



Mission Statement: Inspiring the international fire & explosion investigation community to achieve excellence.

Vision Statement: Making a safer world by serving as the resource for the fire & explosion investigation community.

2022 - 2024 Strategic Plan

IG=Information Gathering, X=To Complete, P=Pilot

11/2/2022

Goal	Proposed Strategy	Proposed Tactics	Performance Measures	Resources	Responsible Party	2022	2023	2024
Membership: Promote growth and engagement by identifying member needs, increasing value, and creating opportunities for involvement. President Watson	Increase member benefits	Make life and other insurance benefits attractive while developing others (i.e., potentially add E&O)	Based on evaluation and discussion with broker.	Contacts and insurance quotes for third party vendors	President and Executive Director	IG	X	
		Secure discounted rates from third-party vendors for external services and goods	Identifying third party vendors	Board and Staff	President and Executive Director	IG		
		Develop an Asbestos Training course	Identify requirements and evaluate viability of the course	Discuss with T&E	Training & Education Committee	IG		
		New Member training discount	Conduct a cost analysis of training costs as to determined potential discount	Discuss with T&E and evaluate costs	Board Decision on Cost	IG	X	
	Increase member value	Provide tangible training takeaways. (i.e., "welcome gifts" for new members)	Training aids in the process for members. Identify what "new member packet may look like.	Coordination with CFITrainer, Membership & third-party vendors	CFI Trainer and Membership Committees	Completed / IG	X	
		Create opportunities for member involvement such as networking opportunities	Increased attendance and engagement of members at events	This is mostly tied with the ITC. Evaluate other opportunities	Site Selection, Membership and Board	IG	X	
	Evaluate and enhance engagement with chapters and members by the Board of Directors	Establish a database of resources that can be made available for chapters	Identification of potential resources to develop database	Staff resources for implementation of the database and an oversight process for database enhancements	Board	IG	P	
		Research and resurrect Board calendar system for better scheduling	Implementation of Team Up Calendar	Staff time to implement and input upcoming events.	President and Executive Director	Completed		
		Convert Chapter President's quarterly call to Chapter Officer's Call	Increase quarterly call attendance and engagement of officers	No additional resources required	Chapter's Committee	Completed		
		Establish International Advisory Panel	Appoint Panel members and begin quarterly meetings	Participation from Non-US geographic area members	President	X		



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		Require each Board Member to visit at least one chapter and meet with their Board, other than their home chapter.	Attendance of Board Members at Chapter events.	Utilization of budgeted Board expenses	Board	Completed		
	Reevaluate the Enhanced Chapter Program	Evaluate the cost and processes associated with the Enhanced Chapter Program to determine the best way to move forward	Determine viability and cost of the program	Costs and resources are dependent upon the evaluation	Executive Director and Chapters Committee	IG	X	
	Engage non-member CFI Trainer Users	Identify CFI Trainer non-members using the platform	Development of engagement plan	Resources will be identified based on the engagement plan	CFI Trainer and Membership Committees	IG	X	
	Engage, identify, and collaborate with kindred organizations	Identify the needs of these organizations and develop a plan to establish mutually collaborative relationships	Identify of organizations	Board and Staff time	Board	IG	X	
		Develop collaborative relationships with universities and community colleges	Meetings with leaders within the university and community college leadership	Use of student and Mentoring Committee budgeted funds	Student and Mentoring Committee	X		
		Develop a Mentoring / Apprenticeship program	Formalizing a plan for students and mentoring	Student and Mentoring Committee meetings to develop program	Student and Mentoring Committee	IG	X	



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Training and Certification: Identify and execute progressive training and credentialing programs while reducing barriers to participation. 2nd Vice President Lawless	Develop means for technology-based accessibility	Identify Web-based applications	Establish new training website with link to firearson.com	Website redesign, updated software, IT staff, cloud platforms for hosting	Executive Director T&E Chair	X		
		Implement computer proctoring	Research for best resource	Outsource	Executive Director Certification Committee	P	X	
	Employ translation services for IAAI's training and certification resources	Utilize local chapters to assist in identifying translators for IAAI's training and certification resources	Outreach to off continent chapters for expansion of core curriculum	Apostille services (document verified to be translated appropriately), subject matter experts, volunteers	T&E Off Continent Task group and Co-Chair	P	X	
	Streamline the certification and renewal process	Automate the certification application, renewal process, & testing process	Implement an online system for applying and recertifications	Acquisition of software for the automation of certification application, renewal, and testing	Certifications Committee	P	X	
	Maintain consistency of certifications and credentials	Conduct review and evaluation of all certifications, endorsements, and credentials	Review to establish 3 year cycle of evaluation	The Certifications committee would lead the review of certifications, endorsements, and credentials	Certifications Committee	IG	P	X
	Review the cost of training delivery	Review the actual costs associated with training delivery	Review on a 3 year cycle for pricing	The Training and Education Committee, in conjunction with the Budget and Finance Committee reviews this process	T&E Chair, Co-Chair, Manager	IG	X	
Analyze and review the feasibility of normalizing the cost of training with the cost of living by country		Establish Instructor pool in each county for delivery and pricing. All ran through IAAI at set cost per student	Web-based research	T&E Off Continent Task group and Co-Chair	P	X		



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	Engage more members in training	Develop different "vehicles" for access to training	Research additional methods	On line	Task group	IG	P	X
	Develop, update, and maintain fresh up-to-date content	Redesign IAAI Website	Redevelop Website	Redevelop Website	Executive Director	IG	X	
		Implement a listserv/bulletin board	Research information for expansion of T&E Website	Attached to training Website	T&E Chair, Co-Chair and Executive Director	IG	P	X
	Grow our research and database clearinghouse abilities (i.e., Research Report/UL, FRL, etc.)	Facilitate release of Data/Reports	Resource Page expansion	Data storage resources	Executive Director	IG	P	X



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Operational Excellence: Cultivate an organizational culture and update management practices that enhance communication and efficiency	Improve the efficiency with which meetings and historical data are memorialized	Develop and implement a policy identifying how the information will be captured	Member feed back	Work with new website design for a place for this information to be housed	ED & Web site manager	X		
	1 st Vice President Van Vleet	Develop multiple communication pathways	Investigate and implement communications pathways such as forums, apps, and other technology	Member feedback via polls	Moderator and platform/website	ED, Web site manager & Membership Chair	P	X
Implement two-way communication between the International and the members and chapters		Initiate quarterly chapter officers' calls	Chapters & members feedback, polls	Zoom	Chapters committee Chair	Completed		
		Utilize the quarterly journal.	Member feedback	F&AI Journal via articles, memos	Regular contributors to the Journal, i.e., President, ED, Chapters Chair	X		
		Ensure that international board members attend as many chapter events as possible and practical	Statistics, self reporting by BOD members	Director's budget line item to support this communication effort, BOD calendar	Executives	X		
		Ensure that Chapter Liaisons attend as many Board meetings of their responsible chapter as feasible	Statistics, Liaison reporting	Chapter Liaison budget needs to be developed, refine Liaison program to identify proper liaisons	Chapters Chair	P	X	
		Evaluate current staffing responsibilities, allocation of resources, and efficiencies of workflow	Executive Director to conduct a staffing evaluation and review	Report to Execs and BOD	Executive Director's time and use of previous study	ED & BOD to implement	X	
Evaluate current staffing responsibilities, allocation of resources, and efficiencies of workflow	Review previous efficiency study	ED to utilize/consult prior study and apply appropriately	Previous study molded to current needs, detail why any of the study is not utilized	ED & BOD	X			
	Improve office efficiency through evaluation	Observed improvements from staff and users	Update technology and additional staffing resources	ED, Director of Administration, BOD support	IG	X		



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		Implementing SOPs/job requirements	Completed SOP's for entire office, Review by Execs	Office SOP's/ Policies after Executive's approval	ED, Director of Administration	X		



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Brand Promotion: Improve marketing and strategic relationships to demonstrate value and relevance better Past President Toth	Develop a comprehensive marketing and communications plan	Communicate the updated mission and vision statements along with the new strategic plan to members, other organizations, and stakeholders	Mission statement and vision statement posted on our website.	Resources to publish in the journal, Website, social media, brochures, emails, and other non-IAAI journals and publications	Staff	X		
		Develop and provide talking points to organization leadership	Board provide issues they wish to be covered with by developing talking points	Committee chairs direct their committees to develop talking points consistent with their committee goals	Committee Chairs / Staff	IG	X	
		Engage the Board in the promotion of social media and other communications via their networks	Consistent e-mail signature lines with links to mission and vision statement for all board and staff to use while conducting IAAI business and producing IAAI email	Social media accounts of, and used by, board and staff.	Staff			
		Evaluate IAAI's social media program (Develop a coordinated and broad social media effort & monetize IAAI's social media)	Increase number of social media posts and shares by board and staff.	Social media accounts of, and used by, board and staff.				
	Identify and spotlight members, associated organizations, and teams	Develop social media posts, website placement, and emails spotlighting new members and an existing member monthly	With monthly email blasts to chapter presidents - include a regular headline or form for members to access online to spotlight a fellow member.	Social media platforms and Website	Chapters	IG	X	
		Establish and strengthen partnerships with strategic organizations and associations.	Promote the CFI designation	Develop talking points on the value of CFI designation to share with board and staff.	Social media accounts of, and used by, board and staff.	CFI Committee	IG	X
	Establish an accessible list of CFIs to be utilized by insurance professionals		Create a page on the website for non-member access.	Accessible platform to house list, individual to routinely maintain list content	Webmaster	IG	X	
	Establish relationships with outside agencies (public/private) worldwide that encompass fire investigations to promote the brand		Produce a list of current relationships - share with the board to generate ideas and more relationships with kindred organizations.	Means to identify these agencies and points of contact. Local IAAI members for outreach, including military	Staff - ED	IG		



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		Work with strategic partners to develop collaborative brand promotion (i.e., Investigate the feasibility of developing a Ring Video and IAAI "fighting arson" campaign)	Research costs and salary of bringing in a Marketing - Social media expert.	Employ someone to concentrate on developing ties with numerous organizations and associations. This would be an outward-facing, maybe part-time role.	ED	IG		