

Amber J. Liggett

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EDUCATION

Master of Science, Emergency Management, Millersville University, Millersville, PA 2020

Bachelor of Science, Meteorology, Millersville University, Millersville, PA 2018

- Cum Laude Honors
- Minor in Mathematics

EXPERIENCE

Communications Analyst 2022 - Present

CollabraLink Technologies, Inc., Silver Spring, MD

Provides communication support for the National Oceanic and Atmospheric Administration (NOAA) Office of Oceanic & Atmospheric Research (OAR) Climate Program Office (CPO).

- Specializes in internal strategic communications for the NOAA OAR CPO.
- Supervises part-time CPO Communications Intern.
- Attends internal communications weekly standing meeting with communications staff in the CPO Climate and Societal Interactions (CSI) and Earth System Science and Modeling (ESSM) divisions.
- Supports CPO Communications Lead legislative affairs work for CPO.
- Assigns visual tasks to CPO Illustrator for Climate.gov stories.
- Science writer for Climate.gov and CPO Website.
- Leads CPO media rollouts.
- Leads promotion of new CPO-funded research.
- Supports CPO Communications Lead's CPO fact sheets development.
- Coordinates with the Meteorologist on CPO and Climate.gov social media.
- Attends OAR Comms weekly meeting; liaises with OAR Public Affairs and Communications on OAR comms matters.
- Represents CPO Communication, Education, and Engagement (CEE) division at NOAA Comms weekly meeting.

Public Information Officer 2020 - 2022

Pennsylvania Department of Health, Harrisburg, PA

Provided day-to-day and incident-specific communications and emergency preparedness and response consultation in a fast-paced, high-energy, ever-evolving hybrid work environment.

- Prepared talking points, news releases, blogs, event advisories, video scripts, speeches, fact sheets, Microsoft PowerPoint presentations and similar written and web-based public information promotional material for DOH leadership and spokespeople. This involves receiving technical information from public health professionals, then understanding and interpreting the information for various audiences including the media, public officials, and general public.
- Developed and implements communication strategies to raise public awareness about emerging infectious diseases, public health epidemics and pandemics.
- Planned, organized and coordinated public health emergency public relations programs including media relations, public information, digital communications, social media, and promotional/marketing functions.
- Represented DOH at local and national health communication organizations.
- Represented DOH at virtual and in-person public outreach events and engagements.
- Represented DOH at local, statewide and federal emergency preparedness drills.
- Established and maintains relationships with local health department PIOs.
- Liaised with other state agency communications teams, hospital and health system communications teams to communicate pressing news, updates, events, and essential information.
- Managed the translation of all DOH documents into languages other than English through a contracted agency.

- Reviewed all documents, materials, and presentations created by program offices from the communications perspective before they can be shared publicly.
- Coordinated, developed, and conducted communications training and presentations for local PIOs, health system and hospital communications teams, emergency managers, and health professionals.
- Worked with the Opioid Operational Command Center to facilitate communications and events.
- Assists the Communications Director with public relations tasks as needed. This includes project management.
- Directed the development and implementation of media events including press conferences, tours, and availabilities.
- Arranged and scheduled the arranging and scheduling of interviews and DOH spokespeople.
- Developed long and short-term communications plans and messaging goals and strategies.
- Reviewed incident communications plans and ensure they are current.
- Managed media and public inquiries during an incident.
- Evaluated the need for and, as appropriate, establish and operate a joint information center to coordinate and disseminate accurate and timely incident-related information.
- Maintained current information summaries and/or displays on the incident.
- Provided information on the status of the incident to assigned personnel.
- Coordinated emergency public information and warnings.
- Monitored media reporting for accuracy.
- Organized and executed recognition and awareness events for Emergency Medical Services, health volunteers and other events as needed.

Freelance Broadcast Meteorologist
WHTM-TV, Harrisburg, PA

2018 – 2021

Provided on-air and online forecasts for south-central Pennsylvania in a fast-paced, high-energy work environment.

- Forecasted and produced clear and concise weather forecasts.
- Developed and wrote a forecast discussion and weather graphics using Weather Services International (WSI) for on-air, web, and social media.
- Engaged with and communicate risk to the local residents of the region by breaking down technical information about impending weather on social media and on-air.
- Co-anchored news segments on weekend mornings.

Emergency Management Consultant
Protective Security Advisors, Omaha, NE

2020

Provide temporary technical assistance in the development of proprietary Homeland Security Exercise and Evaluation Program (HSEEP)-Compliant Documents.

- Developed a public private partnership tabletop exercise for small and medium-sized businesses through Microsoft PowerPoint.
- Prepared presentations, documents, and checklists.
- Analyzed documentation for identification of improvement areas.

Graduate Assistant
Center for Disaster Research & Education (CDRE), Millersville, PA

2018 – 2020

Assisted the CDRE faculty with administrative activities, and emergency management research and projects.

- Co-coordinated a campus-wide Preparedness Day event.
- Managed and facilitated the Community Emergency Response Team (CERT) training program for students, staff, faculty, and community members.
- Updated the hazardous weather section of the campus Emergency Operations Plan.
- Worked with National Weather Service (NWS) Weather Forecast Office (WFO) State College on the campus StormReady® application.
- Identified natural hazards for the campus Hazard Identification and Risk Assessment (HIRA).
- Co-planned the International Association of Emergency Managers (IAEM-USA) Region III 2019 Symposium.

Global Weather and Climate Center Reporter
Online

2017 – 2018

Composed articles about weather and climate events and their societal impacts including

- Air quality improvements
- Review of hurricane seasons
- Weather mythbusters
- How to warn a severe storm at the NWS
- Weather impacts on the human body
- Facts about weather phenomena

Undergraduate Volunteer

2014 – 2018

Millersville University, Millersville, PA

Volunteered across university departments and organizations.

- Provided web-based and on-air weather forecasts through MUTV and Campus Weather Service.
- Wrote and presented weather safety and educational stories for MU Weather Watch production.
- Conducted science outreach in inner-city school districts through MU-American Meteorological Society (AMS) student chapter.
- Provided balloon art entertainment at miniTHON and LGBTQ+ events while advocating for inclusivity and equity on college campuses.

Consultant – Public Speaking

2014 – Present

Various Locations

Create and present formal presentations to communicate weather science information, disaster preparedness, and natural hazard safety for different audiences including:

- FEMA Region III CPC Harrisburg.
- Grade school and high school-aged students.
- Students with access and functional needs.
- Served as a role model and speaker for the Millersville University Women in Mathematics, Science & Technology Conference.
- Served as a student ambassador for recruiting minority students into the MU Department of Earth Sciences.

Consultant - Workshops

2009 – Present

Various Locations

Teach balloon making, entrepreneurship, music, weather, and hazard/disaster classes to students, including students with access and functional needs.

- Created and instructed weather and music classes at the annual Community College of Beaver County Autism Summer Camp.
- Developed and instruct workshops for grade school through high school-aged students on weather conditions and instruments.
- Developed and instruct workshops for grade school through high school-aged students on the various types of disasters, hazards, and preparedness measures.

Founder & CEO

2005 - Present

Amber's Amazing Animal Balloons, Beaver, PA

Manage and operate a small entertainment business.

- Provide a unique entertainment and education forum at parties, events, and workshops.
- Market the company on social media and at networking events.
- Entertain people of all ages with a variety of services from balloon art to sand art.
- Create customized special occasion balloon baskets and themed sculptures.
- Influence and motivate young people to be their own boss and foster creativity through public speaking.

INTERNSHIPS AND RESEARCH EXPERIENCE

Student Researcher for Field Experience Practicum

2019 - 2020

Millersville University Center for Disaster Research & Education (CDRE), Millersville, PA

- Evaluated local flood risk perceptions and use of flood safety messaging in Lancaster County, PA through focus groups and interviews for field experience practicum.
- Consulted local emergency managers and meteorologists (e.g. broadcast meteorologists and NWS WFO State College) about the local understanding and use of flood information for field experience practicum.
- Developed the North American Humanitarian Response Initiative (NAHRI) Resource Center and associated data management plan with a research team of students and faculty.

- Contributed to identification of resource materials and related data.

Significant Opportunities in Atmospheric Research & Science (SOARS) Second Year Protégé 2018
National Weather Service (NWS) Weather Forecast Office (WFO) Denver/Boulder, Boulder, CO

- Worked locally at NWS WFO Denver/Boulder with the NOAA national Weather-Ready Nation Ambassador® initiative.
- Developed a protocol for NWS WFO Denver/Boulder to support NWS partners with education, outreach, and other weather, water, and climate-related decision-making and partner engagement materials. This included a communications toolbox on a Google Drive and shared computer drive for the staff.
- Developed a plan for the office to better engage with their external stakeholders by disseminating weather safety and educational information via social media on a monthly basis.
- Prepared a scientific paper, poster, and presented study at a colloquium.

Weather Intern 2018
WGAL-TV News 8, Lancaster, PA

Assisted on-air WGAL-TV Weather Department meteorologists with forecasting and outreach.

- Created and updated weather graphics using WSI.
- Posted daily weather updates to social media.
- Assisted on-air meteorologists with forecasting and outreach.
- Developed a professional weather reel on the Chromakey.

NOAA Hollings Scholar 2017
NWS Headquarters, Silver Spring, MD

- Developed NWS Education materials for social media and educators.
- Recruited Weather-Ready Nation Ambassadors.
- Revamped NWS Seasonal Campaign material.
- Wrote and directed informational NWS videos.
- Conducted outreach about NWS summer safety and careers.

Significant Opportunities in Atmospheric Research & Science (SOARS) First Year Protégé 2016
NOAA Earth Science Research Laboratory (ESRL), Boulder, CO

Conducted original research using the short-term experimental High-Resolution Rapid Refresh Ensemble (HRRRE) weather forecasting model.

- Prepared a scientific paper, poster, and presented research at a colloquium.

Research Experience for Undergraduates at the National Weather Center Intern 2015
Radar Innovations Laboratory (RIL), Norman, OK

Conducted original research at the University of Oklahoma RIL.

- Had hands-on experience of the acquisition, processing, and visualization of the operational products from polarimetric Weather Surveillance Radar 1988 Doppler (WSR-88D).
- Used the basic ideal of a fuzzy inference system, an artificial intelligence research and soft computing method.

SELECTED VOLUNTEER / NON-PROFIT ACTIVITY

IAEM-USA Weather and Water Caucus, USA 2022 - Present

- Serve as liaison team from the emergency management industry to the weather, water and climate industry.

IAEM-USA Emerging Professionals Caucus, USA 2021 - Present

- Serve as a professional development team for student and early career emergency managers.

AMS Committee on Emergency Management, USA 2019 - Present

- Develop approaches that engage the AMS weather, water and climate enterprise with the broader emergency management community on decision-making and best communication practices before a disaster.

IAEM-USA Diversity, Equity and Inclusion Committee, USA 2019 - Present

- Provide effective and useful information to IAEM members at all levels regarding research and trends on diversity, equity, and inclusion that can improve the delivery of concepts, communications and services to different populations including vulnerable populations.
- National Weather Association (NWA) Director, USA 2018 - 2020
- Represented the voice of all student NWA members and guide all Association decisions on the Board of Directors.
- AMS Local Chapter Affair Committee, USA 2017 – 2020
- Oversaw all local chapters of the AMS since 2017 and serving as the Chair in 2019.
- IAEM Chapter President, Millersville University 2018 - 2019
- Led the Chapter and manages its activities in accordance with the policies and procedures the Region, the IAEM-USA, the IAEM, and this Chapter’s Constitution.
- Climate Action Plan Subcommittee, Millersville University 2017 – 2018
- Advanced a culture of sustainability on campus by providing a framework to achieve carbon neutrality by 2040.
- NWA Student Conference Planning Committee, USA 2016 – 2020
- Organized the sessions and events for the NWA Student Conference during the Annual Meeting.
- AMS Student Chapter President, Millersville University 2016 – 2017
- Set the agenda for the academic year, provided ongoing leadership, and delegated duties, as needed, to other officers.
- AMS Student Chapter Treasurer, Millersville University, PA 2015 – 2016
- Handled all the finances for the Chapter and secured external funding through fundraising events.
- Campus Weather Service Lead and Streaming Video Forecaster, Millersville University 2014 - 2018
- Provided weather forecasts for the Susquehanna Valley.
- Weather Watch Talent, Millersville University, PA 2014 – 2018
- Wrote and broadcasted educational and informational weather-related stories.
- PA State Senator Elder Vogel’s Business Advisory Board, Rochester, PA 2012 – 2014
- Served as the voice of youth in Pennsylvania Senator District 47.

PRESENTATIONS AND PUBLICATIONS

- “Navigating the Field of Emergency Management as a Student and Early Career Professional”, IAEM-USA 69th Annual Meeting, 2021
- “Expert Judgment Versus Yours: Understanding Local Flood Risk Perceptions”, NWA 45th Annual Meeting, Online, 2020
- “Expert Judgment Versus Yours: Understanding Local Flood Risk Perceptions”, AMS 100th Annual Meeting, Boston, MA, 2020
- “An Overview of the Millersville University Emergency Management Programs and Activities”, IAEM-USA Region III Symposium, Millersville, PA, 2019
- “Weather-Ready Nation: Care Model Development for Ambassadors”, AMS 99th Annual Meeting, Phoenix, AZ, 2019
- “Building a Weather-Ready Nation through the Integration of Communication and Education”, 18th Annual AMS Student Conference & AMS 98th Annual Meeting, Austin, TX, 2018
- “Developing a Quantitative Measure of Convective Forcing to Evaluate High Resolution Rapid Refresh Ensemble (HRRRE) Variance”, AMS 97th Annual Meeting, Seattle, WA, 2017
- “Developing a Quantitative Measure of Convective Forcing to Evaluate High Resolution Rapid Refresh Ensemble (HRRRE) Variance”, AMS 28th Conference on Severe Local Storms, Portland OR, 2016
- “Gust Front Detection Using Neuro-Fuzzy Algorithm with Polarimetric WSR-88D”, 16th Annual Student Conference during AMS 96th Annual Meeting, New Orleans, LA, 2016
- Unpublished manuscript available at: <http://www.caps.ou.edu/reu/reu15/FinalPapers/Liggett.pdf>

CERTIFICATIONS/TRAININGS

- Commonwealth Web Based Training Diversity, Equity, Inclusion: Re-Imaging the Culture of Workplace 2021
- Commonwealth Web Based Training Diversity, Equity, and Inclusion 20 2021
- FEMA Independent Study (I.S.) Course 29.A: Public Information Officer Awareness 2020
- FEMA I.S. Course 42: Social Media in Emergency Management 2020
- FEMA I.S. Course 660: Introduction to Public-Private Partnerships 2020
- PEMA Course 290: Basic Public Information Officer 2020

• FEMA National Emergency Management Basic Academy	2019
• FEMA Professional Development Series	2019
• AMS Summer Policy Colloquium	2019
• FEMA Course E0101: Foundations of Emergency Management	2019
• FEMA Course E0102: Science of Disasters	2019
• FEMA Course E0105: Public Information and Warning	2019
• FEMA Course E0146: Homeland Security Exercise and Evaluation Program	2019
• FEMA I.S. Course 100.C: Introduction to the Incident Command System	2018
• FEMA I.S. Course 201: Forms Used for the Development of the Incident Action Plan	2018
• FEMA I.S. Course 230.d: Fundamentals of Emergency Management	2018
• FEMA I.S. Course 235.C: Emergency Planning	2019
• FEMA I.S. Course 240.B: Leadership and Influence	2019
• FEMA I.S. Course 241.B: Decision Making and Problem Solving	2019
• FEMA I.S. Course 242.B: Effective Communication	2019
• FEMA I.S. Course 244.B: Developing and Managing Volunteers	2019
• FEMA I.S. Course 454: Fundamentals of Risk Management	2019
• FEMA I.S. Course 523: Resilient Accord—Exercising Continuity Plans for Cyber Incidents	2019
• FEMA I.S. Course 700.B: An Introduction to the National Incident Management System	2018
• FEMA I.S. Course 775: Emergency Operations Center Management and Operations	2018
• FEMA I.S. Course 800.C: National Response Framework, an Introduction	2018
• FEMA I.S. Course 860.C: The National Infrastructure Protection Plan, An Introduction	2019
• FEMA I.S. Course 906: Basic Workplace Security Awareness	2019
• FEMA I.S. Course 921.A: Implementing Critical Infrastructure Security and Resilience	2019
• FEMA I.S. Course 2900.A: National Disaster Recovery Framework (NDRF) Overview	2019
• FEMA Community Emergency Response Team Training	2017
• Responsible Conduct of Research/Professional Ethics Training	2015

TECHNICAL KNOWLEDGE

- Microsoft Office (PowerPoint, Excel, Word, SharePoint, Teams)
- Google Suite
- Weebly
- SurveyMonkey
- Qualtrics
- Adobe (Acrobat, Premiere Pro)