

**FY 2021-2022
Strategic Plan**

Mission: The mission of the Oregon Fire Marshals Association (OFMA) 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 efforts to fulfill our vision.
Vision: Reduce risk, save lives, prevent loss.



	Communication	Training	Codes	Membership	Legislation
	Owner: Amber Cross, Staff Backup: Shawn Olson, Gert Zoutendijk, Tanner Fairrington	Owner: Scott Goff, Ryan Kragero, Staff Backup: Gert Zoutendijk	Owner: Scott Goff, Lora Ratcliff, Ken Foster Backup: Amber Cross, Shawn Olson	Owner: Tanner Fairrington, Ken Foster, Ryan Kragero, Staff Backup: Craig Andresen	Owner: Tanner Fairrington, Shawn Olson Backup: Ryan Kragero
Goals	Provide value to members, and potential members, by communicating relevant information, activities, and opportunities	Provide current and potential members access to quality and relevant training	Be a voice for the fire service on relevant codes and standards	Retain and recruit members Recruit new board & committee members to support smooth succession	Be a voice for the fire service on relevant legislation
Objectives	Keep members, partners, and stakeholders informed and communicate through social media, emails, and board outreach	Identify opportunities to collaborate. Offer diverse training. Utilize a variety of training platforms	Participate in code development and adoption. Advocate to reduce risk, save lives, and prevent loss	Keep OFMA relevant and able to meet the mission. Keep OFMA sustainable Increase member interest in serving OFMA	Participate in the legislative process and advocate to reduce risk, save lives, and prevent loss
Benchmark	#1 - LinkedIn account for OFMA #2 – LinkedIn post 1x month #3 - Board members with LinkedIn account to profile #4 - Post 5-6 quality content posts to Facebook per month #5 – Quarterly president/board communication #6 – Keep homepage of website updated # 7 – Open board meetings to members, make virtually attendance available	#1 – Offer ABM and TEC training annually #2 – Partner with and promote training (OBOA, IAAI, NFSA, NFPA, and OSFM) #3 – Maintain ICC preferred provider status	#1 – Represent OFMA during development and adoption of codes in Oregon # 2 – Maintain OFMA representation on the Oregon Fire Code Advisory Board #3 - Communicate relevant updates/changes to membership	#1 -Identify target members #2 - Increase outreach to potential members #3 - Increase active/associate membership by 10% (based on 150 current members) #4 - Increase corporate membership (contact sponsors) #5 – Increase recruitment by current board members	#1 – Collaborate with partners including OSFM, OFCA, and OBOA #2 – Maintain representation on the Governors Fire Service Policy Council #3- Communicate relevant updates/changes to membership
Comments/Notes	Staff will set up LinkedIn Staff will create a letter template Staff will add these to the new task calendar Board will connect with LinkedIn Board provide content for quarterly communication and website updates	Be open to opportunities presented by partners. Be open to virtual or in-person training.	The primary focus is on Oregon codes	Contact partners (OSFM, OFCA, OBOA) for lists of potential members or partner with sharing about OFMA Research other corporate member packages for ideas and create a package for OFMA corporate member recruitment	Keep benchmarks flexible, next session will be shorter session

The financial health of the organization is always a strategic goal and is affected by each part of this plan created by the OFMA Board.