



## **STRATEGIC FOCUS AREAS FOR 2009-2011**

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

### **FOCUS AREA # 1: PROFESSIONAL NETWORKING**

- Schedule a set number of 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 agencies.
- Directors to be more 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 attending state events, awards, etc.

### **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 leadership and planning roles.

### **FOCUS AREA # 3: ASSOCIATION RELEVANCE AND SUSTAINABILITY**

- Remain vigilant and fiscal responsible mindful of the current and future economic impacts affecting the fire service, this association, and its members.
- Determine the feasibility of expanding the CFFCA membership's Associate Status to that of Emergency Management, Fire Marshals, Chaplains, and other potential membership candidates that would share mutual benefits.
- Actively 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 sponsorships.
- Remain committed to providing beneficial lunch programs that improves interest and increases meeting attendance.