

# Floodplain Management for Local Elected Officials and Executives



**FEMA**

**Presenter Job Aid**

**Customizing the Content**

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# Presenter Job Aid

## Customizing the Content

### Full 90-minute Presentation

The full presentation is designed to last 90 minutes, with the option of giving shorter presentations by removing topics not relevant to your audience. Each topic will take approximately 13 minutes, plus a 5-minute activity if time allows. The *Full Presentation Timing* table shows the full presentation, which can be used with one or more local elected officials or in a conference setting. Time is added for an introduction and summary.

The time of each topic is represented in minutes.

**Full Presentation Example**

Introduction	NFIP Overview	NFIP Activity	Resources	Activity	Enforcement	Activity	CRS Overview	Activity	Summary	Activity
8	13	5	13	5	13	5	13	5	5	5

As mentioned, the presenter preparation guide is designed so the presenter(s) can select a **modular content delivery approach** by choosing topics and activities as needed. For example, if the local elected official has limited time (e.g., 10, 30, or 45 minutes), the presenter can choose the floodplain management topic(s) most relevant to their community. In other instances, the presenter may focus on a single topic and spend additional time on the corresponding activity to serve a particular need or reinforce a message.

### Considerations when Selecting Topics and Activities

This presentation was designed to help Floodplain Administrators encourage local officials to improve their NFIP participation by discussing the benefits of a strong program. To maximize the impact of this training, thoughtfully consider the questions below about your target audience and learning objectives:

- What does your audience value, individually or collectively?
- What are the current and future needs of the audience’s community?
- What are the current and future needs of the audience’s floodplain management program?

Next, consider the benefits presented in each topic and how they relate to the audience’s values, community’s needs, and needs of the floodplain program (refer to Table 1, Benefits by Topic).

Additionally, consider your objectives as an presenter and which topic(s) would best support those objectives (refer to Table 2, Presenter’s Presentation Objections). Where is there overlap?

- What do you, as the presenter(s), want the audience to learn?
- What do you, as the presenter(s), want the audience to consider doing after hearing the content and participating in the activities?

Finally, consider any time constraints for a given presentation, and select from the topics and activities to achieve the greatest value for your audience and setting.

**Table 1: Benefits by Topic**

Benefits	Topic	Learning Objective
<ul style="list-style-type: none"> <li>▪ NFIP Flood Insurance</li> <li>▪ Safer, damage-resistant development</li> <li>▪ Access to flood-related grants and loans</li> <li>▪ Faster recovery with more financial support</li> </ul>	<p>NFIP Overview</p>	<p>Describe how elected local officials and floodplain managers should support local communities through the NFIP</p>
<ul style="list-style-type: none"> <li>▪ Capacity to maintain NFIP participation</li> <li>▪ Reduces the exposure risk of legal liability</li> <li>▪ Supports staff morale and retention</li> </ul>	<p>Resources</p>	<p>Differentiate the outcomes of floodplain management resource allocation</p>
<ul style="list-style-type: none"> <li>▪ Keeps residents and visitors safe</li> <li>▪ Promotes economic growth</li> <li>▪ Protects the environment</li> </ul>	<p>Enforcement</p>	<p>Explain the importance of enforcing floodplain management ordinances</p>
<ul style="list-style-type: none"> <li>▪ Less damage and faster recovery</li> <li>▪ More affordable flood insurance</li> <li>▪ Safer places to live</li> <li>▪ Economic growth</li> </ul>	<p>CRS Overview</p>	<p>Describe the Community Rating System's direct and indirect financial and safety benefits</p>

**Table 2: Presenter’s Presentation Objectives**

Presenter’s Presentation Objectives	NFIP Overview	Resources	Enforcement	CRS Overview
Increasing program investment	Secondary objective content	Primary objective content	Primary objective content	Secondary objective content
Adopting higher standards	Tertiary objective content	Secondary objective content	Tertiary objective content	Primary objective content
Joining the Community Rating System	Primary objective content	Tertiary objective content	Tertiary objective content	Primary objective content
Increasing participation in the Community Rating System	Tertiary objective content	Secondary objective content	Tertiary objective content	Primary objective content
Gaining more public awareness and support for proactive floodplain management practices	Secondary objective content	Primary objective content	Secondary objective content	Secondary objective content

## Customizing the Content by Topic

The presenter can select topics most applicable to their community or audience and remove whole units (e.g., Unit 1: Introduction). Sometimes, the presenter(s) may include additional community-specific information in their presentation. In other instances, a topic may already be familiar to the audience. The presenter(s) can decide that an accelerated delivery of a particular unit is appropriate. Here is how the presenter(s) can modify the delivery of their chosen unit(s) to suit their needs.

**Standard Delivery (13 minutes):** The presenter(s) follows the Presenter Guide and presentation notes while offering a discussion of the topic based on the presenter(s) experience and review of resources.

**Accelerated Delivery (10 minutes):** The presenter(s) follows the Presenter Guide, summarizing presentation notes and key points for their audience. The presenter does not present any discussion or self-reflection questions to the audience.

## Customizing the Content by Activity

After selecting topics, the presenter(s) can deliver the corresponding activity in a standard or an expanded format. Activities are optional; presenter(s) can skip activities and instead select one reflection question from the Presenter’s Guide to pose to participants. If the presenter(s) elect not to facilitate the corresponding activity, they are encouraged to provide participants with prompts to revisit their responses to reflection question throughout the presentation. Each activity can be delivered to the attendees in two different time allotments: Standard (5 minutes) and Expanded (15-30 minutes).

**Standard Activity (5 minutes):** The presenter(s) will direct participants to the corresponding activity in their manual. Then the presenter(s) will ask the participants to take three minutes to reflect on and write down responses to the questions provided in the Instructional Guide. Next, the presenter(s) can ask participants to share with the whole group while the presenter(s) leads a brief discussion.

**Expanded Activity (15-30 minutes):** The presenter(s) will direct participants to the corresponding activity in their manual. The presenter(s) will then ask the participants to form small groups, discuss the activity questions together, and write down responses to the questions in the Instructional Guide. Depending on the total activity time available, the presenter (s) can pose additional questions to the groups from Activity Option B provided in the Instructional Guide. Next, the presenter(s) can ask the small groups to share their answers, and the presenter(s) can lead a brief discussion.

### Example Customized Scenarios

#### 10-MINUTE DELIVERY, ACCELERATED PRESENTATION, AND NO ACTIVITIES

The presenter selects one focal topic with accelerated delivery (NFIP Overview) and does not facilitate the corresponding activity. Example use: Local Floodplain Administrator presenting an NFIP summary to their local elected officials in a brief City Hall meeting.

NFIP Overview (Accelerated) 10 minutes
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#### 30-MINUTE DELIVERY WITH EXPANDED ACTIVITY

The presenter selects one priority topic (Resources) and elects to expand the time spent on the corresponding activity. Example use: Workshop on allocating resources to Floodplain Administrators.

Resources 13 minutes	Resources Activity (Expanded) 17 minutes
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#### 45-MINUTE DELIVERY, SINGLE STANDARD ACTIVITY

The presenter selects three topics (NFIP Overview, Resources, and Enforcement) and elects to facilitate one corresponding standard activity (Enforcement Activity). Example use: Webinar on improving local floodplain management programs.

NFIP Overview 13 minutes	Resources 13 minutes	Enforcement 13 minutes	Enforcement Activity 5 minutes
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#### 45-MINUTE DELIVERY, ACCELERATED PRESENTATION, AND ALL ACTIVITIES

The presenter selects units most relevant to their community or audience and wishes to include activities to interact with the audience. The presenter(s) elects to remove the presentation introduction, summary, and one topic. This example shows accelerated delivery for two units (NFIP

Overview and Resources) and standard delivery for one unit (CRS). Example use: Meeting with local community that is familiar with the NFIP and interested in CRS.

NFIP Overview (Accelerated) <i>10 minutes</i>	NFIP Activity <i>5 minutes</i>	Resources (Accelerated) <i>10 minutes</i>	Resources Activity <i>5 minutes</i>	CRS Overview <i>13 minutes</i>	CRS Activity <i>5 minutes</i>
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