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# Strategic Plan For National Association of Elected Fire Officials

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This document sets out a strategic plan for National Association of Elected Fire Officials. It reviews strengths, weaknesses, threats and opportunities; presents a series of statements relating to NAEFO's vision, mission, values and objectives; and sets out its proposed strategies and goals.

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## **Strengths, Weaknesses, Threats & Opportunities**

This strategic plan addresses the following key strengths, weaknesses, threats and opportunities for NAEFO:

### **Strengths:**

- Strong support by Oregon and Washington state associations
- Strong, dedicated leadership
- Focused on key issues
- Experience of current members
- Strong motivation of current members
- Momentum

### **Threats:**

- Focused on short-term rather than long-term issues
- Unions and similar groups
- Other national organizations
- Failure to follow through with the continuation of the organization
- Congress, NFPA, and other regulatory bodies
- Potential for failure
- Apathy

### **Weaknesses:**

- Few states represented
- Currently an unknown entity
- Members are elected officials who may not be re-elected
- Finances
- Diverse backgrounds
- Physical distance between members
- Need communication infrastructure

### **Opportunities:**

- Strong organizational structure, procedures which can be shared to the benefit of other states
- Impact major decisions affecting the fire service
- Create a platform for networking
- Ability to change the future of the fire service
- To organize a national association
- Education
- Develop national standards

## **Vision Statement**

The National Association of Elected Fire Officials is a forward thinking national organization that speaks with a unified voice for all elected fire officials for the purpose of influencing policies, regulations and legislation relating to the fire service.

## **Mission Statement**

The National Association of Elected Fire Officials will distribute information and provide education and representation to elected fire officials.

## **Corporate Values**

The corporate values governing NAEFO's development will include the following:

- The protection of life and property
- Integrity in our performance
- A high regard for public trust
- Voicing diverse opinions but acting cohesively
- Careful evaluation of problems and the proposal of thoughtful solutions
- Fiscal responsibility
- Upholding the traditions and values of the fire service
- The contributions of those who volunteer
- The courage to face challenge

## **Business Objectives**

Longer term business objectives of NAEFO are summarized as:

- A strong, viable organization with an actively involved membership base.
- To be nationally recognized as a representative of elected fire officials, speaking in a unified voice on issues and policies relating to the fire service.

## **Key Strategies**

The following critical strategies will be pursued by NAEFO:

1. Develop key policies for the Association (relating to membership categories, etc.).
2. Communicate the vision and mission of the organization to all elected fire officials.
3. Listen to members and develop a plan for long-term goals.
4. Encourage and support the development of regional, local, state and national organizations.
5. Develop a budget and financial resources to sustain the organization.

The following important strategies will also be followed:

1. Establish a core group to identify and research issues of importance to the organization.
2. Organize an association structure to influence identified issues and legislation.
3. Assist in the development and strengthening of state associations.
4. Develop a template to help organize and strengthen state associations.

## **Major Goals**

The following key targets will be achieved by NAEFO over the next 3-4 years:

- Plan and carry out an organizational meeting to set up an internal committee structure. (Define the structure and policies of the organization.).
- Prioritize a list of major legislative, regulatory and political issues.

## **Strategic Action Programs**

The following strategic action programs will be implemented:

1. Expand to four states by the end of Annual Conference.
  2. Increase recognition and acceptance of NAEFO on a national basis.
  3. Identify elected fire officials in other states and invite them to become members.
  4. Use the Internet to improve communication.
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## **Accomplishments to Date**

- NAEFO currently holds regular Board meetings
- First & second conferences have been held
- Third conference is scheduled
- Brochures have been developed and distributed and membership drive is ongoing
- Bylaws have been adopted
- NAEFO has filed as a Corporation
- Membership categories have been clarified
- Developed a logo
- Finalized organizational materials for the promotion of NAEFO
- Website domain secured; site has been developed and is updated regularly