

## FINAL RECOMMENDATION

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

Issue 5-42, Item #144 (page 42 of the Action Plan)

*The USFA has not aggressively pursued opportunities for partnership in data collection, curriculum development and delivery, technology applications, public safety education, and research and development.*

**Recommendation #: R-144**

Submitted:

**Summary:**

Develop an MOU process to streamline the ability of the USFA to partner with other entities (e.g., NHTSA, CDC, FAA, DOJ, DOD, U.S. Forest Service, etc.).

**Recommendations:**

- A. Utilize and expand existing instruments/agreements with organizations such as NIST, National Wildfire Coordinating Group, National Association of State Fire Marshals, National Fire Information Council, etc.
- B. Identify partnership opportunities with respect to content areas of USFA and seek out agreements to expand and enhance USFA efforts.
- C. Evaluate the effectiveness of activities to determine measurable goals, objectives, values and usefulness to support all fire service organizations. The fire service, in general, may help the USFA to enhance partnerships and MOUs.
- D. There is a need for the USFA to provide National leadership in the creation of a network of training resources, programs, research, informational exchange that goes beyond TRADE.
- E. The Partnerships Working Group has gathered information about current agreements and partnerships and has designed a format for this information to be entered in a database. This intranet database will include the point of contact, the nature of the agreement and the organization the USFA works with. The purpose of the database is to become an internal resource for USFA staff. This will also enable the USFA staff to utilize existing partnerships and agreements with which they may not be familiar.

**Background:**

The USFA has instruments and processes enabling the USFA to partner with other entities by means of MOUs, Interagency Agreements and other mechanisms with organizations such as NIST, FAA, DOJ, etc. These agreements and partnerships are not generally recognized.

Over time, some of these arrangements and partnerships have been

limited or became extinct due to the reduction of financial and human resources necessary to fulfill the management of these relationships.

**Timeframe:** Ongoing

**Conclusion:** Indicated above, there are organizations the USFA is actively involved with but over time the resources necessary to expand and enhance partnerships has become limited. With increased human and financial resources, the USFA would have the opportunity to open more gateways for communications. The USFA website has become a valuable mode of communications with individuals and organizations in the fire service communities nationwide and it will continue to grow in value as a means of communications. The USFA staff should continue to maintain those partnerships currently established and aggressively seek additional partnerships in order to leverage finances, technology and expertise to help accomplish our mission.

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

Team Leader and Members:

Jeff Dyar  
Bob Murgallis  
Myrna Mood  
Joyce Glass

Diane Close  
Roxane Deardorff  
John Ottoson  
Merril Sollenberger

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