

**WISCONSIN STATE FIRE CHIEFS' ASSOCIATION**

# Strategic Plan

2022-2025



# MISSION STATEMENT

We support new, existing, and aspiring fire service leaders while enhancing the communities we serve... for a safer Wisconsin.

# VISION STATEMENT

We are the essential, trusted, and lifelong resource for fire service leaders by adding value and proficiency to our membership. We will achieve this through:

- Advocacy
- Resiliency
- Professional Development
- Education

# OUR VALUES

<b>I</b>	<b>INCLUSION:</b> Diversity of thought, experience, and person with all stakeholders.
<b>D</b>	<b>DEDICATION:</b> Consistent commitment to achieving successful outcomes.
<b>E</b>	<b>EDUCATION:</b> Continuously develop leaders.
<b>A</b>	<b>ADVOCACY:</b> Work for safer environments in our profession and our communities.
<b>L</b>	<b>LEADERSHIP:</b> Model behavior to shape the future.
<b>S</b>	<b>SUPPORT:</b> Listen, understand, develop solutions, and champion people.

# OUR ORGANIZATION

President – Elected by the membership for a 1-year term

1<sup>st</sup> Vice President – Elected

2<sup>nd</sup> Vice President – Elected

Treasurer – Elected

Sergeant at Arms – Elected

Executive Committee – Consists of the President, 1<sup>st</sup> VP, 2<sup>nd</sup> VP, Treasurer,

Board of Directors – Consists of representatives from 6 regions

---

## Strategic Focus A: ADVOCACY

*Elevate the identity and impact of the WSFCA representing the industry and its professionals.*

### **A-1 Impact State Legislative activity**

- Continue Legislative Lobbyist Services
- Establish Fire Service and EMS Legislative Committees
- Consider Conducting an Advocacy Day at the State Capitol

### **A-2 Create deepened relations with other related organizations**

- Place WSFCA Representatives on other boards such as:
  - WI Tech College System
  - WI Emergency Management
  - Department of Professional Standards
  - Collaborate with PPWF and WI Fire Inspectors

### **A-3 Publish Legislative Position Papers**

- Fire District Legislation for taxing districts

## Strategic Focus B: WORKFORCE DEVELOPMENT & CAREER OUTREACH

*Grow membership & attract people to Fire Service careers through engagement with the WSFCA network*

### **B-1 Membership Growth**

- Launch recruiting campaign to attract and recruit members
- Every Fire Department should be a member
- Consider Trial Memberships, transference of memberships, and group rates

### **B-2 Next Generation Outreach**

- Promote Careers in the Fire Service
- Fire Cadet Programs and Youth Camps

### **B-3 Career Development**

- Create a New and Current Member Mentoring Programs
  - Deeper in Ranks

### **B-4 Community Engagement**

- Stage engagement experiences and events
  - Fire Prevention Week
  - National Night Out

### **B-5 Deepen understanding of members and the industry in Wisconsin**

- Conduct a Market Research Needs Assessment
    - Develop profiles of various member types (Large, small, volunteer, career stage, etc.)
-

---

## Strategic Focus C: EDUCATION & RESOURCES

*Facilitate sharing industry knowledge, education and thought leadership.*

### **C-1 Continue Annual Conference Programs**

- Include sessions for company officers

### **C-2 CHIEFING 101**

- Relaunch the program offering
  - Toolkit and workbook

### **C-3 Seminars / Webinars / Podcasts/ Social Media**

- Write once, publish 5 times
  - Fire Wire Newsletter
  - Magazine
  - Social Media Plan
  - List Serve
  - NFA Weekend
  - Blog

### **C-4 Other possibilities**

- Harvest the brain trust of seasoned members
- How can we support Tech College training as a resource
- SPS 330 content with certification

## Strategic Focus D: ADMINISTRATION & GOVERNANCE

*Support a sustainable governance culture utilizing best leadership practices for associations.*

### **D-1 Leadership Development and Succession Planning**

- Identify, invite and onboard new board and committee members
- Regional Representative Support - e-mails and speaking points

### **D-2 Review Committee Structure**

- Establish a refreshed committee structure with job descriptions
- Engage more members on committees
- Consider a Legislative Liaison Position

### **D-3 Review By-Laws and Policies**

- Consider option for a second presidential term

### **D-4 Maintain a Long-Range Strategic Focus**

- Check progress against the strategic plan at least twice per year

### **D-5 Presidential Visit Schedule**

- Visit every County Fire Chiefs Association on a 4 year cycle

### **D-6 Financial Operations**

- Maintain financial solvency; identify other revenue sources
-