

OEMA Strategic Planning Survey 2009 Results

OEMA distributed an online Member survey to all active members of OEMA. During the time span (September 30 – October 15), 68 members responded to the survey. Many questions were asked about the organization as a whole as well as getting thoughts shared from our Members about ways to improve our organization. The following is a brief synopsis of the responses to the questions asked.

1) How would you rate the Associations coordination and cooperation with other State level EM organizations, associations etc?

Rating Avg: 3.8 out of 5 – 20% answered Don't Know

There were several comments about both OEMA and OEM from the members. Interestingly, many had OEMA and OEM being the same entity.

Clearly, OEMA needs to enhance our liaison relationship with various agencies.

2) Please rate the quality, relevance, and timeliness of the information you receive from the Association. How can OEMA improve in this role?

Rating Averages: Quality = 4.06, Relevance = 4.05, Timeliness = 4.02

Better use of the tools we currently have (i.e. website) were clearly intimated as being needed by the membership.

3) Please, rate the following features of the OEMA website. Is there anything that should be added/changed?

Rating Averages: Members Only = 4.08, Conference = 4.05, Legislative = 3.90, Professional Development = 3.55

With better use of web site, make it more user interactive, job postings, important FYI information etc.

4) Prioritize the following five benefits of OEMA membership: Annual Conference, ORCEMS Program, Info Sharing, Awards & Recognition, and Quarterly Membership Mtgs.

Information sharing and the website are the highest priority to our members

ORCEMS certification – Can this be used to Influence EM job postings?

Revamp of Awards to include greater variety of categories and wider breadth voted on.

5) How would you rate OEMA's efforts at: Educating Decision Makers, Influencing Public Policy, and Increasing Visibility of the Profession, Influencing Professional Standards, and Increasing Membership Numbers?

* Rating Averages: Educating = 3.37, Influencing = 2.98, Visibility = 3.41, Standards = 3.58, Membership = 3.24

Better utilization of a lobbyist

Addition of regional representation to the E-Board

Use of webinars for training

Refreshment of image of OEMA

6) How would you rate the overall benefits you receive from OEMA?

Rating Average = 3.56

Become the "go to" place for all information Emergency Management.

7) Do you think the OEMA's annual membership fee is?

About Right = 56%, A Little Pricey-Too High = 27%

8. Strengths of OEMA

Networking, Legislative Advocacy, Professional Development, Leadership Commitment, Website, One Voice for EM's

9. Weaknesses of OEMA

Communication, Web Site, Legislative Influence, Ineffective use of Technology, and reaching out to new EM's

10. Opportunities that OEMA should attempt to take advantage of to continue & grow

Increased Student outreach, Legislative Involvement, Outreach to retired members and a stronger Strategic Plan.

11. Criticism of OEMA

Continued cultivation of OEM relationship, better interaction around the state, better membership meetings, more training opportunities, marketing of OEMA to other organizations and groups

12. Did you disagree with any positions OEMA took, or chose not to take, last year on legislation and public policy?

Do not know what positions OEMA took. Seems we just followed OEM.

13. What can or should OEMA do to become more visible in your region?

Regional member's part of E-Board, Develop marketing plan, working better with elected officials

14. #1 Issue facing emergency management profession that OEMA has an opportunity to address next year.

Professional training, better use of technology, being the one stop resource for Emergency Management, better collaboration with OEM

15. Emergency Trends – next 5-10 years.

Fewer resources to handle emergencies, declining funding, and more health related emergencies, higher public expectations, more federal requirements

Short Term Issues for OEMA to address:

Legislative
Membership
Training
Visibility