### TFMA 2017-22 Strategic Plan

**VISION:** WORKING TOGETHER WE CAN MAKE A DIFFERENCE

**MISSION:** SAVE LIFE AND PROPERTY FROM FLOODING AND OTHER HAZARDS

**WHAT SETS US APART:**
- Action oriented and informed membership.
- Experts in floodplain management.
- Caring, dedicated and passionate people providing sound floodplain management and flood risk reduction.

### CORE VALUES

- **Stewardship**
  - We exercise care in managing the association funds and resources entrusted to us.
  - We care for our members.

- **Integrity**
  - We are honest, ethical and reliable.
  - We are accountable to and value the trust and confidence of our members, the communities we serve, and the TFMA leadership team.

- **Excellence**
  - We are committed to innovative, collaborative, adaptive and strategic actions that result in flood awareness.
  - We provide responsive service, leverage our experience and strive to advance our knowledge, skills and capabilities.

### ASSOCIATION GOALS AND ANNUAL OBJECTIVES

#### Training

- Increase TFMA training opportunities and the Quality/Diversity of the training offered. (Training Committee)
  1. Update/Improve our existing training modules to reflect current and newly issued flood regulations and policies. Inventory training needs and develop new training modules in coordination with State and Federal Partners.
  2. Expand number of TFMA Trainers and Conduct Train the Trainer annually.
  3. Create new training modules tailored to the needs of each Region. Update the current training modules to new FEMA policies.
  4. Develop on-line, web-based training hosted and conducted by TFMA.
  5. Develop technical training modules.
  6. Coordinate at least two regional trainings/meetings per year in all Regions.

#### Membership/Certification

- Increase TFMA membership and retain current membership. (Communications Committee)
  1. Identify and initiate meetings with communities who are not a part of the association and recruit new members.
  2. Enhance and communicate member value by highlighting TFMA’s training, outreach, and professional expertise in floodplain management.
  3. Enhance and promote the professional status of the Floodplain Administrator/CFM role.
  4. Increase our membership to 4,000 by the end of 2022.
  5. Re-establish the ‘Ask the Expert’ program and promote to our membership.
  6. Identify additional opportunities to partner with other associations to increase TFMA membership/CFMs.

#### Conferences

- Strengthen our yearly conferences to continue to be the premier continuing education and networking events for Flood Professionals. (Conference Committee)
  1. Explore and create new initiatives, ideas and content to enhance our conferences.
  2. Invite other agencies, associations or partners to be involved in our conferences.
  3. Be proactive on the type of Presentations/Submissions - recruit speakers/topics to diversity conference material.
  4. Develop new ideas and strategies from other state conferences and their committees and develop future partnerships.

#### Funding/Financial Reserves

- Expand, diversify and leverage funding sources and partnerships to strengthen the association’s financial stability and grow reserves. (Executive Board)
  1. Seek and apply for various grant opportunities.
  2. Build up the association reserves and identify opportunities to utilize reserve funds to further TFMA’s mission.
  3. Apply for CAP funding applications.
  4. Develop task force to research and track association membership fees and make recommendations to Board of Directors.

#### Outreach

- Expand TFMA Communities Flood Awareness Outreach Activities. (Communications and Outreach Committee)
  1. Enhance our current website capabilities to develop a member-friendly website.
  2. Expand the associations use of Social Media (Facebook, Twitter, LinkedIn and Instagram).
  3. Utilize and enhance flood awareness through the use of outreach tools such as the flood models and TADD materials.
  4. Develop additional outreach materials for adults and children.
  5. Develop a plan to expand awareness of what TFMA is as an association and it’s value to the communities.

### FUTURE STRATEGIC OPPORTUNITIES AND ACTIONS

- Advance the knowledge of floodplain management training.
  - Ensure communities have competent and knowledgeable Certified Floodplain Managers on staff.
- Develop other networking opportunities to share ideas and experiences in minimizing the loss of property and eliminating the loss of life due to flooding.
  - Provide a collaboration opportunity for other organizations.
  - Encourage TFMA’s membership to participate in outreach events and highlight their successes through various avenues such as social media and networking.
- Develop and maintain a 10% TFMA membership increase annually.
  - Identify non-traditional membership groups (ex. students).
- Advance revenues adequate to accomplish future TFMA goals and objectives.
  - Seek to balance income among the primary revenue sources of membership dues, conferences/workshops, and seminars.
  - Seek and obtain new non-dues revenue sources.

TFMA Leadership is Committed to Review and Update this Strategic Plan Annually.