


<p style="text-align: center;">FY 2023-2024 Strategic Plan</p>		<p>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.</p> <p>Vision: Reduce risk, save lives, prevent loss.</p>				
	<p>Membership & Marketing</p> <p>Chair: Anne-Marie Storms</p> <p>Members: Clara Butler, Merrill Harrison (?)</p>	<p>Education/Training</p> <p>Chair: Scott Goff</p> <p>Members: Clara Butler, Ty Darby, Anne-Marie Storms, Lora Ratcliff</p>	<p>Codes/Standards</p> <p>Chair: Lora Ratcliff</p> <p>Members: Scott Goff, Ty Darby</p>	<p>Budget & Bylaws</p> <p>Chair: Craig Andresen</p> <p>Members:</p>	<p>Legislation/Rulemaking</p> <p>Chair: Shawn Olson</p> <p>Members: Tanner Fairrington, All Board</p>	<p>Strategic Representation</p> <p>OFMA Board</p>
<p>Goals</p>	<p>Provide value to members, and potential members, by communicating relevant information, activities, and opportunities.</p> <p>Retain and recruit membership including board & committee members.</p>	<p>Provide current and potential members access to quality and relevant training.</p>	<p>Be a voice for the fire service on relevant codes and standards.</p>	<p>Ensure best practices for the organization.</p>	<p>Be a voice for the fire service on relevant legislation and rulemaking.</p>	<p>Ensure a voice for OFMA on appropriate committees, councils, and associations.</p>
<p>Objectives</p>	<p>Maintain and increase membership with members, partners, and stakeholders. Keep all informed and communicate through relevant social media posts, emails, and board outreach.</p>	<p>Identify opportunities to collaborate. Offer diverse training. Utilize a variety of training platforms.</p>	<p>Participate in code development and adoption. Advocate to reduce risk, save lives, and prevent loss.</p>	<p>Ensure the health and longevity of the organization. Review and update for relevancy.</p>	<p>Participate in legislative and rulemaking processes and advocate to reduce risk, save lives, and prevent loss.</p>	<p>Keep OFMA engaged and relevant and able to meet the mission. Collaborating with partnering agencies/fields.</p>
<p>Benchmark</p>	<p>#1 – LinkedIn post 1x month #2 - Post 5-6 quality content posts to Facebook per month #3 – On-going quality communication to OFMA contacts (meet the board, learn about the committees, event promotion) # 4 – Open board meetings to members, make virtual attendance available.</p>	<p>#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.</p>	<p>#1 – Represent OFMA during development and adoption of codes and standards in Oregon. #2 - Communicate relevant updates/changes to membership.</p>	<p>#1 – Review current bylaws and policies for necessary updates. #2 – Publish policies to website.</p>	<p>#1 – Collaborate with partners including OSFM, OFCA, WPAC, and OBOA #2 – Communicate relevant updates/changes to membership. #3 – Board to educate themselves about services available for legislative advocacy and cost involved.</p>	<p>#1 – Maintain representation on the Governors Fire Service Policy Council # 2– Maintain representation on the Oregon Structures Board # 3 – Maintain representation on the Oregon Fire Code Advisory Board #5 – Maintain OBOA liaison/partnership. #6 – Maintain representation</p>

	<p># 5 – Recognize corporate sponsors on website and social media.</p> <p>#6 – Recruit new active, associate, student, and corporate members.</p> <p>#7 – Create a private Facebook group for discussion/forum use.</p>					WPAC.
Comments/Notes	<p>The board provides content for communication and website updates.</p> <p>Contact partners (OSFM, OFCA, OBOA) to partner with sharing about OFMA.</p> <p>Share benefits of membership/being involved.</p> <p>Board to determine the criteria for the new FB group/forum.</p>	<p>Be open to opportunities presented by partners.</p> <p>Be open to virtual or in-person training.</p> <p>TEC dates discussed – Oct. 24-25, 2023, at DPSST.</p> <p>ABM dates confirmed – May 20-23, 2024, at Eagle Crest Resort.</p>	The primary focus is on Oregon codes.	<p>Focus this year will be policies since the bylaws were recently reviewed and updated.</p> <p>Policies needed: Elections Meeting options (virtual, in-person, other)</p>	<p>Keep benchmarks flexible, next session will be short session January to June estimate.</p> <p>Share Fire Service Day information with membership</p> <p>Share at events 5-10 minutes about codes/rulemaking – add to TEC and ABM agendas.</p>	<p>Request increased communication from individuals representing OFMA on boards/committees.</p>

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.