

## **OHIO FLOODPLAIN MANAGEMENT ASSOCIATION**

### **BOARD OF DIRECTORS STRATEGIC PLAN**

**DECEMBER 16, 2004**

**Updated January 18, 2006, March 15, 2006, June 14, 2006, January 17, 2007,  
December 19, 2007**

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#### **MISSION STATEMENT**

It is the mission of the Ohio Floodplain Management Association (OFMA) to promote sound and effective Floodplain Management.

#### **VISION**

- To encourage managing Ohio's Floodplain System to reduce flood losses and promote the natural function of the Floodplain System.
  - To promote public awareness of proper Floodplain Management.
  - To support the professional development and educational opportunities for those interested in Floodplain Management.
  - To facilitate cooperation and the exchange of information among individuals, private, local, state and federal agencies on Floodplain Management issues.
  - To encourage and support research and legislation pertinent to the effective implementation of Floodplain Management.
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**HISTORY:** The Ohio Floodplain Management Association was created in June of 1995. Approximately 15 individuals attended the first meeting; six months later, the group tripled in size. When OFMA was created, a steering committee was self-appointed; draft by-laws were formed and a formal organization was created. OFMA became one of the largest chapters of the Water Management Association of Ohio (WMAO).

Currently, there are four main committees established:

- Conference Planning
- Legislative and Policy
- Education and Outreach
- Membership and Nominating

#### **SWOT Analysis for Programs and Management/Operations**

SWOT analysis identifies factors that may affect desired future outcomes of the organization. The SWOT model is based on identifying the organization's internal strengths and weaknesses, threats and opportunities of the external environment, and consequentially identifying the organization's distinctive competencies and key success factors. These, along with considerations of societal and organization values, lead to creation, evaluation, and choice of strategy. SWOT's objective is to recommend strategies that ensure the best alignment between the external environment and internal situation.

### **OFMA Internal Strengths**

- Valuable resource knowledge in Floodplain members
- Fiscal responsibility & Reserve Funds
- Good core group
- Focused on Floodplain Management; not too diversified
- Conference
- DNR staff support

### **OFMA External Opportunities**

- Utilizing state conference
- Website
- Leader in Floodplain Management training/education
- Maximizing NGWA resources
- Identify WMAO/OFMA members willing to be actively involved
- Increase interest in higher standards for floodplain management
- Increased interest in risk and disasters
- Scholarship program available to Floodplain Managers

### **OFMA Internal Weaknesses**

- Lack of ability to influence legislature for FP/ED outreach
- Not enough volunteers
- Members time is limited for OFMA activities
- Public awareness of floodplain management

### **OFMA External Threats**

- Laws/state legislatures
- Complacency of property owners/builders
- Apathy
- Lack of prosecutorial action
- Lack of government funding
- Lack of enforcement of floodplain protection criteria at all levels of government
- ODNR commitment to support
- OFMA not a priority due to reduced resources
- State legislation to support floodplain management is still needed
- Climate change

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## **GOALS**

- I. SUSTAINABLE MEMBERSHIP - Develop a strong core group of members and increase the broader involvement of all members.**
- II. EDUCATION/OUTREACH - Put resources in place and develop more/better educational and outreach opportunities.**
- III. ADDRESS CORE PURPOSE THROUGH STRATEGIC PLAN, MISSION, AND VISION UPDATES - Plan ahead in order to undertake other activities; record progress of accomplishments.**
- IV. LEGISLATIVE AGENDA AND POLICY SUPPORT FOR GOOD FLOODPLAIN MANAGEMENT - Be proactive on legislative issues, not reactive.**
- V. COLLABORATIVE PARTNERSHIPS - Strengthen the relationship with the Water Management Association of Ohio (WMAO) and develop new relationships with agencies/organizations also focused on floodplain management related issues; identify best administrative support for OFMA.**

**GOAL I: SUSTAINABLE MEMBERSHIP - Develop a strong core group of members but not a lot of broader involvement.**

This will be achieved by:

1. Encouraging member involvement.  
The Association will:
  - Develop materials to promote membership.
  - Develop and maintain email distribution list for dissemination of OFMA informational materials.
  
2. Developing a membership committee agenda.  
The Association will:
  - Maintain an accurate database of all members.
  - Compare its database with ODNR FPA database to check who isn't a member and follow up with them.
  
3. Increase the visibility and exposure of OFMA through presentations, articles, and attendance at other organizations' events.  
The Association will:
  - Accept invitations and identify opportunities to speak promoting the OFMA goals and agenda.
  - Prepare overview articles and interest paper that demonstrate the common goals and objectives of related professional and floodplain management interests.

**GOAL II: EDUCATION/OUTREACH - Put resources in place and develop more/better educational and outreach opportunities.**

This will be achieved by:

1. Developing an effective website  
The Association will:
  - Develop protocol to keep the website current.
  
2. Providing an array of educational opportunities.  
The Association will:
  - Develop a course of study.
  - Assign the Education and Outreach Committee the task of coming up with ideas for educational opportunities.
  - Assign the Executive Committee the task of presenting five to six training options to the board for development.
  - Develop one training course in addition to the statewide conference.
  
3. Producing a newsletter on a regular basis.  
The Association will:
  - Provide information/articles to *WMAO Water Table and ODNR Antediluvian Newsletters* regularly to disseminate information to OFMA membership and community Floodplain Administrators.

4. Develop and pilot a regional forum, such as regional chapters, to deliver education, networking opportunities and outreach to membership.  
The Association will:
  - Identify regional partners or “champions” to act as a liaison with general membership in their region.
  - Support the regional needs and interest with attendance, professional and technical presentations, discussions, and input.

**GOAL III: ADDRESS CORE PURPOSE THROUGH STRATEGIC PLAN, MISSION, AND VISION UPDATES - Plan ahead in order to undertake other activities.**

This will be achieved by:

1. Planning further ahead for organizational effectiveness.  
The Association will:
  - Establish one meeting per year focused on organizational issues and planning for milestones or deadlines for the upcoming year.
  - Develop an annual work program.
  - Assign the board to set priorities and timelines for various committees.
  - Update goals after annual worksession.
2. Monitor and evaluate progress toward long-range goals and strategies.  
The Association will:
  - Document accomplishments of work program goals and activities annually
  - Recommend adjustments as needed.
  - Produce annual report in coordination with annual strategic planning.

**GOAL IV: LEGISLATIVE AGENDA AND POLICY SUPPORT FOR GOOD FLOODPLAIN MANAGEMENT - Be proactive on legislative issues, not reactive.**

This will be achieved by:

1. Identifying and developing action steps to be proactive on legislative issues.  
The Association will:
  - Develop legislative agenda and policy to promote sound Floodplain Management.
  - Be more effective on state legislative issues.
  - Develop ways to keep informed of issues.
2. Initiate a legislative outreach.  
The Association will:
  - Meet with legislators from committees related to areas of interest to OFMA at least once each year.
  - Mail the OFMA Legislative Agenda Brochure and OFMA Overview Brochure to the Ohio General Assembly in Spring 2008.
  - Update and mail OFMA Legislative Brochure
  - Provide legislative report to membership each year.

**GOAL V: COLLABORATIVE PARTNERSHIPS - Strengthen the relationship with the Water Management Association of Ohio (WMAO).**

This will be achieved by:

1. Strengthening OFMA's relationship with WMAO  
The Association will:
  - Monitor the organizational relationship with NGWA
  - Explore strategies to improve daily business with NGWA
  
2. Develop a working relationship with agencies/organizations having floodplain management related missions.  
The Association will:
  - Prepare outreach materials identifying benefits to all partners if collaboration occurs.
  - Choose 4-5 partners for meeting and initiation of outreach.