

PROJECT DESCRIPTION

Kirkwood Community College Environmental Training Center
Hazardous Materials Training and Research Institute (HMTRI)
Kirkwood Community College (KCC)

MDB, Inc. has developed multi-faceted communications and marketing solutions for Kirkwood Community College's first responder education and training programs. For Kirkwood's Hazardous Response Training (HaRT) Innovation Project, MDB provided Web-based marketing, Web site creation and integration skills to Kirkwood's Hazardous Response Training (HaRT) Innovation Project.

In order to construct a dynamic hazard response Web system for the HaRT project, MDB conducted market research surveys and interviews with the emergency responder community, including hazardous materials trainers, local and state agencies, hospitals, fire fighters, and police departments. MDB then constructed an expert system with dynamic E-tools and semantic Web search capabilities to standardize hazard response case study knowledge collection and retrieval for Hazard Response Training enhancement in supporting the needs for the chemical emergency responder and skilled support personnel community.

Another task under the contract was the creation and administration of an Expert Advisory Committee, comprised of experts from around the country, who were geographically dispersed and with limited time to meet in person. MDB offered a solution to improve continued, remote, electronic communication between KCC, MDB, and members of the committee by creating an online HaRT Expert Panel Weblog (BLOG). MDB developed the online sharing Web site, consisting of a collection of documents in Adobe PDF and Microsoft Word format, and marketed it to the committee as an easy and effective way to communicate and disseminate information.

By using existing components, MDB provided an online, web-based, database-driven solution in a timely and cost-effective manner. The BLOG has been a great asset for the HaRT Advisory Committee participant and has created an effective communications tool that has vastly changed the traditional engagement process for working with national experts from around the country. It also led to the development of Kirkwood's agriculture terrorism Web site <http://www.agterror.com>. The site informs and trains emergency responders, agricultural producers and industry, public health, veterinarians, and public officials through posted information and training courses, and is currently the #1 Google search term for "agterror."

MDB also managed 3 meetings for the Kirkwood Community College AgroTerrorism Preparedness Center Advisory Board. The meetings were held in San Marco Island, Florida, January 12, 2005; Jackson Hole, Wyoming, May 10, 2005; and South Padre Island, Texas, January 10, 2006. The Kirkwood Community College (KCC) AgroTerrorism Preparedness Center, the only one of its kind in the United States, offers customized training regarding foreign animal disease threats.

After conducting a comprehensive analysis of properties in each location and assessing for cost, space availability, functionality, and accessibility to airports and other transportation modes, MDB negotiated cost-effective, discounted contracts that secured meeting space, business office space, room blocks, and additional services including complimentary meals and onsite parking.

MDB then prepared a memo for each of the participating Advisory Board members detailing all of the logistical arrangements. To maintain up-to-date communications with the Advisory Board, MDB created a dedicated,

password-protected Web site and online discussion forum. This Web site was used to post meeting-specific information as well as discussion questions, suggested readings, progress reports, policy memos, and updated contact lists and biosketches.

MDB also secured all arrangements for the rental, setup, support, maintenance, and disassembly of AV equipment including laptops, printers, jump drives, and photocopy machines. To maintain a consistent look and professional appearance for all meeting materials, MDB designed and produced all of the AgroTerrorism Advisory Board's meeting materials including PowerPoint templates, folders, letterhead, name badges, table tents, agendas, etc.

Onsite, MDB provided friendly, resourceful, dedicated staff to each meeting. Staff assisted with setup, assembly, and breakdown including the proper disposal of confidential materials, editorial and technical support for the participants, and other services as needed. Following each meeting, MDB prepared a meeting report and monthly summary reports. The monthly reports were compiled into an annual report issued at the end of each contract year, cataloging all Advisory Board activities. In this capacity, MDB demonstrated the ability to both meet and exceed our client's expectations for well-run meetings and professional client support.

In 2007, MDB, Inc. was contracted by KCC to provide issue expertise and project management and integration skills to the Kirkwood AgroTerrorism Preparedness Center for AgPreparedness Responder Training. MDB was tasked to development a multi-page Avian Influenza Field Notes for Responders Guide. The topics include: (1) Supporting Biosecurity Efforts; (2) Personal Protective Equipment (PPE); (3) Euthanasia and Disposal; and (4) Cleaning and Disinfection.

MDB used InDesign software package to layout the content. MDB also formatted the fonts, chose the color scheme and used Photoshop to customize each photo and import those pictures into InDesign. The end product was a well-designed training tool that educated first responders about the hazards associated with avian influenza.

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