

AUDREY HEFFRON-CASSERLEIGH

DIRECTOR
CENTER FOR DISASTER RISK POLICY
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PROFESSIONAL EXPERIENCE

Audrey Heffron-Casserleigh currently serves as the Director of the Center for Disaster Risk Policy and the Florida Public Affairs Center at Florida State University, where she is a recognized expert in the fields of terrorism, emergency management, disaster health planning, and national service programs.

As Director, Audrey oversees daily business operations of a Type III research center including finance oversight, personnel, and client management. She is the Principal Investigator and Project Manager for numerous projects for public sector clients. Audrey serves as the research director for applied and theoretical research pertaining to instructional systems and information management. In addition, Audrey is the coordinator of the research and project activities of two doctoral students and supervises all CDRP personnel.

Formerly with FEMA, Audrey now works extensively on innovative solutions for government and appears consistently in the press including MSNBC, CBS news, and in the AP. Audrey has served on several national and international boards and is currently a Senior Board Member for The International Emergency Management Society. Audrey also serves as the terrorism professor for the Emergency Management program at the Askew School of Public Administration and Policy at FSU.

ACADEMIC COURSES TAUGHT AT FLORIDA STATE UNIVERSITY

- Terrorism: Preparedness and Response – graduate and undergraduate sections focusing on the types and definitions of terrorism; chemical, incendiary, biological, radiological, nuclear, and explosive (CIBRNE) weapons; case studies; and the future of terrorism. (8 years)
- Advanced Topics in Terrorism – graduate and undergraduate section looking into aspects of organizational behavior, types of terrorism, funding mechanism, and global policies. (7 years)
- Emergency Management Risk Communication – graduate and undergraduate sections focusing on the role and actions associated with communication and public information during emergency events. (5 years)

- Public Health and Emergency Management – graduate and undergraduate sections focusing on the intersection of public health issues and response in a disaster. (3 years)
- Foundations in Emergency Management - graduate and undergraduate sections focusing on the role of government in the four phases of emergency management (Online offering for the School of Social Work, and the Public Administration program)
- Directed Individual Study (DIS) courses with 2-3 students per semester. (6 years)

EDUCATION

Ph.D. in Social and Political Science (2009)
Trinity College, Cambridge, England

M.A. in Educational Leadership (2008)
Florida State University, Tallahassee, Florida

Graduate Certificate in Emergency Management (2006)
Florida State University, Tallahassee, Florida

Doctoral Work in Instructional Systems (2003)
Florida State University, Tallahassee, Florida

Graduate Certificate in Public Administration (2002)
Florida State University, Tallahassee, Florida

M.S. in Instructional Systems (2001)
Florida State University, Tallahassee, Florida

B.A. in Women’s Studies and African American History (1994)
Wells College, Aurora, New York

Certificate of English Literature (1992)
University College of Oxford, Oxford, England

ARTICLES, PRESENTATIONS, AND PRECEDINGS PUBLICATION

International Conference on Crisis and Emergency Management “Unifying Global Definitions of Terrorism, Korea (October 2008)

The International Emergency Management Society (TIEMS)

- “A Meta Analysis of Fiscal loss and Fraud Prevention in Disaster Recovery Consumer and Victim Populations” Prague (2008)
- “Computer Mediated Tabletop Exercises” Prague 2008

- “Al-Qaeda: Still America’s Greatest Threat?” Prague 2008
- “Profiling Suicide Terrorism” Croatia (2007)
- “Toward a Global Definition of Terrorism” – Faroe Islands (2005)
- “Planning for Continuity of Government Operations” - France (2003)
- “Establishing a Modality for Continuity of Operations Planning” - France (2003)
- Mid Year Conference - Canada (2003)

US-Sino Public Administration Exchange

- Speaker on “Global Definition of Terrorism” - Beijing, China (2006)

Blue Mountain Coffee Cooperative Community Disaster Planning

- Speaker on Planning at the Community Level “Elements of Communication and Notification in Limited Technology Environments” - Green Hills, Jamaica (2006) (resulting in the 2007 FAVA/CA Volunteer of the Year award)

Governor’s Hurricane Conference

- Speaker on “Virtual Organizations and the 2004 Hurricane Season” (2005),
- Speaker on “Disaster Contractors Network”, and “Making DCN Work for You” (2003)

Florida Emergency Preparedness Association

- Presentation on “ Tabletop Exercise System Technology (TEST) Software developed by FPAC (2005)
- Annual Conference Attendee (1999, 2000, 2003) presentations include; “The Disaster Contractors Network”, and “Virtual Organizations in Emergency Management”

Academy of Management

- Annual Conference Attendee (2002, 2004, 2005, 2006) presentations include; “Virtual Organizations and the Emergency Response Environment” with Janet Dilling

National Association of Emergency Managers

- Annual Conference Attendee (2005)

American Public Works Association

- Annual Conference – Toronto Canada (2002) “The Engineering Element of COOP Planning” with Marc Rogoff and Janet Dilling

International Association of Emergency Management

- Annual Conference Attendee (1998 – 2004, 2005) presentations include; “Collaborative Universities”, and “Instructional Systems and the Rapid Proto-Type Model”
- Mid Year Conference Attendee (1999, 2000, 2001)
- Education Chair (2001-2002)

South Eastern Builders Conference

- DCN Representative (2000 – 2004, 2005)

Transportation and Emergency Management sponsored by George Washington University

- Conference Attendee (2003)

Southern Conference of Public Administration (SECOPA)

- Annual Conference (2002, 2005)

Biological Terrorism: Threats and Responses – Tallahassee, FL (2002)

Service Learning Symposium – Tallahassee, FL (2002)

World Disaster Manager Conference – U.S Exchange Representative, Caserta, Italy (October, 1999)

American Society for Public Administration

- Annual Conference Attendee (1998)
- Local meetings (1999)

GOVERNMENT REPORTS AND PUBLICATIONS

Keynote Speaker at the International Conference on Crisis and Emergency Management “Towards a Global Definition of Terrorism: A Comparative Analysis of International Characterizations”, Korea, October 2008

“Collaborative Information Technology (CIT) Applications in Post-Disaster Public-Private Partnerships”, with Janet Dilling, International Conference on Crisis and Emergency Management, October 2008

Alternate Medical Treatment Site Exercises; After Action Reporting using Office of Domestic Preparedness Homeland Security Exercise and Evaluation Reporting, May 2008

Environmental Health and Epidemiology State of Florida Exercises; After Action Reporting using Office of Domestic Preparedness Homeland Security Exercise and Evaluation Reporting, May 2008

After Action Reporting using Office of Domestic Preparedness Homeland Security Exercise and Evaluation Reporting for Radiological Exercises, May 2007

CBS Nightly News – Pandemic Preparedness at:

<http://www.cbsnews.com/stories/2006/03/21/health/main1428489.shtml>, March 2006

Pandemic Preparedness in Georgia at

<http://wtocv.com/global/story.asp?s=4679224&ClientType=Printable> March, 2006

CBS - Jacksonville prepared for pandemic at

http://www.cbs47.com/news/local/story.aspx?content_id=FA39CE88-9F32-4079-8489-28426E7FA779, March, 2006

Florida State University Pandemic Preparedness at

<http://www.security.fsu.edu/pandemic.html>, April, 2006

Blue Mountain of Jamaica and Disaster Planning for the Community Farmer. Sponsored by FAVA/CA, February, 2006

Agency for Health Care Administration Training on Agency Continuity of Operations Plans. September, 2004.

“Martin County Florida Continuity of Operations Plan” with Janet Dilling and the Florida Institute of Government. May, 2004

“Bay County Continuity of Operations Plan” with Janet Dilling and the Florida Institute of Government. May, 2004

“Indian River County Florida Continuity of Operations Plan” with Janet Dilling and the Florida Institute of Government. May, 2004

“St. Lucie County, Florida Continuity of Operations Plan” with Janet Dilling and the Florida Institute of Government. May, 2004

“The City of Port St. Lucie Florida Continuity of Operations Plan” with Janet Dilling and the Florida Institute of Government. May, 2004

“Agency for Health Care Administration Continuity of Operations Plan” with Janet Dilling. October, 2003

“Florida Lottery Continuity of Operations Plan” with Janet Dilling and Rob McDaniel.

“Caduceus Shield” video with Janet Dilling and Rob McDaniel of capital region hospital’s bio terrorism response capabilities. October, 2003

“Establishing a Modality for Continuity of Operations Planning”, 1st author with Janet Dilling and Marc Rogoff at the International Emergency Management Society Conference at Sophia-Antipolis, Provence, France, June, 2003.

“Exercise Bioshield” Video with Janet Dilling, Jo Miglino and Karl Knowles for the Florida Department of Health, February, 2003

“Hillsborough County Alternate Relocation Point Plan” with Marc Rogaff, Janet Dilling, Robert McDaniel, Bob Bitterli

“Making DCN Work for You” with Janet Dilling for the Disaster Contractors Network, June, 2001

“Multi-Hazard Planning for Florida’s Schools” with Janet Dilling for the Florida Department of Education, October, 2001.

“Safe Schools” Video with Janet Dilling, Rob McDaniel, and Knowles Video for the Florida Department of Education, August, 2001.

“In Search of the Perfect Manager” with Janet Dilling for Leon County, Florida, 2000.

“Economic Injury Assessment” with Janet Dilling and Robert McDaniel for the State of Florida Department of Community Affairs, Spring, 1999.

“Weapons of Mass Destruction” with Rob McDaniel for Florida Department of Health, 2000.

“Selection Criteria of ‘Project Impact’ Communities” with Rob McDaniel for Florida Division of Emergency Management, 2000.

“Childcare and Parent Services (GACAPS) Database”, Procedural Manual, MAXIMUS and Georgia Department of Children and Family Services, 2000.

“Management, Problem Solving, and Process Improvement” Leon County Florida, 1999.

“Economic Injury Modeling with the IMPLAN System” Florida Department of Community Affairs, 1999.

“Aging Information Management System (AIMS) Database”, Technical Manual, MAXIMUS and Georgia Department of Aging Services, 1999.

“Hurricane Shelter Evaluation” Florida Division of Emergency Management, 1998.

Governors Wildfire Commission, 1998

Situational Leadership in Emergency Management – FEMA 1998.

RECENT GOVERNMENT EXERCISES

Escambia Airport Control Exercise (ACE) for the City of Pensacola (2009)

Alternate Medical Treatment Site Functional Exercises (2008)

Epidemiology and Public Health Strike Teams for the Florida Regional Health Programs (Summer 2008)

Influenza Control Exercise (ICE) for the Florida Department of Health (2007)

Zoonotic Table Top Exercise for Florida Department of Health (2007)

Public Information Officer training for Florida Department of Law Enforcement in Orlando, Florida (2007)

“Pandemic Pandemonium” Computer Assisted Tabletop Exercises for multiple Florida counties (2005-2006) .

“Bioshield” (March 2004, 2005, and 2006) full scale exercise sponsored by the Florida Department of Health to test the request, receipt, repacking of the Centers for Disease Control Strategic National Stockpile. Also test the local county level ability to receive supplies and distribute to the public via Points of Dispensing.

“Community Readiness Initiative” Computer Assisted Tabletop Bioterrorism Exercises for the State of Florida’s Community Readiness Initiative in Orlando, Florida (2006)

“Beleaguered Bus” 2004 – full scale free play exercise to test the ability of thirteen county hospitals to respond to spontaneous arrival of mass contaminated victims who arrive via public transport.

“Caduceus Shield” (Oct, 2003) full scale bio-terrorism exercise with Departments of Health (local and state), two local hospital systems, fire, EMS, and local law enforcement.

“Continuity of Operations” Tabletop Exercises for the Agency for Health Care Administration – Using the TEST system exercised the Mission Essential Function personnel of the AHCA agency on their Continuity of Operations Plan.

PROFESSIONAL TRAINING, EDUCATION, AND CERTIFICATES

Department of Homeland Security – Homeland Security Exercise and Evaluation Program – Train the Trainer Certified (2007)

FEMA Incident Command Certified in 100, 200(Health), 300, 600, and 800 levels (2006-2007)

Emergency Management Graduate Certificate Program, Florida State University,
(Summer, 2006)

Homeland Security Exercise Evaluation Program (2005)

National Incident Management System (February, 2005)

Federal Emergency Management - The Incident Command System (August, 2003)

Hospital Emergency Management: Concepts and Implication of WMD in Terrorist
Incidents (July, 2003)

Project Management Professional (PMP) Certificate Program: The Kerzner Approach to
Project Management Excellence – through the International Institute for Learning, Inc.
September - November, 2002)

Strategic Planning (November, 2000)

Benchmarking Best Practices (November, 1999)

Performance Management (November, 1999)

Federal Emergency Management Agency (January, 1998 – September, 1998)

All coursework completed for the Master Trainer Program at the Emergency
Management Institute. The curriculum consists of six courses, each consisting of 40
classroom hours (totaling 240 classroom hours), a major project, project presentation, a
performance review, and a knowledge assessment. The course content is constructed at
the graduate level and requires pre-requisite learning.

Course work included:

- Management and Supervision of Training
- Conducting a Needs Assessment
- Instructional Design
- Curriculum Development
- Delivery Methods
- Testing and Evaluation

Final project for Master Trainer Certificate: *Hurricane Shelter Evaluation for the State of
Florida – sponsored by the Division of Emergency Management*

The Blanchard Institute and the Presidio Leadership Center (February 1996 – April,
1996)

- Situational Leadership
- The Facilitative Leader
- Cycle of Group Dynamics

Training and Education Provided by Americorps

- Adult Learning in Experiential Education, Low Ropes certified – Private Public Ventures
- Understanding Diversity – National Coalition Building Institute
- Conflict Resolution – National Mediation Council
- Trail Maintenance and Construction – Yale School of Forestry
- Chainsaw certified – Automobile Association of America (AAA)
- Basic Plumbing – Union Level 1
- Basic Electrical – Union Level 1

The American Red Cross – Disaster Services Human Resource:

- Mass Care I and II
- Damage Assessment I and II
- Family Assistance
- Shelter Operations

US Department of the Interior – Project Planning Department (August, 1995)

Outward Bound

- Hurricane Island (October, 1994)
- Pacific Crest (July, 1988)

Yale School of Forestry – Trail Building (June, 1994)

CONSULTING

Facilitated Exercises on the Strategic National Stockpile for the Indiana State Department of Health, Titan, 2003 - 2004.

The Strategic National Stockpile and setting up Points of Dispensing training delivery to Florida region I and I counties for EREC - Emergency Response and Educational Consultants, 2003 – 2004.

Emergency Planning for the University of Belize, Belmopan, Belize (*pro bono*), 2001-2002.

Emergency Management System Requirements for the Government of Korea for Ships Analytics, International and the Government of Korea, 2001.

Information System Design for Development of Emergency Management Software for Ships Analytics, International, 1999-2000.

CAPS Systems Training for MAXIMUS, State of Georgia, 1999 - 2000.

Business and Industry Emergency Planning Workshop training delivery for Florida Chapter and Capital Chapter, American Red Cross, 1998-2003.

Project Management – Curriculum Development and Training for the Center for Professional Development, Florida State University, 1998-2001.

Training Curriculum Development, Florida Chapter, American Red Cross Disaster Services, 1998-2001.

Building Team and Leadership Programs for Above and Beyond, Toronto, Canada, 1998-2000.

AIMS System Training for MAXIMUS, State of Georgia, 1999.

Field Operational Procedures for the Florida Chapter of The Salvation Army Disaster Services, 1999.

Building Technology Teams and Leadership for Canadian Imperial Bank, March, 1999.

Building Strategic Direction for the Florida Chapter of the Salvation Army, 1999.

“Getting to Wow” for American Express, Canada, October, 1998

AWARDS AND RECOGNITION

Florida State University “Innovator of the Year” Award for TEST Software 2008

State of Florida Davis Productivity Award for Florida State University’s Exercise Preparedness Program 2008

Florida State University “Innovator of the Year” Award for TEST Software 2007

FAVA/CA Volunteer of the Year Award 2007

Thomasville Landmark Society Award of Merit for 423 Fletcher Street Restoration 2006

Federal Emergency Management Agency Disaster Recovery Award 1998

One of fifty national “Living Grant” Americorps Leaders 1995-96

Americorps Leader of the Year 1996

Internal Revenue Service Volunteer Award 1996

Outstanding Service Award from The American Red Cross 1995

Department of Veterans Affairs Certificate of Appreciation 1995

PROFESSIONAL ORGANIZATIONS

Leon County “Friends of the Library” Board member

Board member of Korean International Emergency Management Organization sponsored by the Korean National Government

City of Tallahassee Community Improvement Action Board

Board Member and Director of Conferences - The International Emergency Management Society (TIEMS)

Previous:

International Association of Emergency Managers (IAEM)

Former Chairwoman of the Training and Education Committee

Former appointed member of the International Development Committee

American Society for Public Administration (ASPA)

American Society for Training and Development (ASTD)

Association for Educational Communications and Technology (AECT)

Florida Emergency Preparedness Association (FEPA)

National Mediation Council

National Coalition Building Institute (NCBI)

Trained Facilitator