

Cruz Brock

Departmental Manager, Emergency Communications

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📍 Grand Rapids, MI 49503

STRENGTHS

- 📋 **Operational prioritization**
During shifting incident demand, reset daily priorities with supervisors so coverage stayed dependable and teams knew what mattered.
- ♥️ **Policy leadership**
After inconsistent incident handling surfaced, clarified procedures and gave supervisors practical decision paths for difficult events.
- 👥 **People management**
Coaching conversations became more useful when tied to records and examples, helping dispatchers build confidence and consistency.
- 📈 **Financial stewardship**
Connected equipment requests and staffing needs with service continuity, making budget discussions clearer for communications leadership.
- ♥️ **Fair public service**
High stress calls required patience and impartial judgment, and that steady approach supported trust among callers and partners.

SKILLS

Emergency dispatch
Program administration
Policy development
Operational analysis
Personnel management
Performance evaluation
Workforce planning Budgeting
Financial management
Quality assurance Special projects
Stakeholder coordination
Bias free service

SUMMARY

Public safety communications manager with eight years of progressive experience through October 2026, including more than four years directing **emergency communications** operations and advanced program responsibilities. Leads 24/7 dispatch environments supporting law enforcement, emergency response, **administrative communications**, and specialized **public safety** functions across multiple jurisdictions. Develops policies and procedures, evaluates service performance, manages personnel matters, plans workforce coverage, oversees budgets, and directs special projects. Uses call load analysis, quality assurance findings, incident records, and stakeholder input to set practical priorities and improve service continuity. Guides supervisors and dispatch personnel through complex events, strengthens readiness, and maintains fair, professional, **bias free service**. Bachelor's prepared and certified as an Emergency Number Professional, with a record of dependable operational leadership.

EXPERIENCE

Emergency Communications Manager

Great Lakes Emergency Communications Authority 📅 June 2022 - Present 📍 Grand Rapids, MI

Directs 24/7 emergency communications operations serving law enforcement and public safety partners. Owns **operational priorities**, policies, workforce planning, **personnel matters**, budget stewardship, quality assurance, and special initiatives across a multi shift communications workforce.

- Directed 24/7 **dispatch** operations, setting shift **priorities** and preserving reliable call coverage.
- Reworked escalation and staffing **policies**, giving supervisors clearer decisions during complex incidents.
- Analyzed call loads and staffing levels, adjusting schedules without compromising required coverage.
- Managed coaching, performance documentation, training priorities, and supervisory development across multiple shifts.
- Built operating budgets and reviewed equipment expenses against service continuity priorities.
- Led workflow initiatives with **public safety** stakeholders and technology teams, evaluating implementation results.

Communications Operations Supervisor

West Michigan Public Safety Dispatch Consortium 📅 April 2020 - May 2022 📍 Muskegon, MI

Supervised regional dispatch operations supporting police, fire, and emergency response agencies. Balanced staffing, reviewed service quality, coordinated major incident communications, updated procedures, contributed budget planning, and prepared dispatchers and supervisors for difficult decisions.

- Supervised regional **dispatch** shifts, balancing staffing against changing incident demand.
- Reviewed dispatcher performance and incident records, shaping coaching and refresher training.
- Coordinated major incident communications among field supervisors, dispatchers, and partner agencies.
- Drafted call routing and continuity **procedures** after reviews exposed inconsistent handling.
- Prepared staffing and equipment inputs for annual budget planning discussions.
- Guided new supervisors through complex decision scenarios, strengthening documentation and service consistency.

Public Safety Communications Specialist

Lakeshore Regional Dispatch Network 📅 November 2018 - March 2020 📍 Holland, MI

Managed emergency and administrative communications for multiple public safety agencies in a high tempo regional center. Applied dispatch **procedures**, maintained accurate records, identified workflow concerns, supported onboarding, and delivered impartial service during routine and high stress events.

Service performance

Emergency communications

LANGUAGES

English Native

Spanish Intermediate

MY CAREER



● Emergency Communications Manager at Great Lakes Emergency Communications Authority (4.3 Years)

● Communications Operations Supervisor at West Michigan Public Safety Dispatch Consortium (2.1 Years)

● Public Safety Communications Specialist at Lakeshore Regional Dispatch Network (1.3 Years)

- Managed emergency and **administrative communications** for multiple **public safety** agencies.
- Prioritized calls and coordinated radio traffic during high tempo operational periods.
- Maintained incident records supporting investigations, operational reviews, and quality evaluation.
- Identified recurring workflow issues and supplied observations for procedure clarification.
- Supported onboarding through side by side instruction on procedures and documentation.
- Maintained calm, respectful, impartial communication with callers and field personnel.

Emergency Communications Coordinator

Riverbend County Communications Center 📅 October 2018 - October 2018 📍 Kalamazoo, MI

Supported a structured transition assignment for county public safety communications. Coordinated administrative communications, reviewed active queues, prepared operational summaries, tracked equipment concerns, and supported scheduling and training logistics during a staffing transition.

- Coordinated **administrative communications** during a county operations transition assignment.
- Reviewed active queues and resource status, keeping priority incidents visible during handoffs.
- Prepared operational summaries and incident documentation for supervisory review.
- Applied routing policies when directing calls and notifications to **public safety resources**.
- Tracked equipment and procedure concerns for follow up by operations leadership.
- Supported schedule coordination and training logistics during fall staffing changes.

PROJECTS

Regional Communications Continuity Initiative 📅 2024

Directed a cross functional effort focused on staffing contingencies, escalation decisions, and dependable communications during complex regional incidents. Reviewed operational results with supervisors and public safety partners.

Dispatch Quality Review Program 📅 2023

Built a practical review process using incident records, call load patterns, and supervisor feedback. Findings informed coaching priorities, procedure updates, and more consistent service delivery.

LEADERSHIP & AWARDS

- Emergency Number Professional recognition, 2024
- APCO Communications Center Supervisor credential, 2022
- Operations representative recognition, Regional Public Safety Communications Working Group, 2023

EDUCATION

Bachelor of Science in Public Administration

Western Michigan University 🎓 GPA: 3.5 📅 2018 📍 Kalamazoo, MI

Coursework: *Public administration, organizational leadership, public budgeting, policy analysis, personnel management*

CERTIFICATIONS

- Emergency Number Professional 📅 2024
- APCO Communications Center Supervisor 📅 2022

TECHNICAL SKILLS

- **Emergency Dispatch Systems:** 911 dispatch, call routing, radio operations
- **Communications Center Operations:** 24/7 dispatch, administrative communications, incident queues
- **Policy Development:** escalation procedures, staffing contingencies, continuity practices
- **Operational Analysis:** call load analysis, service review, incident records
- **Personnel Administration:** performance documentation, coaching, supervisory development
- **Workforce Planning:** shift scheduling, staffing levels, training priorities

- **Budget Management:** operating budgets, expenditure review, resource recommendations
- **Quality Assurance:** quality review, dispatcher evaluation, procedure compliance
- **Public Safety Coordination:** law enforcement, fire response, partner agencies
- **Incident Communications:** critical incidents, major events, escalation paths
- **Records Management:** incident logs, communication records, operational summaries
- **Professional Standards:** bias free service, impartial communication, fair practices

PROFESSIONAL AFFILIATIONS

- Regional Public Safety Communications Working Group, Operations Representative, 2023 to Present
- Public safety communications leadership network participant, Michigan regional operations

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST