

Emergent Risk Initiative @ ODU

Together with the Department of Engineering Management & Systems Engineering, ODU

*Presents*

**ERI**  
Emergent  
Risk  
Initiative



## 2012 – 2013 Colloquium Series

# Social and cultural factors in engineering risk analysis

November 29, 2012 2:30-3:00 PM (EST)

Webcast: <http://connect.odu.edu/emergentriskinitiative/>

Face-to-face: Kaufman Hall room 247

Facilitated by

Cindy Daniels

Director of the Science Office for Mission Assessments (SOMA),  
NASA Langley Research Center



### Summary

There is more to risk than just quantitative analysis. We need to consider the social and cultural factors in addition to quantitative analysis when assessing overall risk to society of significant projects. This presentation lays out a framework to map social risk to traditional risk factors. This enables consideration of non-quantitative risk factors in parallel with quantitative risk factors.

More details on the next page

## About Cindy Daniels

*Cindy Daniels is the Director of the Science Office for Mission Assessments (SOMA) at NASA Langley Research Center. In this capacity she leads the Technical, Management, and Cost Risk Assessments of all completed NASA Science Missions and Investigations. Prior to this, Ms. Daniels has held several management positions in Manned Space Flight at Johnson Space Center (JSC) including Manager of Space Station Ground Facilities in the Space Station Program Office, Manager of the Engineering Directorate Program Control Office, and Project Manager for Mission Control Center Upgrades. Ms. Daniels has a B.S. in Mathematics, a Masters in Engineering Management, and a M.S. in Information Systems and is a Ph.D. student at Old Dominion University in Engineering Management.*

## About ERI@ODU

The **Emergent Risk Initiative (ERI)**, based at Old Dominion University, was established in 2009 and envisions the creation of the next generation body of knowledge in risk management for current and future systems and organizations characterized by uncertainty, emergence, complexity, and interdependence.

For more, please visit

<http://sites.google.com/site/emergentrisk/>



## About the Webcast

Webcast will be via Adobe Connect<sup>®</sup>

Log into this link

<http://connect.odu.edu/emergentriskinitiative/>

You will need a high speed internet, a speaker, and Adobe Flash<sup>®</sup>