

TOWARDS RESILIENCY: AN OVERVIEW OF NATIONAL RESOURCES AVAILABLE TO SMALL BUSINESSES



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The purpose of this presentation is to shed light on the relevant national level resources of value to small businesses in Syracuse and Central New York region. These resources will provide foundational data to aid in the design and development of a new inter-disciplinary course that would engage the students and faculties across campus.

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RESEARCH METHODS



SYRACUSE UNIVERSITY SUMMON
SEARCH



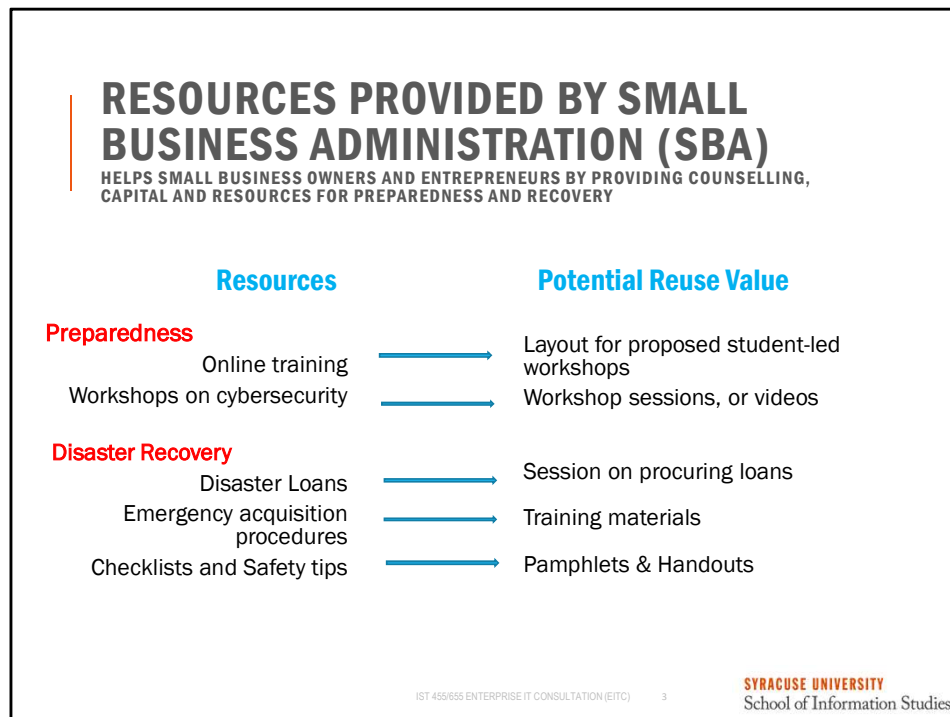
NATIONAL RESOURCES LIKE
.GOV WEBSITES, FEMA, SBA,
CISA AND STATE RESOURCES

Our Focus was on resources that could be made
available to small businesses for free or at low costs.

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The research method for national level resources majorly involved rummaging through several government websites. The focus was on resources that could be made available to the small businesses for free or at low costs. The resources are further then grouped on the basis on steps of ERM cycle such as business continuity, preparedness and disaster recovery.



The mission of the Small Business Administration is "to maintain and strengthen the nation's economy by enabling the establishment and viability of small businesses and by assisting in the economic recovery of communities after disasters".

SBA loans are made through banks, credit unions and other lenders who partner with the SBA.

The SBA provides a government-backed guarantee on part of the loan. References –

[1] Federal Deposit Insurance Corporation. "Risk Management for a Small Business."

Small Business Administration. [PDF File] Retrieved November 10, 2019, from

https://www.sba.gov/sites/default/files/files/INSTRUCTOR_GUIDE_RISK_MANAGEMENT.pdf

[2] Federal Deposit Insurance Corporation. "Risk Management for a Small Business."

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https://www.sba.gov/sites/default/files/files/PARTICIPANT_GUIDE_RISK_MANAGEMENT.pdf

[13] Small Business Administration. Retrieved November 10, 2019, from

<https://www.sba.gov/business-guide/manage-your-business/prepare-emergencies>

[14] Small Business Cybersecurity. (n.d.). Retrieved November 10, 2019, from

<https://www.sba.gov/business-guide/manage-your-business/small-business-cybersecurity>

[28] A guide to SBA's Disaster assistance program. Retrieved November 10, 2019, from

https://www.youtube.com/watch?v=Xm_ss5QmBAE

[29] Risk - Small Business Administration. (n.d.). Retrieved November 17, 2019, from

https://www.sba.gov/sites/default/files/files/RISK_MANAGEMENT.pptx

[30] Cybersecurity for Small Businesses. (n.d.). Retrieved November 10, 2019, from

<https://www.sba.gov/course/cybersecurity-small-businesses/>

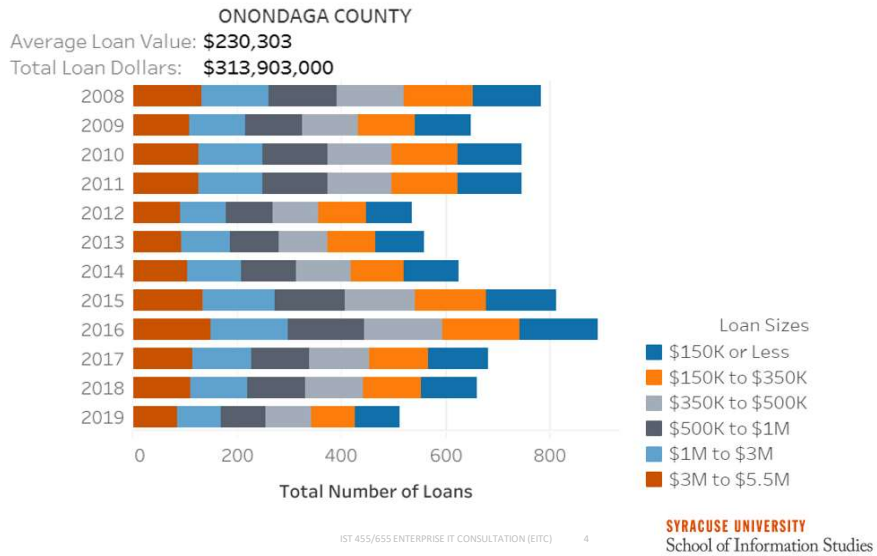
[31] Crime Prevention Guide for Small Businesses. (n.d.). Retrieved November 10, 2019, from <https://www.sba.gov/course/crime-prevention-guide-small-businesses/>

[32] Disaster Recovery: A Guide to SBA's Disaster Assistance Program. (n.d.). Retrieved November 10, 2019, from <https://www.sba.gov/course/disaster-recovery-guide-sbas-disaster-assistance-programs/>

[33] Small Business Contracting Emergency Acquisition Procedures. (n.d.). Retrieved November 10, 2019, from <https://www.sba.gov/course/small-business-contracting-emergency-acquisition-procedures/>

SBA LOAN SIZES FOR ONONDAGA COUNTY

[HTTPS://WWW.PERFORMANCE.GOV/DATA/](https://www.performance.gov/data/)



Large number of loans available from SBA which can assist in Enterprise Risk management, Preparedness and Disaster Recovery.

For inquiries about disaster loans, call **800-659-2955** or email disastercustomerservice@sba.gov.

You can also use a text telephone (TTY) by calling **1-800-877-8339**.

CYBERSECURITY AND INFRASTRUCTURE SECURITY AGENCY (CISA)

CISA PROVIDES CYBERSECURITY RESOURCES ROAD MAP I.E. DESIGNED TO HELP CRITICAL INFRASTRUCTURE SMALL AND MIDSIZE BUSINESSES IDENTIFY USEFUL CYBERSECURITY RESOURCES TO MEET THEIR NEEDS.

Resources

Potential Reuse Value

Preparedness

| | | |
|--------------------------------------------|---|-------------------------------------------------------|
| Toolkits | → | Inspiration for customized toolkits |
| Resource roadmap guide | → | Workshop material framework, guide |
| Resilience assessment for small businesses | → | Initial reflection for laying out workshops structure |
| Leadership agenda for SBA | → | Training materials |
| Voluntary Programs | → | Pamphlets & Handouts |

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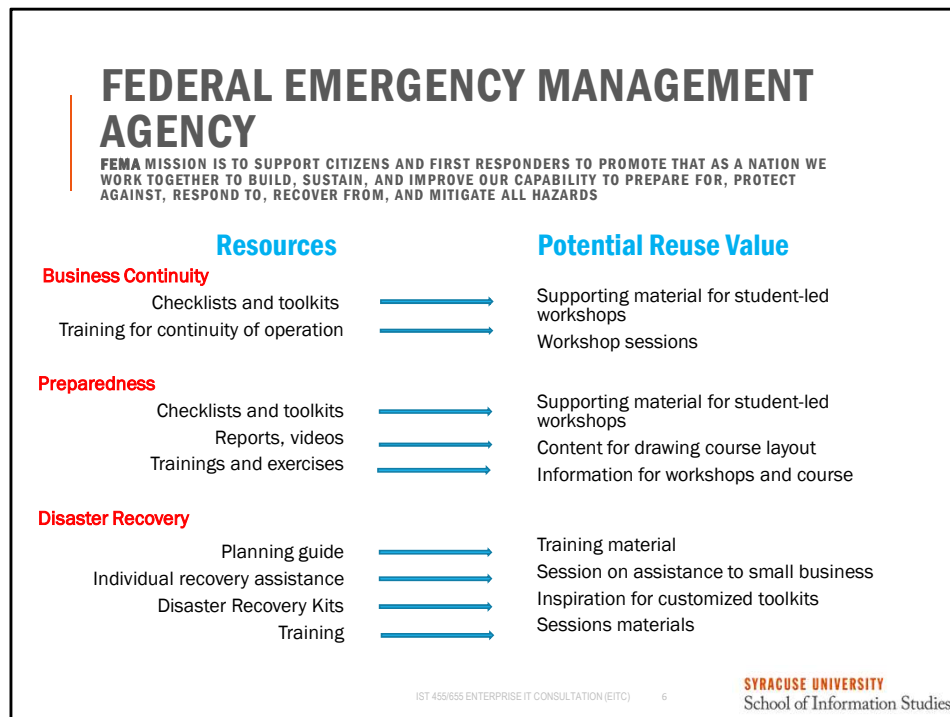
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The [Cybersecurity and Infrastructure Security Agency \(CISA\)](#) is the Nation's risk advisor, working with partners to defend against today's threats and collaborating to build a more secure and resilient infrastructure for the future.

References –

- [7] Hands-On Support for Small and Midsize Businesses. (n.d.). Retrieved November 17, 2019, from https://www.us-cert.gov/sites/default/files/c3vp/smb/Hands_On_Support.pdf.
- [8] Cybersecurity for Startups. (n.d.). Retrieved November 17, 2019, from https://www.us-cert.gov/sites/default/files/c3vp/smb/Cybersecurity_for_Startups_Slick_Sheet.pdf.
- [9] CYBERSECURITY RESOURCES ROAD MAP . (n.d.). Retrieved November 17, 2019, from <https://www.us-cert.gov/sites/default/files/c3vp/smb/DHS-SMB-Road-Map.pdf>.
- [10] Getting Started: Top Resources for Small and Midsize Businesses (SMB). (n.d.). Retrieved November 17, 2019, from https://www.us-cert.gov/sites/default/files/c3vp/smb/Top_SMB_Resources.pdf.
- [27] Assessments: Cyber Resilience Review (CRR). (n.d.). Retrieved November 17, 2019, from <https://www.us-cert.gov/resources/assessments>

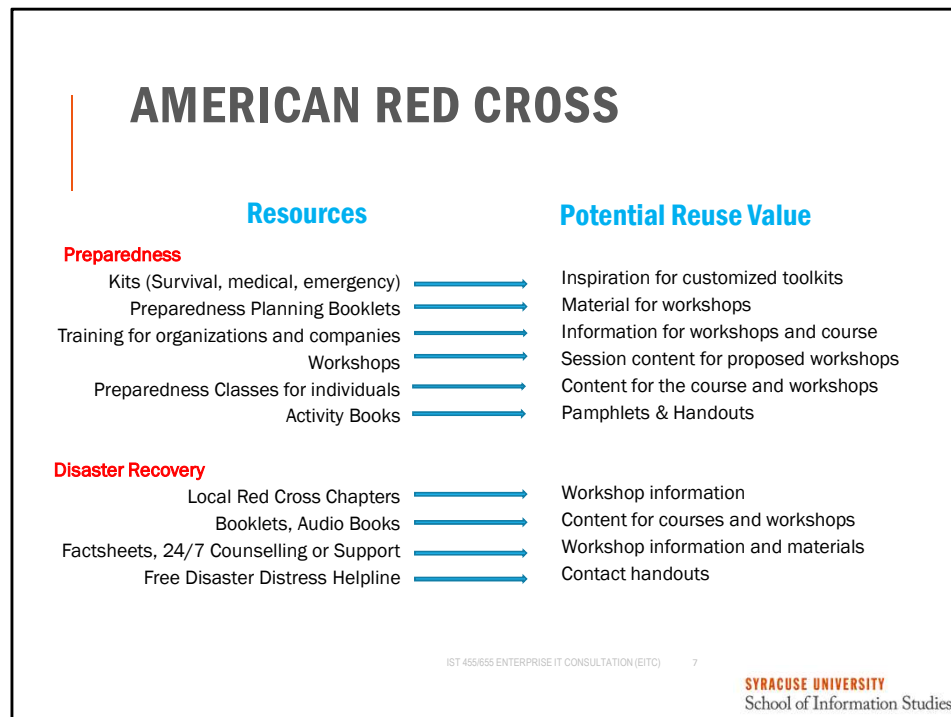


FEMA has released the Community Lifelines Implementation Toolkit 2.0 and the Incident Stabilization Guide, which provide updated information and resources to better understand and implement [Community Lifelines](#) throughout the emergency management community. Preparedness and other grant programs support our citizens and first responders to ensure that we work together as a nation to build, sustain and improve our capability to prepare for, protect against, respond to, recover from and mitigate all hazards.

References –

- [3] FEMA Emergency Response Plan [PDF File] Retrieved November 10, 2019, from https://www.fema.gov/media-library-data/1388775706419-f977cdebbefcd545dfc7808c3e9385fc/Business_EmergencyResponsePlans_10pg_2014.pdf
- [4] Emergency Management and Business Continuity Program Evaluation Checklist [PDF File] Retrieved November 10, 2019, from http://www.preparednessllc.com/assets/emergency_management_business_continuity_program_self-assessment-checklist.pdf
- [5] In-depth guide to citizen preparedness [PDF File] Retrieved November 10, 2019, from https://www.fema.gov/media-library-data/20130726-1549-20490-4633/areyouready_full.pdf
- [6] Recovering from Disaster [PDF File] Retrieved November 10, 2019, from https://www.fema.gov/media-library-data/20130726-1549-20490-4912/recovering_from_disaster.pdf
- [15] Individual Disaster Assistance. (n.d.). Retrieved November 10, 2019, from <https://www.fema.gov/individual-disaster-assistance>

- [16] Always Have a Disaster Kit Ready for Potential Disasters. (n.d.). Retrieved November 10, 2019, from <https://www.fema.gov/news-release/2018/03/19/always-have-disaster-kit-ready-potential-disasters>
- [18] Continuity Resource Toolkit. (n.d.). Retrieved November 10, 2019, from <https://www.fema.gov/continuity-resource-toolkit>
- [23] Understanding Our Risk: Comprehensive Preparedness Guide 201: Threat and Hazard Identification and Risk Assessment. (n.d.). Retrieved November 17, 2019, from <https://www.fema.gov/blog/2012-04-04/understanding-our-risk-comprehensive-preparedness-guide-201-threat-and-hazard>.
- [24] Inside FEMA's South Carolina Flooding Response. (n.d.). Retrieved November 17, 2019, from <https://www.fema.gov/blog/2015-10-05/inside-femas-south-carolina-flooding-response>.
- [25] Are You Ready? An In-Depth Guide to Citizen Preparedness. (n.d.). Retrieved November 17, 2019, from <https://www.fema.gov/media-library/assets/documents/7877>.
- [26] Emergency Response Plan. (n.d.). Retrieved November 17, 2019, from <https://www.fema.gov/media-library/assets/documents/89518>



Red Cross Ready Rating Program - helps underprepared businesses and corporations begin or further develop a disaster recovery plan as well as preparedness steps. Membership program. Preparedness pack- not so much something for small businesses to buy but more so for them to learn from in order to create their own at a reduced cost

Workshops- provide manuals on their website in order for businesses to learn or study before the workshops, workshops offer basic first aid, CPR and safety courses.

References –

- [11] The American National Red Cross lobby. (n.d.). Retrieved November 10, 2019, from <https://www.readyrating.org/>
- [12] American Red Cross. (n.d.). Retrieved November 10, 2019, from <https://www.redcross.org/>
- [20] Commit to Preparedness: Join the Red Cross Ready Rating Program. (n.d.). Retrieved November 17, 2019, from <https://www.redcross.org/get-help/how-to-prepare-for-emergencies/workplaces-and-organizations.html>.
- [21] Recovering from emergencies. (n.d.). Retrieved November 17, 2019, from <https://www.redcross.org.au/get-help/emergencies/recovering-from-emergencies>.
- [22] Books & DVDs. (n.d.). Retrieved November 17, 2019, from <https://www.redcross.org/store/books-and-dvds>.

NEXT STEPS



Develop a Vocabulary list to assist with further exploration of National level ERM resources.



Partner with SBA, FEMA or Red Cross to develop better understanding of their services and support.



Consider speakers from SBA, FEMA or Red Cross to conduct informative sessions.



**Prioritize and develop a timeline of available workshops and courses offered. Selectively attend or sponsor students.
Consider integrated web portal out of iSchool.**

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1. Develop Vocabulary list to make it easier for people to have access to extra national ERM resources while they are taking courses in addition to the course material
2. Partner with SBA, FEMA or Red Cross to help you our client gain better understanding of their services and support they offer so that they may answer any questions that potential students have
3. Invite speakers from these organizations to hold information sessions that will help potential students understand what courses will be offered and what the courses will go over
4. Lastly, we will have you the client create a timeline of courses and classes that will be offered to help potential students know when, where and what these courses will offer

Contact:

New York State Small Business Development Center

Small Business Development Center Onondaga Community College,
4926 Onondaga Road,
Mulroy Hall Syracuse, NY 13215

FEMA and CISA Local Office

One World Trade Center, New York, NY 10007

For flood mapping questions, contact a Map Specialist at the FEMA Map Information Exchange (FMIX):

(877) FEMA MAP (1-877-336-2627)

Hours of Operation: Monday through Friday, 8:00 a.m. through 7:00 p.m. Eastern Standard Time (Eastern Daylight Time)

Email: FEMAMapSpecialist@riskmapcds.com

American Red Cross

344 W. Genesee Street

Syracuse, NY, 13202

Phone: [\(315\) 234-2200](tel:(315)234-2200)



THANK YOU | **Questions**

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