

Oregon Fire Medical Administrators' Association

Goal Setting

2005-2006

Goal #1 - Enhance Membership Recruitment & Retention

Objective A. Develop marketing plan

Responsible Party:

Completion Date:

Action Items:

1. Assign committee to develop marketing plan
2. Develop draft marketing plan
3. Present draft to Board of Directors
4. Implement approved marketing plan

Objective B. Increase awareness of Association

Responsible Party:

Completion Date:

Action Items:

1. Develop brochure
 - History of Association
 - Benefits to membership
 - Membership application
2. Develop cover letter encouraging membership
 - Distribute to other Association mailing list
 - Distribute to licensed ambulance service mailing list
3. Advertising membership in other Association newsletters
4. Market Association at various venues
 - Quarterly training sessions
 - Association booth at conferences (OFCA, OVFA, State EMS, etc.)

Objective C. Value of membership

Responsible Party:

Completion Date:

Action Items:

1. Increase direct member benefits
 - Membership card
 - Reduced fee for educational seminars/conference
 - Vendor discounts
2. Provide Resource manual for each member
3. Access to meeting minutes
4. Access to educational presentations for personal use
5. Central contact point
6. Lobbying for membership and Bill tracking
7. Member recognition
8. Member training & outreach classes

Goal #2 – Improve OFMAA Communications

Objective A. Create and adopt an OFMAA communication plan.

Responsible Party:

Completion Date:

Action Items:

1. Assign an OFMAA communication committee
2. Schedule committee meetings
3. Develop draft plan
4. Adopt communication plan
5. Implement communication plan

Objective B. Develop Electronic Communication Resource Plan

Responsible Party:

Completion Date:

Action Items:

1. Assign an OFMAA electronic communication resource committee
2. Review potential opportunities electronic communication enhancements
 - website, up-to-date, maintained current
 - list serve
 - pose your question, chat room
 - domain name ownership
 - bulk email list (DHHS licensed ambulance services, OSAA, OFCA, OVFA, etc.
3. Prioritize potential opportunities
4. Develop plan of action
5. Implement plan of action

Objective C. Written communiqués

Responsible Party:

Completion Date:

Action Items:

1. Advertising in other association newsletters, etc.
2. Provide articles for newsletters, synopsis of association activities in newsletters (DHHS EMS newsletter).

Goal #3 - Enhance OFMAA Training

Objective A. Conduct a training needs analysis.

Responsible Party:

Completion Date:

Action Items:

1. Assign training committee
2. Establish meeting schedule
3. Conduct training needs assessment
4. Prioritize training needs

Objective B. Conduct quarterly leadership educational seminars.

Responsible Party:

Completion Date:

Action Items:

1. Establish quarterly training schedule
2. Choose training need topic, utilizing prioritized list of topics
3. Choose qualified instructors/presenters to deliver presentation

Objective C. Provide annual leadership conference training.

Responsible Party:

Completion Date:

Action Items:

1. Assign a conference committee
2. Establish a meeting schedule
3. Develop draft leadership conference agenda
4. Adopt leadership conference agenda
5. Implement leadership conference

Objective D. Develop EMS Management Training Program

Responsible Party:

Completion Date:

Action Items:

1. Assign EMS management training committee
2. Establish meeting schedule
3. Develop draft EMS Management training program
 - Resource manual update, distribution and instructional use
 - Core curriculum for future managers
 - Certification of completion
4. Adopt EMS Management training program
5. Implement EMS Management Program

Objective E. Develop speakers bureau

Responsible Party:

Completion Date:

Action Items:

1. Develop presentation archive
2. Develop list of presenters
3. Advertise presentation topics available

Goal #4 – Enhance Association Resources

Objective A. Increase OFMAA membership

Responsible Party:

Completion Date:

Action Items:

1. Distribute letter with application to join
 - mail to OFCA, OVFA, DHHS mailing list
2. Advertise in other Association mediums

Objective B. Ensure Adequate Funding

Responsible Party:

Completion Date:

Action Items:

1. Fees for seminars
2. Annual conference
3. Vendor sponsorship

Objective C. Enhance Chief Officer Awareness of EMS

Responsible Party:

Completion Date:

Action Items:

1. Develop EMS module for Fire Chiefs' Tool Box
2. Present to OFCA Executive Board for adoption and integration into current program
3. Develop qualified presenters for module delivery

Objective D. Organizational Review

Responsible Party:

Completion Date:

Action Items:

1. Develop Organizational Chart
2. Revision to By-Laws
3. Research archives for approved policies & procedures
4. Organize Association historical record