



GOALS AND OBJECTIVES



Beginning in November 2009, the Floodplain Management Association Board of Directors engaged in a strategic planning process to examine the organization's role in floodplain management and map a course for the future. Through in-depth discussions by the Board of Directors, input from the membership and other stakeholders, and additional research, the following key goals emerged:

GOAL A: Encourage the use of effective floodplain management principles and practices through education, outreach and training

OBJECTIVES:

- Design and promote the Annual Conference as a premier networking and educational event in floodplain management
- Promote awareness of floodplain management issues to elected officials, public, agencies and organizations through symposiums, luncheons, newsletters, special materials, media outreach and social media.
- Develop and implement a premier professional training and education program
- Investigate the needs and benefits for alternative professional certification programs in floodplain management.
- Develop and train flood risk facilitators to assist in local, state and federal outreach efforts.

GOAL B: Represent, recruit and involve members and stakeholders in local, state and federal floodplain management issues and policy

OBJECTIVES:

- Engage members and stakeholders, including local communities, state, federal and Tribal entities, NGO's and the academic community, in discussing critical issues in floodplain management, and in developing and advancing floodplain management policy, practice, educational and research priorities.
- Participate in local, state and federal floodplain management planning efforts.
- Develop, enhance and implement effective marketing strategies for the Association to improve member and non-member participation.
- Increase the number and diversity of our membership.
- Create and enhance special member benefits, including member access to news, webinars, resources, special dialogue and other privileges.

GOAL C: Promote leadership in floodplain management

OBJECTIVES:

- Recognize and encourage industry professionals, politicians, media and citizens for their efforts and contributions to floodplain management.
- Provide opportunities and encourage member and non-member participation in Association activities, floodplain management policy and other activities at the local, state and federal levels to advance the Association's mission.

GOAL D: Strengthen association partnerships with agencies, academia, and other associations

OBJECTIVES:

- Partner with local, state and federal agencies to promote, coordinate and facilitate implementation of public sector floodplain management programs, outreach and education efforts.
- Look for opportunities to collaborate with other local, state and national associations of common interest through symposiums, committees, special outreach or other joint efforts.
- Develop and implement a strategy for collaboration with academia to identify and advance floodplain management research priorities and advance education on related issues.

GOAL E: Strengthen the fiscal and legal health of the organization

OBJECTIVES:

- Create a fiscal reserve for the Association.
- Evaluate new strategies for maximizing revenues from Association events, membership and sponsorship.
- Pursue new revenue sources that increase the financial stability of the organization.
- Seek opportunities for cost-savings in Association operations.
- Safeguard all legal and insurance aspects of the organization.
- Develop an auditing process to ensure compliance with State and Federal laws.

GOAL F: Enhance internal expertise and Board composition

OBJECTIVES:

- Develop and implement staff expertise on association management practices, including legal, financial, marketing, communications, facilitation and other relevant skills through CalSAE, ASAE and other resources.
- Review and enhance composition of Board of Directors to effectively advance the Association's mission and to reflect the broad and diverse interests of professionals involved in the multiple aspects of floodplain management.
- Develop and implement a Board orientation and training program.
- Acknowledge and utilize past and present Board members to provide continuity and guidance.



FLOODPLAIN MANAGEMENT ASSOCIATION

California, Nevada, Hawaii

VISION

The Floodplain Management Association is the premier voice for advancing flood safety and promoting environmentally, economically and socially sustainable floodplains for the public

2011 – 2013

STRATEGIC PLAN

MISSION

The Association's mission is to engage elected officials, public agencies, and other stakeholders to improve flood safety and maximize floodplain resources through effective dialogue, collaboration, education, legislation and policy.



Floodplain Management Association

www.floodplain.org

A Chapter of the Association of State Floodplain Managers (ASFPM)



STRATEGIC PLAN

2011-2013

This Strategic Plan serves as an ever-changing statement of what the Association is and what it strives to become. With continued input from members and stakeholders, the Association's leadership periodically updates the Strategic Plan to remain in tune with critical issues and priorities in floodplain management.

The following is a summary of the currently adopted Strategic Plan. A complete, detailed version of the Plan can be viewed at the FMA website, www.floodplain.org.



GUIDING PRINCIPLES

Stewardship: Manage, preserve and responsibly use association resources to benefit the membership, the profession and the public.

Collaboration: Seek opportunities to work with others who share our mission and goals and enhance our work through partnerships.

Integrity: Promote ethical behavior in floodplain management and demonstrate commitment to high professional standards; value honest dialogue.

Respect: Recognize the worth, diversity, and importance of all individuals with whom we work and serve.

Knowledge: Strive for excellence in informing, tracking and promoting cutting-edge floodplain management strategies. Foster inquiry, reflection, creativity and innovation and value the exchange of ideas. Develop and promote leaders in floodplain management and recognize and applaud achievement.

Leadership: The Association shall strive to be the foremost authority on floodplain management issues principally in California, Nevada and Hawaii.

ASSOCIATION VALUES

The Association's **values** are guided by the practice of floodplain management, a dynamic set of strategies and actions that reduce flood risk and restore, enhance and maintain the natural functions and resources of floodplains.

- **Effective floodplain management** incorporates structural and non-structural **flood risk reduction** strategies, considering the **social, economic and environmental benefits**.
- Floodplain management must be carried out in a **pro-active** manner, not merely in response to flood events.
- Floodplains should be managed for **sustainability**. Floodplain management policy and practice at **local, state and federal** levels must reflect **integrated, multi-objective** approaches to managing **flood risk, land use and natural resources**.
- Floodplain management must leverage the **state of the art** scientific, technical and technological resources and methods available.
- Effective floodplain management is critically dependent on the **collaborative** efforts among **federal, state, local agencies, Tribal communities, landowners and other stakeholders**.
- Consistent local, state and federal **policy, guidance and legislation** are essential to providing a reliable **social and legal** foundation for floodplain management.
- **Local communities** must be effectively **informed** of flood risk and exposure to flood hazards. These risks should be clearly **communicated** by local agencies on **maps, plans and title documents** to enable **individuals** to assess **flood risk**.
- Regional/local **floodplain management plans** are an essential mechanism for realizing the multiple objectives of floodplain management to address **existing, future and residual flood risk**, and must be developed at the appropriate, watershed-based scale **regardless of institutional boundaries**.
- Regional/local **flood emergency plans**, encompassing flood warning, evacuation, clean-up and recovery arrangements are an effective way to address **residual flood risk**, and should be based on effective **multi-jurisdictional coordination** at the optimal scale.
- **General Plans** must accurately reflect the **existing, residual and future** potential risk of flooding associated with current and future land uses.
- The **State, local and Tribal entities** should engage in close coordination at regional and local scales, as appropriate, to evaluate and **mitigate the effects of flood-related disasters**.
- **Hazard mitigation planning** at the most effective scale should reflect a comprehensive, **multi-hazard** approach to address **natural and man-made hazards**.

