



## Strategic Plan: 2019–2021

Focus: Progressive and well-funded research in fire protection engineering.

### Our Purpose | Mission

Enhance the scientific understanding of fire and its interaction with the natural and built environment.

### Our Impact | Vision

Facilitate scientific and engineering research focused on fire risk, safety, mitigation, control and human response.

Facilitate the development of engineering methods to mitigate the adverse consequences of unwanted fires.

Provide educational and research opportunities for the next generation of fire protection engineers.

### Our Value Proposition

- ✓ Facilitate global collaboration to advance the technical needs of our profession.
- ✓ Identify and promote research pertinent to the development, advancement and application of scientific and engineering principles to safeguard people, property, mission, heritage and the environment from the negative impacts of unwanted fire.
- ✓ Develop long-term funding resources to sustain progressive research in fire protection engineering.



## Strategic Goals

### **Goal 1. Build a Long-term Sustainable Research Program**

Through the creation of directed research initiatives, the Foundation will align its research objectives with the SFPE. Storylines outlining the research needs for each fund will support fundraising in alignment with the SFPE Research Roadmap.

#### **Strategies & Actions**

1. Create a Technical Committee to develop and provide oversight for a Technical Implementation Plan (TIP).
2. Identify research initiatives aligned with the SFPE Research Roadmap that specify the research need.
3. Provide technical write-ups for projects and support to assist with fundraising and goal targets for the next fiscal year.
4. Develop eligibility and acceptance criteria for projects, inclusive of participants and scoring methodology.
5. Review technical submissions for projects and make recommendations to the BOG on acceptance.
6. Conduct an annual review of past research work for quality of work and alignment with TIP, and provide feedback and recommendations on quality and program improvement.
7. Conduct an annual review of the SFPE Research Roadmap for continued relevance and feedback, and to coordinate TIP programs for the next fiscal year.
8. Support Fundraising and Communication Committees with necessary presentation content/materials.

#### **Expected Results**

- a) Completion of TIP projects and distribution of knowledge to SFPE.
- b) Demonstrative evidence of program advancement with feedback from stakeholders, including SFPE BOD, SFPEF BOG and project recipients.
- c) Implementation of fund structure and accounting, with revenue streams aligning with objectives and corresponding website enhancements and presentation materials.
- d) Documented coordination efforts between BOG committees and SFPE.
- e) Monthly progress report to BOG, including action items being undertaken.



## **Goal 2: Establish Sustainable Funding Sources to Support Research**

Build annual funding and reserves by promoting contributions from members, chapters, corporations and external funders (e.g., foundations, grants, government, etc.).

### **Strategies & Actions**

1. Establish a Fundraising Committee to oversee and help facilitate sustainable fundraising.
2. Annually review fundraising efforts for past years and define funding and reserve targets and action plan for fundraising efforts for next fiscal year.
3. Work with the Communication Committee on marketing materials, presentation materials and website content to support fundraising efforts.
4. Improve SFPE member and chapter engagement by defining annual fund recognition thresholds for members, chapters and corporations.
5. Define major gift recognition levels and solicit gifts.
6. Attend SFPE chapter meetings annually to promote the Foundation and fundraising as determined in the annual operating plan.
7. Attend meetings with corporations to promote fundraising.
8. Establish a planned giving program for estate gifts and endowments.

### **Expected Results**

- a) Annual financial objectives achieved for member, chapter, corporate and external funders.
- b) Monthly report to BOG on status of financial objectives and any new changes/action items.
- c) SFPE main body annual performance feedback for the Foundation.
- d) BOG annual review of committee performance.



### **Goal 3: Proactively Communicate Foundation Vision**

Establish communication vision and implement appropriate media, tools and marketing materials to support fundraising campaigns and increase the profile of the Foundation.

#### **Strategies & Actions**

1. Establish a Communication Committee to provide direction for the Foundation's communications and marketing initiatives.
2. Build the Foundation's branding/communication plan to include substantial outreach objectives and promote new Foundation goals and research plans.
3. Create presentation and marketing materials to support the Fundraising Committee's objectives in alignment with marketing materials.
4. Update and maintain the Foundation's website and social media sites with semi-annual reviews and content updates.
5. Establish an Ambassador Outreach program with each SFPE chapter and coordinate no less than 10 chapter meeting presentations per year.
6. Host two virtual meetings annually for Foundation Ambassadors to brief and update them on Foundation activities.
7. Coordinate presentation briefs for delivery at two SFPE conferences each year.
8. Host an annual webinar to update all SFPE members about Foundation activities.

#### **Expected Results**

- a) Completion of branding/communication plan; presented and approved by the BOG.
- b) Production of presentation materials as approved by the BOG.
- c) Quarterly reporting to BOG on website, branding and social media sites.
- d) Member and chapter awareness survey demonstrating increased recognition of Foundation.



#### **Goal 4: Engage Student Participation in Research and Outreach**

Provide support for supervised student research projects and outreach activities aligned with Foundation and SFPE objectives.

##### **Strategies & Actions**

1. Establish an Education Committee to provide direction for the Foundation's student research and outreach initiatives.
2. Develop guidelines for student research project proposals in coordination with the Technical Committee.
3. Develop guidelines for outreach activity proposals.
4. Identify and develop funding sources for student research and outreach activities.
5. Promotion of student research and outreach opportunities to academic institutions.
6. Solicitation of student research and outreach activities from academic institutions.
7. Support for student presentations at SFPE meetings.

##### **Expected Results**

- a. Publication of student research guidelines on the Foundation website.
- b. Publication of outreach activity guidelines on the Foundation website.
- c. Establishment of annual fundraising goals to support this initiative.
- d. Development of promotional materials for academic institutions and publication of these materials on the Foundation website.
- e. Support for at least one student presentation at the SFPE annual meeting.