

## FINAL RECOMMENDATION

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

**Issue 2-39, Item #134** (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-134** Pursue the re-establishment of USFA representatives at each FEMA Regional Office and utilize those field representatives to participate in After-Action Reviews on significant incidents as the USFA representative.

**Background:** These positions existed at one time but were not successful because the duties were not coordinated through USFA. Also, the positions were not funded by USFA and therefore became a funding burden for the regions. There wasn't clear direction as to what their jobs were. The expertise required for these positions was at times compromised due to political appointments.

#### **Recommendations:**

- A. Establish a USFA representative at each FEMA Regional Office.
- B. Management and coordination of these positions, to include funding responsibilities, should rest with USFA.
- C. These positions should be graded at a level commensurate with existing USFA Training and Program Specialists.
- D. Incumbents **must** have a strong emergency service operational background, and be intimately familiar with USFA Programs.
- E. It is critical that these positions become an agent for and an extension of Program Activities at USFA.
- F. There should be a position at USFA in Emmitsburg that manages these 10 regional representatives.

**Timeframe:** Beginning with the 2002 Budget.

**Estimated Cost:** \$1,100,000 Annually (11 positions; 1 in each region and one management in Emmitsburg.)

**Conclusion:**

USFA regional representatives would greatly enhance the ability to deliver the FEMA/USFA mission on a regional level. This presence would enable us to provide close coordination with our TRADE partners, stakeholders, and regional constituents. Most importantly, it will enable USFA to provide regional expertise in support of Project Impact communities.

**Submitted by: Action Plan Team -  
Advocacy, Partnerships and Marketing Team      May 4, 2000**

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