

## FINAL RECOMMENDATION

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

**Issue 2-39, Item #135** (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-135** USFA facilitate a focus group on the future in partnership with other agencies (e.g., IAFC Annual Summit Meeting or the TRADE Biannual Meeting, etc.).

#### Recommendations:

- A. Re-implement focus groups with the student population.
- B. Continue existing stakeholder activities; i.e., TRADE Conference and Co-Chair meeting, Director's Stakeholders meeting, Degrees at a Distance Higher Education Conference
- C. Continue to support special conferences, seminars, and meetings of USFA constituents; i.e., EFOP Symposium, FRESH Symposium, NVFC Meeting, Fire Department Safety Officer's Association,

**Timeframe:** Current and on-going

#### Conclusion:

Supporting partnership and constituency activities is critical to increasing the awareness of the overall mission. NETC should be a national think-tank and meeting ground for the nation's emergency services.

**Submitted by: Action Plan Team -**

**Advocacy, Partnerships and Marketing Team**      May 11, 2000

**Team Leader and Members:**                      **Revised July 5, 2000**

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