

## FINAL RECOMMENDATION

### **Recommendation of the Action Plan Team: Advocacy, Partnerships and Marketing**

**Issue 2-39, Item #132** (page 39 of the Action Plan)

*Awareness of the overall mission of the USFA (and how the all risk approach fits together to achieve that mission) is limited and not currently emphasized through courses, publications, and word of mouth.*

#### **Summary:**

**R-132** The USFA needs to be linked with national allied organizations and conference program planning committees in order to take advantage of opportunities to deliver a consistent and continuous message regarding USFA mission and program deliverables.

#### **Background:**

There are numerous USFA staff who have content and planning expertise who can contribute to conference planning committees.

#### **Recommendations:**

- A. The USFA leadership is encouraged to support the participation in planning of conferences, symposia, training events, and activities.
- B. USFA leadership is encouraged to provide adequate funding for participation in these activities.
- C. USFA staff should be encouraged to accept public speaking engagements to promote and market the USFA.

**Timeframe:** Upon endorsement of the recommendation

**Estimated Cost:** Related to travel

#### **Conclusion:**

Using a defined marketing plan, these content expert speakers, representing the USFA and its mission, will deliver a consistent and continuous message about the USFA's mission and programs.

**Submitted by:**

**Action Plan Team** - Advocacy, Partnerships and Marketing Team April 27, 2000

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APPROVAL DATE: \_\_\_\_\_

DISAPPROVAL DATE: \_\_\_\_\_