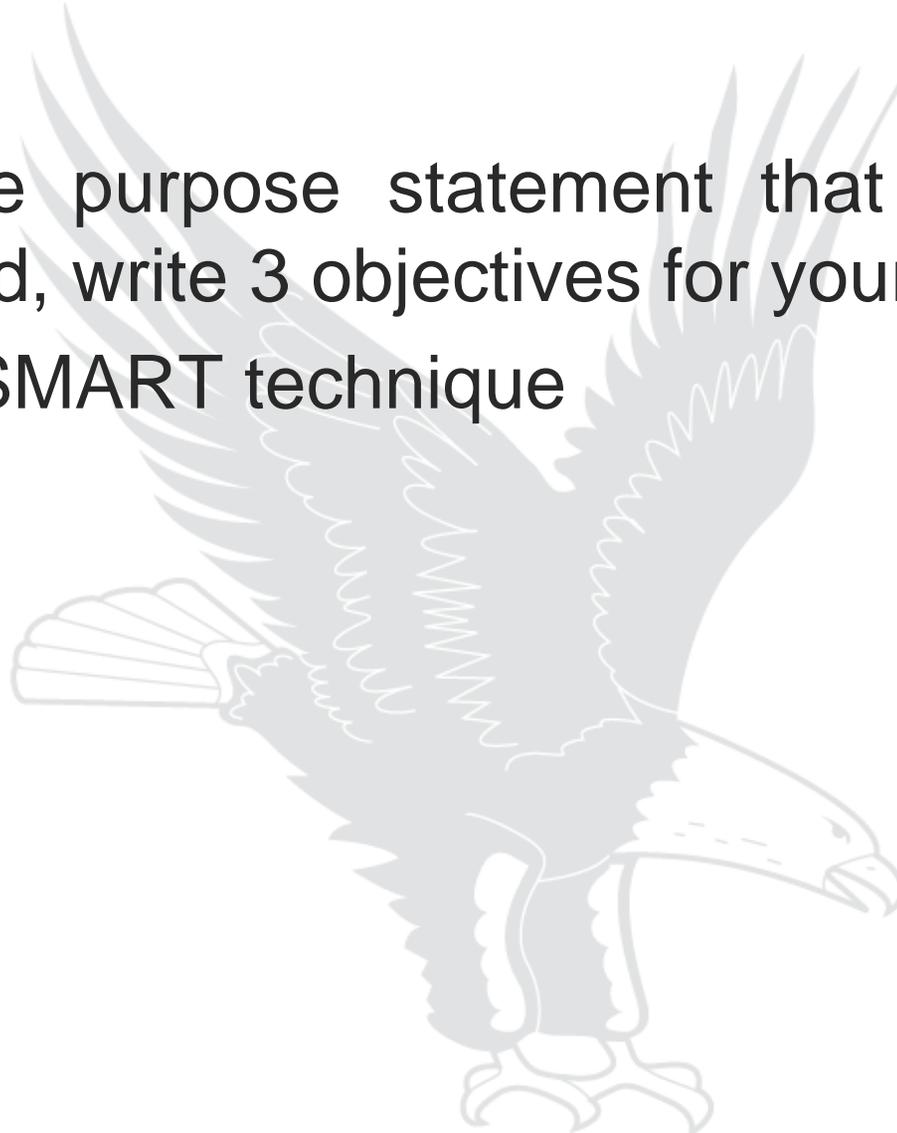
Are these **SMART**?

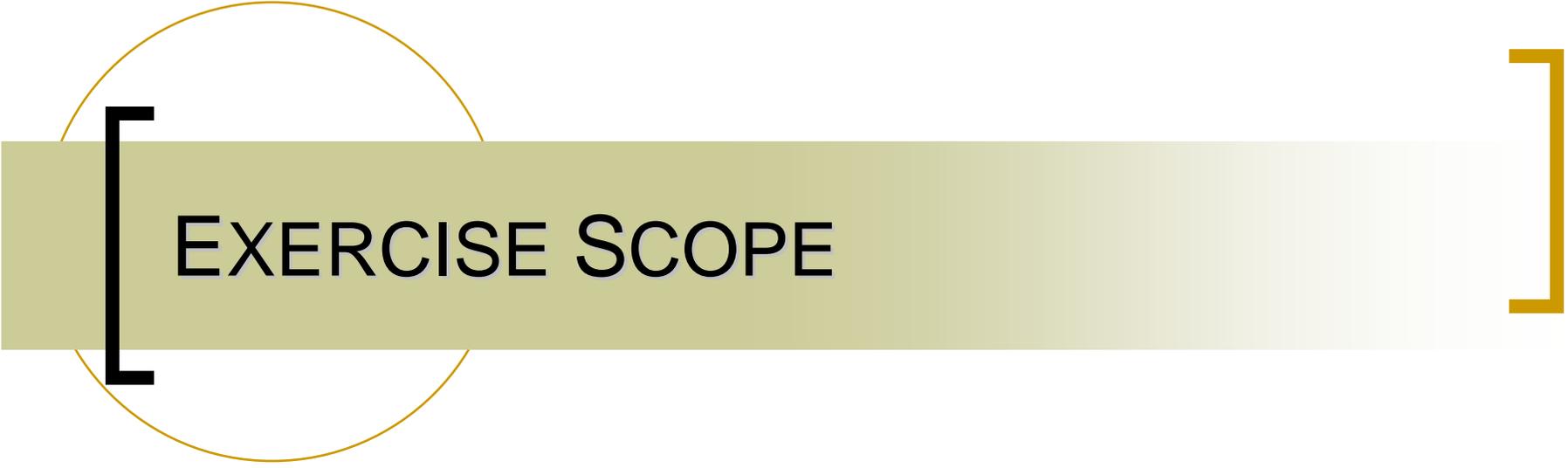


PRACTICAL EXERCISE #2

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- Using the purpose statement that you have developed, write 3 objectives for your exercise
- Use the SMART technique





EXERCISE SCOPE

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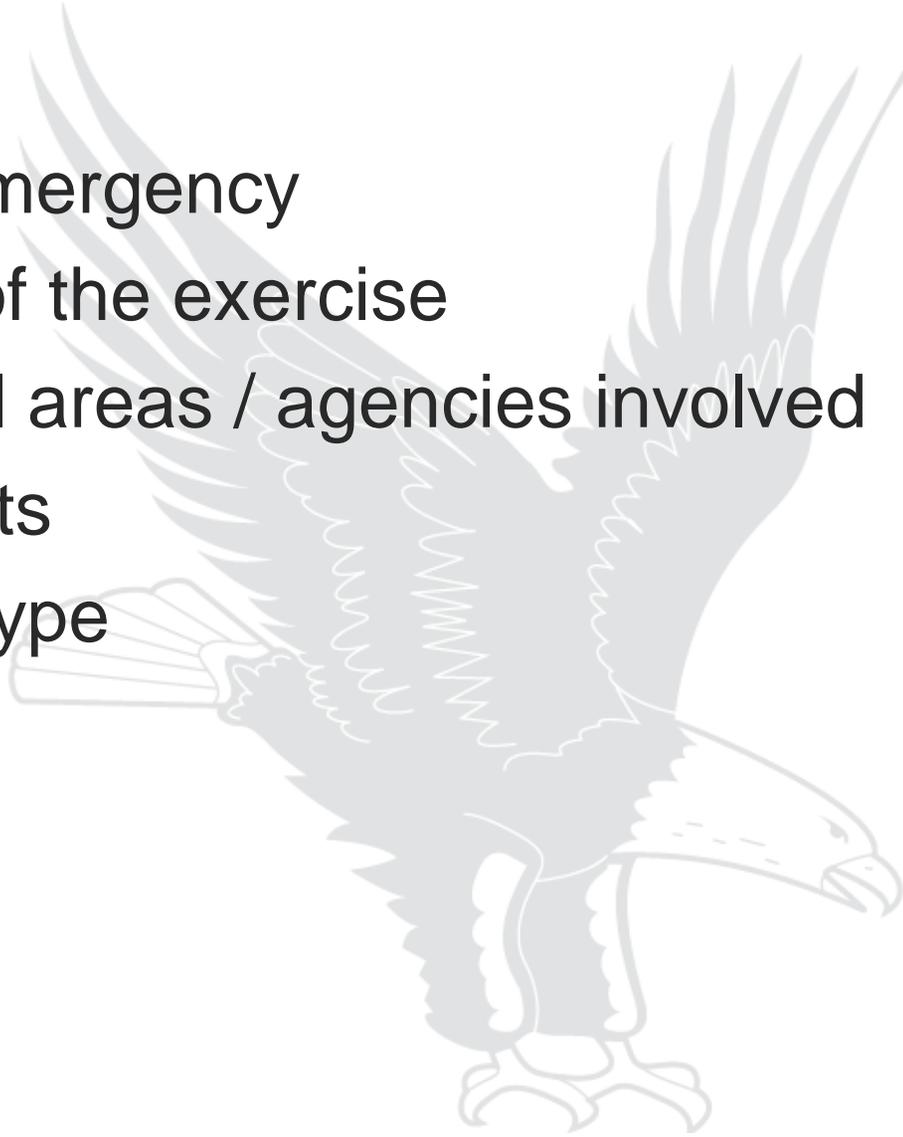
Factors that help you put realistic limits on the scope of an exercise:

- Expense
- Availability of personnel and other resources
- Seriousness of the problem
- Capability of the exercise to address the problem
- Skills and experience of the designers
- Length of the exercise



FIVE KEY ELEMENTS OF SCOPE

- Type of emergency
- Location of the exercise
- Functional areas / agencies involved
- Participants
- Exercise type



EXAMPLE: SCOPE

...in a **Tabletop Exercise** simulating a **Flash Flood** at **Planter's Street Bridge** on **April 2, 2006**

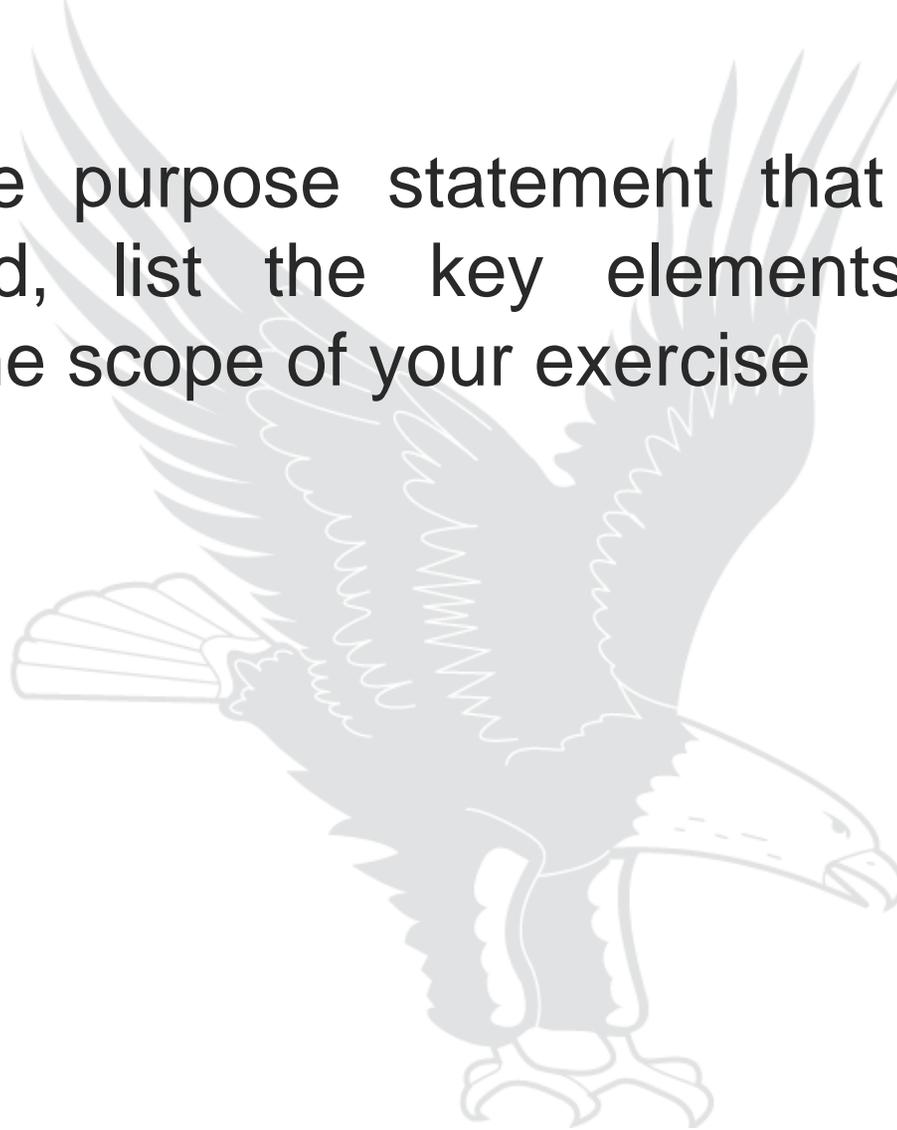
Note: Some elements of scope may be found throughout the purpose statement



PRACTICAL EXERCISE #3

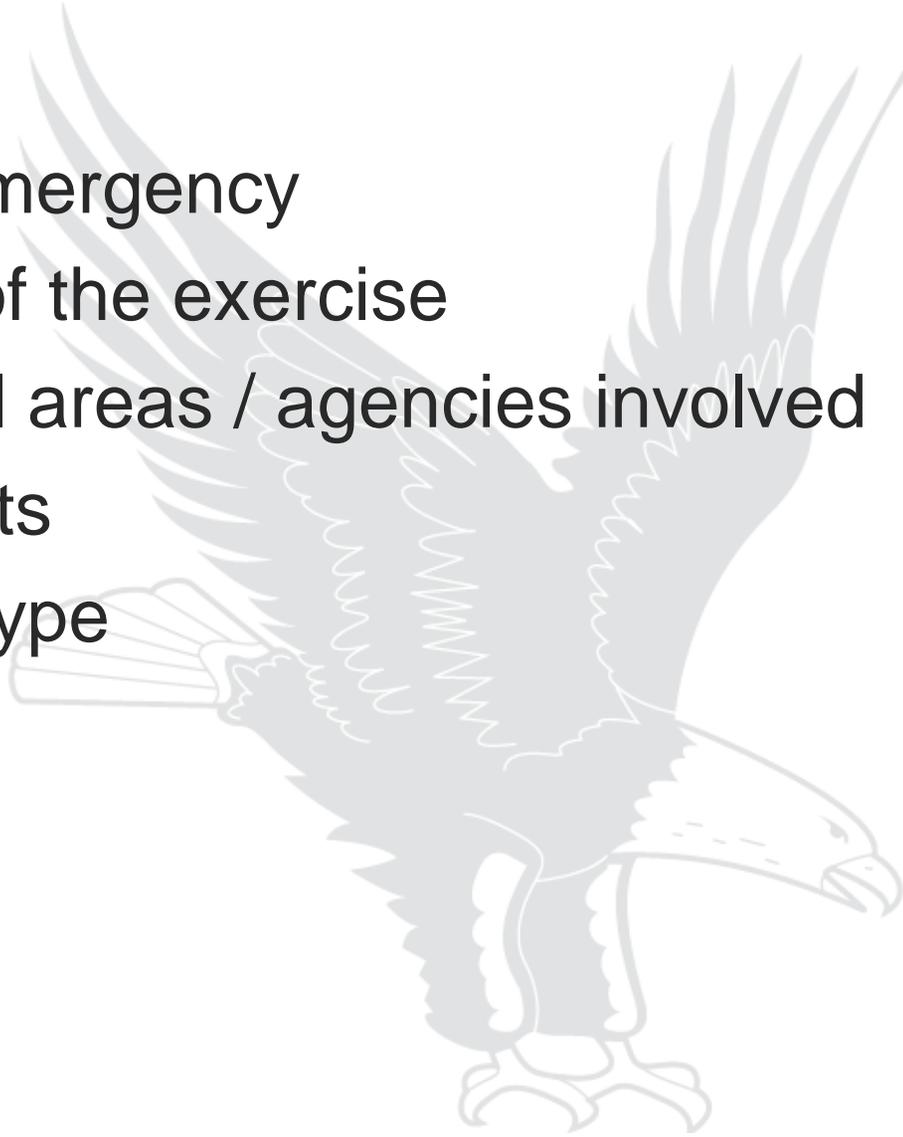
PRACTICAL EXERCISE #3

- Using the purpose statement that you have developed, list the key elements that will identify the scope of your exercise



REVIEW: FIVE KEY ELEMENTS OF SCOPE

- Type of emergency
- Location of the exercise
- Functional areas / agencies involved
- Participants
- Exercise type

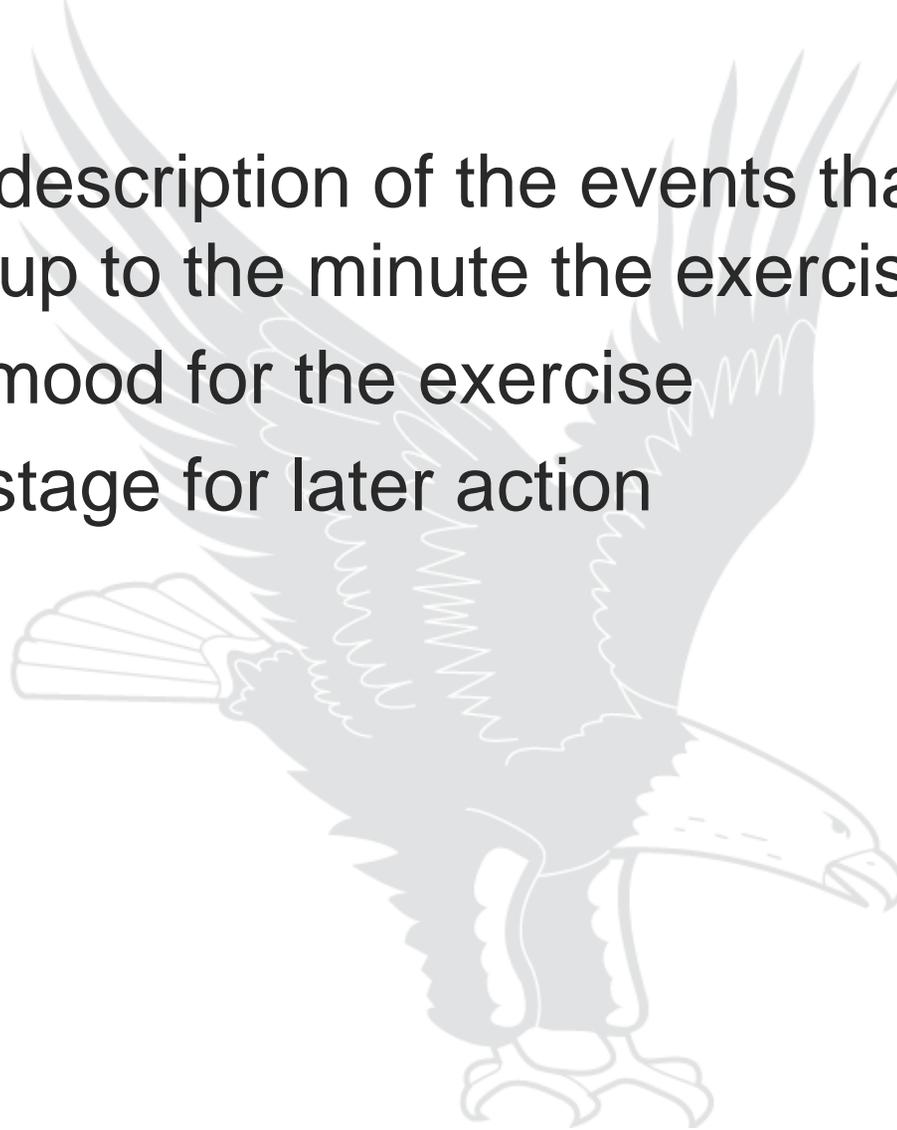




EXERCISE NARRATIVE

THE NARRATIVE

- Is a brief description of the events that have occurred up to the minute the exercise begins
- Sets the mood for the exercise
- Sets the stage for later action



COMPONENTS OF A GOOD NARRATIVE

- Is usually one to five paragraphs long
- Is very specific
- Is phrased in present tense
- Is written in short sentences to lend immediacy and tension
- May develop the situation chronologically
- May emphasize the emergency environment

EXAMPLE NARRATIVE

It is the month of July and the Major League Baseball All-Star Game is scheduled to be held in Detroit, Michigan on Tuesday, July 12th. Many celebrities and national dignitaries, including the President of the United States, are expected to attend. The National Alert Level is currently ELEVATED (yellow) and is not expected to change. Local, state, and federal authorities in Michigan and specifically the Detroit area have been increasing their security and readiness in the event of a terrorist attack in order to prepare for the game.

EXAMPLE NARRATIVE

In Kalamazoo, Michigan, during an early morning raid on a suspected drug house on the city's west side, local authorities found what appeared to be an empty crate that could possibly be used to carry large weapons. The crate was painted olive green and had foreign, possibly Russian, markings. The house had been rented to an individual by the name of Amade Jáfar. The landlord of the home stated that Jáfar paid in cash, provided copies of identification cards, etc.

Upon further investigation, Jáfar is an alias and does not exist. Jáfar was not present during the raid. The other occupants of the home arrested during the raid claim to have no knowledge of Jáfar's whereabouts and denied having any information regarding the weapons crate. The FBI has been notified is investigating further.

QUESTIONS

