

# **Board of Director's CY 2025 Top Goals & Priorities**



- ❖ Leadership
- ❖ Education
- ❖ Advocacy

### **Goal #1: Legislative Initiatives**

- Identify the Legislative Priorities of the VFCA (One Pager) and utilize to “*Reform the Narrative*” to advocate through the entire membership.
- Identify members and board members to serve as representatives to attend General Assembly (House and Senate) Sessions when needed.
- Enhance outreach through Division VPs to contact Elected Officials during “Out of Session” timeframes to promote VFCA and the priorities of the Association. Engage VFCA Committee members (Retiree/Life Member, Chaplains).
- Sustain continuous communication with Two Capitols and cultivating new ideas for support needed during GA Sessions and Out of Session timeframes.

### **Goal #2: Membership Engagement**

- Increase Social Media Presence and Increase Follower Base by 30%.
- Post a minimum of one social media post per week.
- Host an Annual Update of the VFCA in a “Facebook live” event.
- Release Quarterly “Commonwealth Chief” hard copy and digital format.
- Website Updates-All Sections and Committees by May 1, 2025
  - Sustain email feature to communicate with members and stakeholders.
- Sustain One-Year Membership for VFOA / VCOA Graduates to ensure success of VFCA
- Sustain and increase “Departmental Membership” Level(s) memberships.
- Sustain New Fire Chief (1<sup>st</sup> Year) Annual Networking Opportunity-Virginia Fire Rescue Conference
- Roll Out and Promotion of “On-Line” Store for VFCA merchandise.
- Promote VFCA Scholarship program
- Update handout materials to include brochures, banners as needed

### **Goal #3: Stakeholder Engagement**

- Attend and network with VPFF, VFPA, VSFA and others as determined by the Board
- Engage with VFPA as it relates to the CRR Committee.
- Explore new opportunities in promoting Membership Activities
- Creative engagements in Lobbying Activities; Partner with VPFF.
- Sustain support and relationships with state agencies, i.e. VDFP, VDEM, OEMS, VSP

### **Goal #4: Training and Education**

- Support annual training and educational opportunities.
  - Virginia Fire & Rescue Conference
  - Virginia Fire Officer Academy(s) / Virginia Chief Officer Academy(s)
    - Develop a model succession plan for Incident Management Team
  - Company Officer Summit
  - Fire Chief’s Summit
  - Federal / Military Summit

Life Safety & Community Risk Reduction Summit

Small Fire Department Summit

Women of Fire & EMS Summit

- Integrate and sustain VFCA Chaplain's Committee training interest into annual work plan
- Integrate and sustain VFCA Retiree & Life Member committee interests into annual work plan

#### **Goal #5: VFCA Board Activity and Participation**

- Ensure emails are up-to-date and appropriate positions are receiving appropriate emails.
- Meetings and attendance at VFCA events & activities-*Be Present*
- Bi-Monthly "In-Person Meeting"
  - Virginia Fire Rescue Conference
  - Summits-Fire Chief's, LS/CRR, Company Officer, Small Fire Departments, Women of Fire & EMS, Federal/Military
  - Minimum of three Shaker's Forums
- Bi-Monthly Executive Board Meetings
- Sustain VFCA Surplus Sharing Initiative-Chief Tobia
- Sustain VFCA calendar with key dates for activities of the association (grant openings and deadlines, meetings, fiscal/tax dates, etc)
- Sustain support to the Virginia Fire Service Board.
- Sustain support the VFSB Representative to the Board of Housing and Community Development.
- Continue to improve new Board Member Orientation / Onboarding expectations.
- Provide fidelity to each Board Member on individualized expectations
- Annual Budget Board of Director Deep-Dive-October BoD Meeting
  - Standardize Budget Submission Process for FY26
  - Prioritized funding bi-annual review by the Executive Board
- PR / Marketing Advancements-Communications Planning for FY26 & Beyond-TELLING OUR WHY!