

New England Division
of the
International Association of Fire Chiefs
Strategic Plan



Two-Year Plan

2008

Original June 2004/Revised May 2006, May 2008, January 2009

New England Division
of the International Association of Fire Chiefs
Strategic Plan

Table of Contents

Strategic Plan Definitions, Examples2

Strategic Plan Items3

I Building Relationships and Partnerships4

II Fire and Life Safety5

III Leading the Fire Service6

IV Legislative/Political Action8

V Marketing, Branding and Communications8

VI New Revenue and NEDIAFC Growth.....9

VII Professional/Executive Skills Development.....11

Amended 1/28/2009

Strategic Plan Definitions

- **Goal** - Something to accomplish to assist in moving the organization in the future.
- **Strategy** - A plan or methodology, especially for achieving a goal. These are items that should be considered or further evaluated in order to make the goal occur or happen.
- **Action Items** - To make advances to, especially for the purpose of creating a desired result; to take preliminary steps toward. Specific activities performed for the purpose of creating a desired result.
- **NEDIAFC** - New England Division of the International Association of Fire Chiefs.
- **NEAFC** - New England Association of Fire Chiefs.

The Seven Strategic Plan Items

- I Building Relationships and Partnerships
- II Fire and Life Safety
- III Leading the Fire Service
- IV Legislative/Political Action
- V Marketing, Branding and Communications
- VI New Revenue and Association Growth
- VII Professional/Executive Skills Development

I Building Relationships and Partnerships

I.1 Goal: Strengthen the relationship between the New England Association of Fire Chiefs (NEAFC) and the NEDIAFC

Strategies:

- I.1.a Explore the similarities of the two organizations
Action: Two e-boards to meet and discuss similarities

- I.1.b Explore the possibility of making it a joint conference
Action: More input for NED into conference
More Reps from NED on conference committees

- I.1.d Encourage NEAFC to have representation at NEDIAFC meetings
Action: Invite President or their designee to NED meetings

I.2 Goal: Enhance relationships between NEDIAFC and the IAFC with the State Fire Chiefs Associations

Strategies:

- I.2.a Define what the relationship currently is and what it should be

- I.2.b Continue to enhance communications with state Fire Chiefs Associations through the State Vice Presidents.

- I.2.c Involve input in strategic planning
Action: State V.P.s to report at all State Chief's meeting
Post NED information in State Chief's newsletters and websites
Have State Chief's Assoc. put NED link on their websites
Have State Training Schedules linked from NED Website
Invite State Chief's Assoc. to future Strategic Planning meetings
State V.P.s attend State Chief's board meetings

- I.2.d Act as liaison between the IAFC and the states
Action: Disseminate information through NEDIAFC state vice-presidents to the states and Associations
Action: get member e-mail addresses for E-Alerts.

I.3 Goal: Enhance relationship with manufacturers and vendors

Strategies:

- I.3.a Understand the vendors' needs and expectations
Action: Survey Exhibitors
- I.3.b Participate in the NE Exhibitors Association meetings
- I.3.c Provide articles for newsletters
- I.3.d Support vendors
Action: Promote vender's website
Encourage membership to use vendors "product and service" guide

I.4 Goal: Establish a NEDIAFC chaplain

Strategies:

- I.4.a Explore the possibilities of establishing a NEDIAFC chaplain
Action: Establish a committee, (COMPLETED 02/08)
- I.4.b Continue to search out current FD chaplains that are interested in working with NEDIAFC.
- I.4.c Draft and approve Job Description.
- I.4.d Enhance the role of the Chaplain within the NEDIAFC

II Fire and Life Safety

II.1 Goal: Promote fire prevention programs

Strategies:

- II.1.b Support fire prevention certification
- II.1.c Establish a relationship with the New England Association of Fire Marshals
Action: Contact Fire Marshal Assoc.
- II.1.d Consider fire prevention sessions at all seminars and conferences
- II.1.e Work with the IAFC Fire & Life Safety Section
Action: Promote membership to join this section
- II.1.f Promote Sprinkler Usage
Action; Promote Home Fire Sprinkler Coalition.
Provide a Web Link on our Web Site
- II.1.g Promote Photo Electric Smoke Detectors.
Action: Provide access to latest valid information on home fire safety.

II.2 Goal: Assist and promote a goal of reducing firefighter injuries and mortality

Strategies

- II.2.a Promote wellness and fitness programs
Action: Conduct seminars
Action: Encourage participation in NVFC Heart Healthy FF Program
Action: Encourage participation in the IAFC/IAFF Health Wellness Move
- II.2.b Promote safe fire and emergency operations.
Action: Promote National seat Belt Pledge
Promote Near Miss Reporting
Continue to provide training and education on these topics.
- II.2.d Promote National Fire Organizations.
Action: Endorse worthwhile programs.

III Leading the Fire Service

III.1 Goal: Promote strategic planning

Strategies:

- III.1.a To bring local Fire Departments, State organizations, NED, and IAFC in line with each other
Continue to work with State Chief's Associations to develop and revise Strategic Plans that are consistent with the current needs of the fire service.
- III.1.b Assist Local and State organization in developing strategic plans
Action: Establish a list of facilitators to help states with strategic planning

III.2 Goal: Promote a systems approach for regional interoperability

Action: Promote the interoperability plans of state fire chief associations and the individual fire departments

Implement the IAFC Interoperability Handbook through the IAFC Web Site.

III.3 Goal: Take a leadership position in recruitment and retention

Strategies:

- III.3.a Encourage participation in the IAFC Volunteer & Combination Officer Section's Leadership Courses
- III.3.b Encourage IAFC Human Relations initiatives
Action: Review Human Relation initiatives
- III.3.c Promote model programs including the National Volunteer Fire Council Model Program
Action: Establish a committee to investigate model programs
- III.3.d Promote and support the SAFER Act and encourage participation.
- III.1.e Define the Fire Service Role in Homeland Security
Action: Work with other Fire Related Agencies to define the Fire Service role in Homeland Security.
Action: Support Fire Service related individuals in Key Homeland Security Positions. (Moved from II.1.f 02/08)

III.4 Goal: Promote fire service training

Strategies:

- III.4.a Put state training program calendars on the website.
Action: Establish a link on NED website to state fire academies
- III.4.b Explore ways to improve program delivery at NEDIAFC/NEAFC joint conference
Action: Encourage surveys.
Provide input through NED committee members.
- III.4.c Promote officer level training, EFO.
Action: Provide website links to training opportunities at the State and Federal level.
Action: Promote IAFC Officer Professional Development Track.
- III.4.d Establish a scholarship program for higher education for dependents of members
Action: Formulate a committee
- III.4.e Promote and encourage the application process for Fire related grants.

IV Legislative/Political Action

IV.1 Goal: Work with each state association in building a strong relationship with the state and national elected officials.

Strategies:

- IV.1.a Promote communications on IAFC legislative activities
Action: Utilize the IAFC legislative web link.
Action: Establish lines of communications with IAFC Government Affairs.
- IV.1.b Encourage NEDIAFC state vice-presidents to maintain a current list of state and national elected officials
Action: Website Links for access to U.S. Congressmen and Senators
- IV.1.c Facilitate a day at the US Capital in conjunction with the CFSI Dinner
Action: State V.P.s to encourage states to attend CSFI dinner
Provide Mass model program to states
Promote joint meeting with all New England States on Capitol Hill

IV.2 Goal: Influence legislators to support fire service initiatives

Strategies:

- IV.2.a. Establish NEDIAFC legislative agenda
Action: Put on agenda for discussion at quarterly meetings
- IV.2.b. Support an increase in funding for the Safer and Fire Acts.
Action: Congressional mailing to support this issue

V Marketing, Branding and Communications

V.1 Goal: Promote the NEDIAFC to the New England fire service

Strategies:

- V.1.a Identify the benefits of being a member of NEDIAFC
Action: Create a PowerPoint presentation
Create a brochure
- V.1.b Increase usage/visibility of the logo and web site
Action: Use on all letter head

Provide Marketing Material in the Joint Conference Packet.

- V.1.c Update the NEDIAFC booth
Action: Provide Marketing Material at the Exhibition Booth

V.2 Goal: Enhance and promote the NEDIAFC website as a communications tool.

Strategies:

- V.2.a Continue to provide more and timely information for the Web Site
Action: Encourage submission of information
- V.2.b Promote the website
Action: V.P.s encourage use of Web Site at state meetings
- V.3.c Increase Email communications
Action: Contact IAFC for NED member email addresses

VI New Revenue and NEDIAFC Growth

VI.1 Goal: Increase membership

Strategies:

- VI.1.a Identify State Vice-President responsibilities
Action: Create job descriptions and identify responsibilities
(Completed 02/08)
- VI.1.b Utilize the strategies from Branding, Marketing and Communications
- VI.1.c Challenge every member to bring in one new member every year

VI.2 Goal: Enhance non-dues revenue sources

Strategies:

- VI.2.a Utilize educational seminars and other events.
- VI.2.b Expand corporate sponsorships

Action: Work with Vendor Assoc.

VI.2.c Explore relationship with a magazine

VI.2.d Explore investment opportunities

VI.2.e Explore grant opportunities

Action: Contact IAFC for information and assistance

VI.2.f Promote fire group purchasing organization program

Action: Emphasize the importance of GPO as a membership benefit.

(Completed 02/08)

VI.3 Goal: Actively promote IAFC, NEDIAFC joint conference and NEDIAFC seminars

Strategies:

VI.3.a Offer discount seminar rates NED for members (Completed 02/08)

VI.3.b Link NEDIAFC joint conference info webpage to NEAFC joint conference webpage

VI.3.c Promote Fire-Rescue International and NEDIAFC associated activities at FRI

Action: At Luncheon Meeting and emails

Explore moving Annual Meeting to FRI

VI.4 Goal: Evaluate and implement sections within the NEDIAFC

Strategies:

- VI.4.a Determine the need and establish sections as needed
Action: Establish a committee

VII Professional/Executive Skills Development

VII.1 Goal: Define and establish job descriptions for the NEDIAFC officers Section (Completed by 02/08)

Strategies:

- VII.1.a Complete and distribute job descriptions
- VII.1.b Establish a mentoring program for new NEDIAFC officers
Action: Review job descriptions with newly elected officers
Develop a packet for newly elected Board members

VII.2 Goal: Provide resources to mentor Chief Officers

Strategies:

- VII.2.a Provide guidance for new chief officers
Action: Promote FRI seminars.
Establish information/links on the website
Promote the National Fire Academy course, particularly the EFO program
Promote Chief Fire Officer Designation program
Promote Commission on Fire Accreditation International process
Promote the IAFC Professional Development Committee Officer Development Handbook
Support State Training programs for Chief Fire Officers.

VII.3 Goal: Create a mentoring program for new/future chiefs

Strategies:

- VII.3.a Contact new chiefs or members in the NEDIAFC