

# Virginia Fire Prevention Association – Strategic Plan

ADOPTED – MAY 25, 2021

VIRGINIA FIRE PREVENTION ASSOCIATION

“SERVING VIRGINIAS CODE ENFORCEMENT COMMUNITIES SINCE 1968”

**Background:**

In the fall of 2020, the Virginia Fire Prevention Association (Association) Executive Board of Directors (Board) met for a leadership event with the sole purpose of establishing a planning document to help guide the current and future leadership(s) of the Association.

The Board conducted a SWOT Analysis (Strengths, Weaknesses, Opportunities and Threats). The Board then proceeded to work back from the members we serve to identify specific goals to best serve these members. This included a focused look at the Mission, Vision and Values of the Association.

This Strategic Planning Document, the end result of the hard work and dedication of the Board was presented to the Membership at the VFPA 2021 Annual Membership Meeting which was held on Wednesday, May 25, 2021. After a majority vote of the membership, this Document was adopted as presented.

The Board will continue to evaluate the missions, vision, values and goals as outlined in this document and develop sound, cost effective solutions to meet the needs of the Association.

The Association remains committed in serving the Virginia Code Enforcement Communities through effective code and legislative initiatives and high-quality training opportunities.

Yours in Service,

*Ernie Little*

Ernie Little, President

*Jeremy Luttrell*

Jeremy Luttrell, President Elect

**Our Mission:**

To serve the Virginia Fire Service and Code Enforcement Communities in the development, enforcement, and education of fire, building and life safety codes, and legislative affairs.

**Our Vision:**

To provide for the safety of the citizens and visitors of our communities throughout the Commonwealth of Virginia through a progressive approach in fire safety aspects.

**Our Values:**

**Education:** Provide professional and continuing education opportunities for the code enforcement communities.

**Code Development:** Participate in local, state and national code development.

**Code Enforcement:** Foster a fair and equal code enforcement process.

**Legislative Affairs:** Partner with stakeholders and elected representatives to ensure a safe and resilient community.

**Service:** Provide service to our members, stakeholders and community partners.

**Our Value Proposition:**

VFPA provides innovative and diverse opportunities and experiences so that members may remain current with code knowledge, skills and job performance requirements.

**Our Brand Promise:**

Providing a valued and trusted source of Community Risk Reduction Solutions.

**Our Strengths and Weaknesses:**

<b>Strengths (Internal):</b>	<b>Opportunities (External):</b>
<ol style="list-style-type: none"> <li>1. Hold high quality Training and Education Conferences.</li> <li>2. Diversity of and experience of membership.</li> <li>3. Knowledge Base of Members.</li> <li>4. The Trust is financially stable.</li> <li>5. Established organization since 1968.</li> </ol>	<ol style="list-style-type: none"> <li>1. Seen as a resource – Can apply and utilize knowledge of the SFPC (history)</li> <li>2. Willingness of membership involvement.</li> <li>3. Improve stakeholder relationships. (combined committees with other stakeholders)</li> <li>4. Political Involvement (code, law and regulation development).</li> <li>5. Marketing (new members, stakeholders).</li> </ol>
<b>Weaknesses (Internal):</b>	<b>Threats (External):</b>
<ol style="list-style-type: none"> <li>1. Time- Lack of dedicated staff.</li> <li>2. Time- Code and legislative development participation.</li> <li>3. Geographical. (Coordination of efforts across the state)</li> <li>4. Marketing (Getting new and maintaining existing Members and stakeholders)</li> <li>5. Lack of utilizing Members (Regional representatives, committee membership)</li> </ol>	<ol style="list-style-type: none"> <li>1. Competing with stakeholders regarding training and code development.</li> <li>2. Lack of Member participation due to time availability on part of members.</li> <li>3. Code promulgation process (how codes are developed, how input is received by code development authority.</li> <li>4. Want to change or adapt (willingness to/understanding of) to changing environment.</li> <li>5. Communication with others.</li> </ol>

**Our customers:**

- VFPA Members
- Virginia Fire Service Community
- Virginia Fire and Building Code Enforcement Communities

**The products and services we provide:**

- Training, Education, Networking and Consultation
- Fire and Legislative Code Development
- Virginia Fire Services Board Representation
- ICC - National and Region 7 Representation

**How we market ourselves:**

- Training and Educational Events
- Website – [www.vfpa.org](http://www.vfpa.org)
- Social Media
- Newsletter
- Email Updates

**Our goals:**

1. Maintain active participation in code development.
2. Maintain active participation in the legislative process.
3. Provide training to code officials and life safety industry client groups.
4. Develop and implement a re-branding program emphasizing building safety professionals.
5. Create an effective recruitment program to gain new members.
6. Develop a strategy to ensure greater access to knowledge, training, and best practices across the state.
7. Define and implement a networking strategy with professional organizations and the Virginia Municipal League and Virginia Association of Counties.
8. Identify and build coalitions with sister building and fire safety organizations.

**Goal 1: Maintain active participation in code development.**

1. Continue strong code development participation.
2. Recruit participants for ICC, VFSB, and other code committees.
3. Recruit and mentor participants to the VFPA code committee.
4. Fund delegates attendance to code hearings.
5. Maintain active participation in the legislative process on fire/building safety related issues.

**Measures:**

- Number of scholarships awarded (code hearing, conferences, etc.)
  - Number of code development trainings offered
  - Number of first-timers receiving scholarships
  - Number of first-timers to VFPA committees or ICC Committees
  - Number of VFPA committee members on ICC Code Development Committees
  - Number of committee meetings occurring during the CODE cycle.
  - Regional attendance at meetings
- 

**Goal 2: Maintain active participation in the legislative process.**

1. Maintain adequate funding to support lobbying efforts.
2. Actively recruit and mentor participants for participation in the legislative process.
3. Continue to explore new technology for effective communication method(s) among all committee members and Board of Directors.
4. Engage local legislative representatives to discover legislative needs and initiatives at the source level which may impact the VUSBC/SFPC or enabling authority.
5. Maintain working relationships with other stakeholders on fire/building safety related issues.

**Measures:**

- Number of meetings attended regarding legislative actions.
  - Number of hours spent attending meetings regarding legislative actions.
  - Number of bad legislative proposals not supported that were tabled.
  - Number of legislative proposals supported that were passed.
- 

**Goal 3: Provide training to code officials and life safety industry client groups.**

1. Explore the development and publication to the website a resource library of technical and non-technical training programs on the state level that can be delivered on a regional basis.
2. Partner with DHCD to educate “Officials” on the utilization of code modifications.
3. Explore alternative delivery methods for training such as YouTube, video conference, webinars and the creation of a knowledge center.

**Measures:**

- Number of presentations posted to the website.
  - Number of times each training topic is presented.
  - Number of students participating in training opportunities.
- 

**Goal 4: Develop and implement a re-branding program emphasizing on building and fire safety professionals through the education of elected leaders, local administrators, and the general public of the mission and importance of the VFPA.**

1. Develop a plan/strategy to educate and inform the mission of and importance of the VFPA to a) elected leaders, b) local administrators, and c) citizens/general public.
2. Focus outreach and presentations on local governments and reach out to Virginia Municipal League and the Virginia Association of Counties for inclusion into the Virginia Town & City magazine and other related publications.

**Measures:**

- Number of presentations to localities
  - Number correspondence outreaches to customers
- 

**Goal 5: Create an effective recruitment program to gain new members.**

1. Assemble a recruitment package that addresses who, what, where, when and why you should join/participate in VFPA.
2. Send package to all building/fire officials and all new technical assistants on a recurring basis, based on DHCD registration.
3. Partner with VDFP for inclusion in all Virginia Fire Marshal Academy classes and DHCD for inclusion in all Core Academy Modules. Offer a free one-year membership to all NEW Inspector 1031/Core Academy class attendees.
4. Explore electronic distribution of the recruitment package.

**Measures:**

- Number of free memberships initiated.
  - Number of free memberships renewed after first year.
  - Number of recruitment packages sent out.
  - Number of presentations/packages provided at VFMA/DHCD modules.
- 

**Goal 6: Develop a strategy to ensure greater access to knowledge, training, and best practices across the state.**

1. Progress towards making our website even better and more user friendly.
2. Explore the use of additional social media for communication of association activities.

**Measures:**

- Feedback responses from web users.
- 

**Goal 7, Define and implement a networking strategy with professional organizations and the Virginia Municipal League and Virginia Association of Counties.**

1. Develop criteria and guidelines for speaking on behalf of the VFPA and post it on the website. (requests for speakers handled through an email address on the website)

**Measures:**

- Number of requests.
  - Number of presentations.
- 

**Goal 8, Identify and build coalitions with sister building and fire safety organizations.**

1. Explore joint conference(s) with sister building/fire safety organizations for every code change cycle.
2. Continue liaison with sister building/fire safety organizations to enhance and broaden coalitions.

**Measures:**

- Attendance of conferences.
-