

Board Retreat
Executive Summary
June 14-16, 2016
Bend, Oregon

Your current Board of Directors met this past June to review our goals and objectives for the upcoming year to better serve our membership, stakeholders and surrounding communities. Although a full work plan will be available for review we wanted to provide you, our members, with this executive summary to provide a snapshot of our work together as well as additional opportunities for you to provide us your valuable feedback.

Our first task was to review our Vision; our call and invitation to serve, our Mission; our primary purpose and focus and our Values; how we will conduct our business with each other and all of our community stakeholders. The proposed revisions and updates follow:

Vision

Saving lives and reducing loss through fire prevention efforts.

Mission

The mission of the Oregon Fire Marshals Association is to support the fire service and its stakeholders by providing education and forums for discussion, addressing current fire and life safety issues, and assisting in targeted campaigns to fulfill our vision.

Values Statement

OFMA recognizes honesty, integrity and the pursuit of excellence as the core values vital to achieving our mission.

We identified Three Core Goal areas to focus the majority of our efforts together during the coming year. Some of these goals are ongoing and some are new along with the strategies identified to implement them. We wanted to make sure that we did not over-commit and under-deliver on our promises. Too many goals can hinder our focus and make it more challenging to accomplish the goals most important to OFMA.

Goal # 1: Improve our Financial Sustainability.

We want to improve both our short term and long term financial sustainability. By doing so, we anticipate our collective strength will not only grow in numbers but in relevance to all our stakeholders and the community. Our Treasurer and Executive board will have primary responsibility with overseeing our work in this area. One of our core Objectives with this goal area and to measure our progress will be a substantial increase in attendance at OFMA training events.

The following tasks will be carried out to help ensure this yearly outcome is achieved:

- Full coordination with OFCA to develop and maintain a master calendar to avoid scheduling conflicts and redundancy in offerings.
- Develop more meaningful and fun incentives for our membership to attend training and conference offerings. Build “word of mouth” testimonials by attendees.
- Develop a more effective marketing strategy by continuing to align and partner with OFCA to benefit from their technical expertise in this area.
- With OFCA and others explore additional funding sources and cost saving strategies, grants and sponsorships.

Goal #2: Grow our Relevance by Providing Quality Service and Opportunities that Contribute to Member and Stakeholder Value and Success.

We recognize that we can all get lost in the numerous tasks and opportunities that confront us. Our Board certainly recognizes this and we want to improve our focus year to year by building in continuity from year to year, both to measure our progress and to stimulate additional member involvement at the Board and Committee level.

Our first Objective will be to have a professionally facilitated and annual strategic planning session that will carry over to how we conduct our work together on a month to month basis with clear indicators to future Boards on the accomplishments achieved and need for further revisions and updates to the plan. This will call for us to build-in a budget line item for this Objective for future retreats.

Another Objective we identified to provide additional relevance and value to our membership is to continue to improve both the content and delivery of our Conferences such as TEC and ABM. We will also need to update and reconcile policy and procedures for our conferences and training events and maintain a list of past instructors who were well received by the membership.

Our third Objective in this area will be to more fully define the purpose, responsibilities and timelines for our Board of Directors and Committee positions and policies and procedures. Our chief tasks for this objective will be to review and approve OFMA Board position descriptions and letters of support.

Our fourth Objective will be to amend our by-laws to eliminate the present 3 year commitment requirement for terms of service being on our Board of Directors. To add value to our total membership we need to increase involvement across our membership and to avoid barriers that might discourage more active involvement. Our plan is to propose a by-law change at our 2017 ABM with a 60 day prior review by our membership for comments.

Our fifth Objective with this Goal will be to increase our influential force on state policy and legislative issues to advocate for the support of the public and first-responder safety. Our outlined tasks will be to work more closely with the OFCA Legislative Committee and to create the beneficial policies and procedures for our own OFMA Legislative Committee. Our 2nd VP John Patterson will be spearheading this area and will provide his initial recommendations at our August Board meeting. We will also work closely with our partners to develop consensus on issues impacting our mission and project a clear, strong voice statewide.

Goal #3: Develop New and Improve our Existing Relationships with Strategic Partners.

To better accomplish all of our yearly goals and objectives we recognized our need to work more closely with our current strategic partners and be open to developing new relationships that will help us better achieve our Vision and Mission. At our retreat we identified well over 20 organizations that will require us to identify Liaisons within our membership to bridge communication between OFMA and these organizations. To do so more effectively, we will be prioritizing these organizations into three tiers of immediate and long-term importance to help us focus our initial efforts. We will also be developing communication tracking sheets and effective report forms for our Liaisons to utilize when they report back to the Board at our monthly meetings.

The following members have stepped up and are providing leadership and input in the following areas on your behalf:

- **Education and Training** - Paul Jennings, TJ Johannsen. Susie Maniscalco to assist during 1-year transition
- **By-Laws, Policies and Procedures** - Tom Bohm and Scott Kline
- **Membership** - TJ Johannsen (chair), John Rinier. John Patterson to also assist
- **Legislative** - John Patterson (chair)
- **Budget Review** - Josep Pedrola (chair), AJ Jackson in transition
- **Historical Archives:** Susie Maniscalco to identify chair and work with professional staff

As always, your Board of Directors values your support, input and active involvement to make OFMA the best and most professional organization of its kind in the state.