

# **OEMA 2016-2017 Strategic Plan**

## **MISSION**

The Oregon Emergency Management Association is committed to building relationships and partnering for a resilient Oregon.

## **PURPOSE**

- Strengthen emergency management practices in Oregon
- Influence public policies that protect all Oregonians from the effects of emergencies and disasters
- Provide a forum for professional dialog
- Promote emergency management principles and programs
- Provide training and educational opportunities
- Liaise with partner organizations
- Establish and maintain professional standards
- Build strong community partnerships
- Promote resiliency throughout the whole community

## **VALUES**

- Innovation
- Commitment to service
- Sharing of resources and knowledge
- Community focus

# OEMA 2016-2017 Strategic Plan

This plan provides a roadmap to guide the Association's efforts to achieve selected goals and objectives based on its Mission, Purpose, and Values. Assigned committees are responsible for developing and implementing each designated Strategic Goal.

## **GOAL 1: Increase OEMA Influence at the Legislative Level**

POC: LEGISLATIVE COMMITTEE

- 1.1 Objective: Implement the Legislative Committee responsibilities.
- 1.2 Objective: Expand direct involvement in legislative activities with partner organizations. Such as but not limited to Fire Chiefs Assoc., Police Chiefs Assoc.
- 1.3 Objective: Develop a cadre of members, with emphasis on those who are geographically 'local', willing to represent OEMA during Session of the State Legislature.

## **GOAL 2: Increase and Sustain Membership**

POC: MEMBERSHIP & MARKETING COMMITTEE

- 2.1 Objective: Develop, increase, and sustain recruitment and retention programs focused on specific target groups.
- 2.2 Objective: Promote OEMA visibility through social media.
- 2.3 Objective: Develop a 'New Member Action Plan'.
- 2.4 Objective: Identify and survey non-renewing members.

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## **GOAL 3: Provide Training Opportunities for Members**

POC: PROFESSIONAL DEVELOPMENT COMMITTEE

- 3.1 Objective: Provide training opportunities at the annual OEMA conference.
- 3.2 Objective: Promote, support and assist members with the professional certification process in their chosen discipline.
- 3.3 Objective: Promote education and training opportunities.

## **GOAL 4: Improve Member Knowledge and Use of Information Technology**

POC: INFORMATION, COMMUNICATION, & TECHNOLOGY COMMITTEE

- 4.1 Objective: Provide members regular and timely information and on existing/emerging technologies.
- 4.2 Objective: Review and revise the team responsibilities for the Information Communication Technology committee.

## **GOAL 5: Promote Public/Private Sector Partnerships**

POC: PRIVATE SECTOR COMMITTEE

- 5.1 Objective: Promote OEMA outreach to public and private sector partners.
- 5.2 Objective: Coordinate and partner with OEM on state-wide “Public/Private Sector Partnership” initiatives.
- 5.3 Objective: Expand private sector membership and participation.
- 5.4 Objective: Develop and promote delivery of a public & private partnership model.