



*North Carolina Association
of Fire Chiefs*

Business Plan

Introduction

In 2018, the North Carolina Association of Fire Chiefs' Board of Directors participated in a strategic planning session. During that process the Board identified eight focus areas:

Organizational Effectiveness and Governance

Health and Safety

Membership

Relationships & Partnerships

Human Resources

Membership Services

Financial Stability

Marketing

The Board utilize these focus areas to further define goals and strategies for the association. Every year the Board reviews these areas and identifies priorities.



Focus: Organizational Effectiveness and Governance

GOAL: Identify and implement processes that maximize organizational performance

STRATEGY: Evaluate organizational capacity to manage the organization effectively and efficiently

Develop tools and other analytics to measure organizational performance

Maintain an organizational business plan and work plan to guide and prioritize the work of the NCAFC

Focus: Health and Safety

GOAL: Implement and support strategies that promotes a fire service culture that is continuously seeking improvement in reducing firefighter injuries, diseases, and deaths

STRATEGY: Develop and support health and safety programs to decrease NC firefighter fatalities and injuries

Focus: Membership

GOAL: Implement and promote strategies that promote a NCAFC organizational structure that is diverse, inclusive, and growing at a rate that can be supported by the Board and staff

STRATEGY: Grow the membership of the organization both in numbers and diversity

Develop strategies to grow the membership of the Chiefs Association to be effective and relevant in the NC fire service



Focus: Relationships & Partnerships

GOAL: Leverage relationships with partner organizations to promote and maintain the mission and vision of the NCAFC organization

STRATEGY: Partner with relevant fire service organizations to develop an annual legislative agenda

Develop a plan to maintain and enhance relationships with external organizations that share a beneficial relationship with the NCAFC

Create opportunities to establish and enhance relationships with other state and national fire service organizations

Promote accreditation within the NCAFC membership and member departments

Focus: Human Resources

GOAL: Provide human resource processes to continually enhance the professionalism of the Board

STRATEGY: Create informational tools that can be used to educate new and existing members on the NCAFC organization

Organize organizational policies and procedures to efficiently manage the organization

Focus: Membership Services

GOAL: Maintain practices that focus on helping our members get the most benefit out of being members of the NCAFC

STRATEGY: Develop conferences, programs, and educational opportunities to enhance the professional development of the members of the NCAFC

Maintain relevant member benefits programs to provide a good value for NCAFC members when compared to their dues



Focus: Financial Stability

GOAL: Develop and maintain fiscal practices, procedures, and systems to ensure the financial stability and transparency of the NCAFC

STRATEGY: Develop an ongoing internal financial reporting system that provides thorough budget information, including all programs, revenue, and expenditures to maintain fiscal responsibility and financial transparency

Pursue corporate sponsorships to assist in minimizing member costs

Focus: Marketing

GOAL: Provide internal and external communications to promote and educate stakeholders about the programs, activities, and services provided by the department

STRATEGY: Provide various platforms with which to communicate with our members to keep them informed about matters important to the fire service and NCAFC

Develop a communications and marketing plan to promote the NCAFC with relevant customer groups

Maintain and inventory of items that can be used to market the organization

Develop and host three or more focus groups across the state to gauge the effectiveness of all programs and services of the NCAFC



FY22 Priorities

- Policy and Board Manual
- Financial stability plan
- Strategic partnerships
- Consistent/regular review of business plan
- Comprehensive review of all NCAFC sponsored programs
- Marketing plan
- Communicate membership benefits and value



**Photos courtesy of Mike Legeros*