

Problem:

Every year, companies invest millions of dollars to create plans to ensure that their business only experience minimal interruption during a crisis. One of the most important and often overlooked aspects of this preparation is fully testing the crisis management plan to ensure that it is sufficient. A proven method for testing is constructing scenarios and executing what are called “table-top” exercises. During these exercises, it allows crisis management planners to use these scenarios to walk through their crisis management plan.

Goals & Tasks:

- Expand the number of scenarios and injects that we currently have, by allowing CMS users to submit their own for use by an entire community.
- Allow CMS users the ability to save scenarios and obtain a debriefing on that scenario.
- Market our Crisis Testing program on video, tutorial, instructional, and crisis management websites (Youtube.com, WikiAnswers.com, Wikipedia.com, Myspace.com, 5min.com, and raconsulting.net).
- Take action in response to user feedback by developing the website in areas that need work.
- Create user awareness and develop a community of users.
- Ensure that the website is completely functional, which entails repairing all bugs on the original website.
- Pilot test the program with individuals, organizations, and companies of all sizes.



Organization:

Leadership and Deliverables Team

- This team is responsible for the management of the IPRO. This includes ensuring that all work is completed and all deadlines are being met.

Records Management Team

- This team is responsible for compiling all records from class meetings and making them available to the entire team.

Formal Reports Team

- This team is responsible for developing all formal reports for the IPRO, including the project plan, the midterm report, and the final report.

Programming and Technical Team

- This team is responsible for repairing the website and making the improvements in response to the feedback received from our marketing efforts.

Quality Control Team

- This team is responsible for ensuring that all deliverables submitted meet the IPRO's high quality standards.

Presentation Team

- This team is responsible for developing the midterm and final presentations.

Marketing Team

- This team is responsible for communicating with companies both large and small in the crisis management community to create user awareness, obtain feedback, and help develop a community of users.

Barriers/Obstacles Encountered

- Our IPRO spent a good period of time at the beginning of the semester deciding upon which media outlets would provide the best exposure and obtain the most feedback for our CMS program.
- Unlike the previous semester this IPRO was not assigned a specific client when building its website. This IPRO had the responsibility of directing its focus towards a larger community base by taking feedback from companies and individuals alike from many different backgrounds.
- In addition to receiving feedback from differing perspectives. The team needed to interpret results, ultimately considering some and disposing of others in order to make necessary changes to the program.

Accomplishments:

- The CMS program received over 500 views and numerous comments on all websites that the program was posted on.
- The number of scenarios has expanded in an effort to offer a more complete and comprehensive product.
- CMS users are now able to contribute to the list of available scenarios so that their contribution can ultimately be shared among an entire community of users.
- An instructional video was created in order to better understand the program and all of its functions. This tutorial was posted on the CMS website (www.crisistesting.com) as well as the previously mentioned video websites.

Future Outlook:

- Expand our interaction within the crisis management community and increase our impact on the community.
- Allow CMS users to contribute in the submissions and expansion of new and existing scenarios.
- Integrate the CMS program with our sponsor's website (www.raconsulting.net).

