Timeline

2008 Hurricane Ike
- New President
  - Operating deficit of $209
  - Streamlining of services began (mostly support services)
  - Restructured NHQ

2008

2010/2011 Eliminated Deficit Modest Surplus
- Established Divisions
- Created Regions and reduced # of chapters

2012 Hurricane Issac & Sandy
- Operating budgets still rising
- Disaster Services being reengineered

2012

2013/2014 DCS Reengineering Implemented
- More regionalization
- Standard TO in each Region
- Deficit increasing

2014
Timeline

Jan 2014

- 2017 Task forces/workgroups convened and made recommendations
- Financial stability was threatened

2015

- Deficit is increasing – 9% cut in budget next 3 years
- Decision made to expedite 2017 plan
- 5% cut in workforce nationwide – all lines of service
- Design Principles remain in forefront
FY17 Planning

Examples include:

- Right-sizing our biomedical operations to adjust to changes in the marketplace
- Local chapters building new models for service delivery, structure, staffing, and back-office operations
- Consolidating regions and chapters in order to provide a superior platform for delivering more robustly and consistently on our mission across a wider geography
- Streamlining the work and size of headquarters staff
- Preference to use attrition and our three-year time horizon to achieve these structural changes; however, given local business conditions, we realize we won’t be able to accomplish all consolidations through attrition alone
- Reassessing the size of our real estate holdings across the country
Design Principles

Services to Clients

1. Our services span the entire disaster cycle, are predictive and repeatable and are applied consistently across the country. The community knows what to expect.

2. Services and programs should be designed based first on the needs and expectations of clients and community consistent with the mission, and then on those of key stakeholders.

3. Be a facilitative leader across the disaster cycle: the Red Cross will align with government and work to enable the entire community to participate in all phases of the disaster cycle by shifting from being not only a provider of direct services but also a facilitative leader.

4. A single integrated approach to building personal and community resilience encompasses services delivered through a single comprehensive disaster management process (whole cycle) which integrates and unifies programs and activities across the entire enterprise.

5. An organization and culture that continually innovates in response to client and constituent needs.

6. The speed and accessibility of our services enable a response that meets the urgent needs of the clients.
Central Florida Region

Legend
- Chapter Locations
- Space Coast Chapter
- Greater Orlando Chapter
- Southwest Florida Chapter
- Tampa Bay Chapter
- Mid-Florida Chapter

American Red Cross
Who is your primary contact?

- **Regional Coordination**
  - Regional Executive
  - Regional Disaster Officer (RDO)

- **Chapter Jurisdiction**
  - Executive Director
  - Disaster Program Manager (DPM)*
  - Disaster Program Specialist (DPS)*

* Reports to RDO
What can you expect from the Red Cross?

The goal: Build a Red Cross that will be well-positioned for the future, with more resources to spend on the people and communities served, led by volunteers.

- Prepare
- Respond
- Recover

A full disaster cycle partner with EMAs and the community to serve the “Whole Community.”
What does Red Cross Need from EMA?

- Help mobilize the community
- Identify volunteers to support us
- Have honest open dialogue
- Clarify our roles in your CEMP
- Include the Disaster Program Manager, Disaster Program Specialist and/or volunteers in your planning meetings
- Be a supportive partner
- Reach out to us in the Division if you have challenges
Key Roles and Responsibilities: Division

Division Vice President (DVP)
- Accountable for the division-wide achievement of disaster goals established by VP, Program Development.

Division Disaster Executive (DDE)
- Leads and manages the team responsible for the implementation of disaster programs in the division ensuring disaster services are delivered in a rapid and accessible manner, meeting the urgent needs of our clients.

Division Disaster Director (DDD)
- Responsible for the state-wide achievement of goals for multiple regions. Coordinates the statewide response plans and implementation in a state.

Division Disaster State Relations Director (DDSRD)
- At a state level and for multi-regional purposes this position ensures there is a primary interface for the disaster cycle, working with government entities (federal, state, Tribal and local), organizations, and other leadership in the field of emergency services, disaster policy and operations, and community resiliency.
Key Roles and Responsibilities: Division
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Questions?