



VIRGINIA FIRE PREVENTION ASSOCIATION

2023/2024
Directional Plan

Virginia Fire Prevention Association 2023/2024 Directional Plan

Purpose:

The Covid Pandemic drastically impacted the Virginia Fire Prevention Association (VFPA) with Fire Departments refocusing priorities, eliminating travel and training attendance and moving many activities to a virtual format. As the pandemic winds down and communities return to normal, this directional plan should serve as a guide for VFPA to re-engage and increase participation in various activities and priorities of the association.

Goal #1: Membership Engagement

- Increase Social Media Presence and Increase Follower Base by 50%.
- Post a minimum of one social media post per week.
- Post a Quarterly Update of the VFPA in a “Facebook live” event.
- Release Quarterly “VFPA NEWS” digital format.
- Website Revamp – Updates.
 - Better employ the email feature to communicate with members and stakeholders.
- Standardize One-Year Membership for VFMA 1031 Graduates to ensure the initiative is offered at all programs.
- Develop “Departmental Membership” Level(s)
- Create and implement an “On-Line” Store for VFPA merchandise.
- Better Support Regional Representatives in Regional Initiatives.
- Attend and set up at the VFCA Conference and VSFA Conference as a tool for VFPA Promotion and recruitment tool.
- Review VFPA Scholarship and make recommended changes to increase applications.
- Update handout materials to include “pocket cards”, banners, etc.

Goal #2: Stakeholder Engagement

- Attend and network with VBCOA their organizational meetings.
- Attend and network with VFCA as it relates to the CRR Committee.
- Meet with DHCD and build a relationship to promote VFPA positions in code enforcement and development.
- Better engage in IFMA Chapter Membership Activities
- Better engage in ICC Chapter Activities

Goal #3: VFPA Board Activity and Participation

- Ensure emails are up-to-date and appropriate positions are receiving appropriate emails.
- Meetings and attendance
 - Quarterly “In-Person Meeting”
 - Spring and Fall Conference
 - Two Additional Centrally Located
 - Monthly Virtual Meetings

- (Excluding In-Person Meeting Months)
- VFPA Legacy Event
 - Executive Board to meet with VFPA Past Presidents and review the direction of VFPA
- Review the Strategic Plan and amend it as deemed appropriate as the COVID Pandemic brought this initiative to a halt.
- Virginia Fire Service Board Reports to the board and membership.
- Comprehensive review of the Trust Agreement and update as appropriate.
- Ensure all Past-Presidents and Life Member's contact information is up-to-date and on the website.
- Create a calendar with key dates for activities of the association (grant openings and deadlines, meetings, fiscal/tax dates, etc)

Goal #4: Training and Education

- Better support local and regional training opportunities
- Better support the Virginia Fire Marshal Academy in the 1031 Fire Investigator Program and CE opportunities.
- *Review Spring Conference relocation to ensure maximum attendance (feasibility study by training committee).*

Goal #5: Code Development

- Better support the Virginia Fire Service Board – Code and Standards Committee.
 - Notification of meetings.
 - Increase participation in meetings and code development.
- Better support the VFSB Representative to the Board of Housing and Community Development.
 - Attendance at all meetings that deal with the SFPC including workgroups and committee meetings for SFPC and/or fire service issues.

Goal #6: Legislative Initiatives

- Identify the Legislative Priorities of the VFPA early to support the Fire Services Legislative Group.
- Identify members and board members to serve as representatives to attend. General Assembly (House and Senate) Sessions when needed!
- Better utilize Regional Representatives to contact Elected Officials during “Out of Session” timeframes to promote VFPA and the priorities of the Association.
- Increase communication with VFPA Lobbyists and better define the support needed during GA Sessions and Out of Session timeframes.
 - Review the contract with Atwood and determine needs moving forward