



CENTRAL FLORIDA FIRE CHIEFS' ASSOCIATION

STRATEGIC FOCUS AREAS FOR 2011-13

Upon review and discussion concerning the current situation analysis of CFFCA and its attributes and potential shortfalls, the BOD adopted the following (3) primary focus areas with related goals or objectives:

FOCUS AREA # 1: PROFESSIONAL NETWORKING

- Schedule a minimum of [2] networking opportunities throughout the year for CFFCA 5-bugle agency chiefs and/or directors to meet as a forum to promote the discussion of common issues facing their agencies or our profession; and explore chief officer training opportunities.
- District Directors to be proactive within their represented districts encouraging agency attendance and participation.
- Continue inter-association relationships through meeting attendance and open-invitation opportunities extended to other similar associations.
- Increase CFFCA visibility and participation through collaborative efforts with sister association groups, including attendance on the local and/or state level concerning legislative sessions or processes, community awards, and local training academy partnerships.

FOCUS AREA # 2: PROFESSIONAL STANDING AND CREDITABILITY

- Establish a consistent voice and position statements on issues that impact the Central Florida area – understanding that there will be limits that some agencies are willing to undertake, including a philosophy to agree to disagree on various issues.
- Remain actively involved with the FFCA providing valuable Central Florida input maintaining a strong presence in board leadership roles, operational committee planning roles and/or State of Florida advisory board capacity [State Fire College and State EMS Advisory].

FOCUS AREA # 3: ASSOCIATION RELEVANCE AND SUSTAINABILITY

- Remain vigilant and fiscally responsible mindful of the current and future economic impacts affecting the fire service, this association, and its members.
- Actively encourage and promote CFFCA membership's Associate Status to that of Emergency Management Officials, Fire Marshals, Chaplains, and other potential membership candidates that would share mutual benefits and add value to the CFFCA.
- Continue to seek methods to off-set the increasing lunch costs and the CFFCA subsidy share through promoting 50/50 ticket sales, fund raiser opportunities, and lunch sponsorship opportunities.
- Remain committed in providing beneficial programs that promote membership interest through means of satisfactory meeting attendance by member agencies and their members.