

ASSOCIATION UPDATE



By Cheri Breneman
Association Administrator

I am pleased to report that over the past year, the Association leaders have devoted exclusive time to reviewing strategic initiatives and aligning them with the evolving needs of our membership.

Through the collaborative efforts of the Board of Directors, committees, and staff, we have witnessed significant interaction and participation in programs and activities in recent months. We have reinstated several lapsed memberships and added a couple of new fire protection district and associate members.

We set a new record for the Winter Conference attendance and have recorded pre-pandemic numbers at our training sessions. We are extremely grateful for the support we have received with these events and will continue working on ways to better serve our members' needs in the future.

As with most strategic planning processes, and briefly mentioned in my previous article of this publication (Winter 2024), we compile data from the membership survey, we consistently review the program evaluations and are constantly listening to what you have to say about your fire district. Your feedback is invaluable to us as it helps us understand your ongoing challenges and the trustee's interest in educational opportunities. This process provides useful insight into what motivates members to engage with the Association, which is one of the top critical goals within our strategic plan.

Increasing member engagement can be very complex. We have compared histories to develop measurable and

attainable goals. We know the value we bring to the members; we need help promoting awareness for those not utilizing or under-utilizing the benefits. The strategic goals include a plan to increase member outreach efforts that will invite opportunities to learn from each other and promote the use of our resources. If your district has members attending a county meeting or maybe hosting a special event, we (IAFPD) would be delighted to participate, share information, celebrate accomplishments, or visit.

It has been proven that personal outreach can be very effective. Whether it is a follow-up call, reminder email, or special invitation, we recognize the

effectiveness of utilizing multiple methods of communication and technology. Social media continues to grow our online community, while others may subscribe to our email list to receive monthly newsletters. These methods are convenient and productive ways to stay informed on timely news and announcements. Thanks for connecting with us!

As we work on the strategic plan's goals in the year ahead, please consider helping us by sharing with others what you value most about the IAFPD. ■

IAFPD Membership Benefits

Education:

- Trustee Training & CE Hours
- Open Meetings & Pension Training
- Webinars – Timely topics available 24/7
- Legislative Updates by Email
- Two Annual Conferences

Resources:

- THE FIRE CALL Magazine
- Trustee's Pocket Guide
- Annual Calendar & Checklist
- Handbook for Trustees
- Text of Laws
- Legislative Directory
- Online Business Directory (FPDs & Industry Suppliers)
- Full time staff available to assist with FAQs
- Recognition Program
- Scholarships

