



CENTRAL FLORIDA FIRE CHIEFS' ASSOCIATION

STRATEGIC FOCUS AREAS FOR 2019-21 [Amended 05/13/19]

Upon review and discussion concerning the CFFCA strategic business plan based on current situation, attributes and/or potential shortfalls, the BOD adopted the below (3) primary focus areas, goals and objectives.

FOCUS AREA # 1: PROFESSIONAL NETWORKING – Business and Social Level

- Schedule 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; explore and promote chief officer training opportunities.
- District Directors to be proactive within their represented districts encouraging 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.
- Plan and carry out social outings each year to promote good fellowship and build stronger relationships while having fun; social events may also serve as fundraiser opportunities for a benefit share between CFFCA and a selected charity.

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; become more involved in FFCA legislation matters and promote “white paper” process for improved awareness.
- 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].
- Raise public awareness of the CFFCA through creative methods and/or effective media campaigns, social media publications, to maintain and promote a positive and professional image of the association and its membership.

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.
- Promote geographical membership expansion with emphasis on the fringe counties contiguous to our local 4-county region to encourage surrounding agency members to join the CFFCA as associate members.
- 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, lunch sponsorships, and additional meeting raffle items to generate higher ticket sales.
- Remain committed in providing beneficial programs that promotes membership interest to attend meeting programs through added program emphasis on operations and the well-being of association members.
- Promote regional inoperability opportunities such as CISM, Peer Support Teams, FF safety and health, and regional mutual aid response planning for large-scale/complex incidents that are not eligible for SERP activation, but quickly exhaust local resources.