

# IAEM-USA Strategic Plan

Updated March 14, 2017



## Mission and Vision

IAEM-USA shall be recognized as the premier organization of emergency management professionals within the United States and shall be a leading partner with other councils of IAEM globally.

The mission of IAEM-USA is to advance the profession by promoting the principles of emergency management; and to serve its members by providing information, networking, and development opportunities.

## Values

IAEM is an organization that actively promotes **professionalism** to ensure public confidence in Emergency Management and will demonstrate the highest levels of non-partisan professionalism and quality in everything it does. The Association will achieve this high standard of professionalism through ethical behavior, collaboration, education, and respect for all members and all emergency managers.

**Leadership** is being able to inspire and motivate one's peers with trust and confidence so that they will work towards the established vision and mission with integrity and with the spirit that nothing is impossible. IAEM believes in leadership by example, personal presence, and involvement.

IAEM cultivates an environment of **integrity** in which it holds itself to the highest ethical standards. The Association will place honesty and objectivity at the forefront as it assesses its own policies, practices, and behaviors, to ensure the public's trust and confidence, and to make credible the actions taken to enhance quality improvement in the emergency management profession.

Through **unity** there is strength. IAEM acknowledges the diverse backgrounds of its members and of all emergency managers and understands the importance of unity as a means of promoting harmony and strengthening the organization and the profession. The Association embraces unity by respecting the individuality of all emergency managers and seeking to establish strong lines of communication, cooperation, and teamwork between them.

IAEM must be a responsible **advocate of creative solutions** in a profession marked by rapid change. The Association will serve as a catalyst for imaginative, appropriate risk-taking on the part of its members who seek to incorporate new forms of collaboration, new knowledge, new technology, and new approaches into the emergency management profession.

Providing **quality service** is essential for the continued growth of IAEM. The Association is committed to providing excellent service to all its members and the emergency management profession by maintaining strong, supportive programs and relationships that are flexible and responsive to the diverse needs of the individuals and their programs.

## Value Proposition

IAEM connects people and ideas to inspire leadership, achievement and collaboration within the emergency management profession.

## IAEM Commitment

IAEM provides exceptional experiences, a vibrant community, and essential tools that make you and your organization more successful.

### Key Results Area #1: Information and Networking -

*Improve and enhance the information distribution and sharing, and networking capabilities of the Association*

**Goal 1.1** Expand legislative and regulatory dialogue, contacts, and information exchange for all disciplines and levels of government. (also included with KRA - 3).

**Goal 1.2** Ensure distribution of relevant information to members in a timely manner.

**Goal 1.3** Enhance networking opportunities for members.

### Key Results Area #2: Professional Development -

*Support and facilitate the professional development of individuals and programs.*

**Goal 2.1** Support and facilitate the professional development of emergency management professionals.

**Goal 2.2** Support and facilitate the professional development of emergency management programs.

**Goal 2.3** Support and facilitate the professional development of students in emergency management or related fields of study.

### Key Results Area #3: Representation of the Profession -

*Advocate emergency management as a profession*

**Goal 3.1** Create and maintain “top of mind” awareness of Emergency Management as a profession.

**Goal 3.2** Leave no practicing Emergency Manager or program wanting for representation.

**Goal 3.3** Increase legislative and regulatory dialogue, contacts, and information exchange (also included with KRA - 1).

**Goal 3.4** Engage in active and meaningful partnerships with organizations that have similar or complementary goals with IAEM USA.

### Key Results Area #4: Organizational Development -

*Foster continued growth and evolution of the association to truly represent the diverse emergency management community; maintain our position as the recognized representative association for the emergency management profession.*

**Goal 4.1** Ensure the ongoing financial health of the organization.

**Goal 4.2** Provide relevant and valued products and services for diverse member audiences. Build demand for services, and build services that are in demand.

**Goal 4.3** Maximize organizational effectiveness to increase member engagement and value.

### Key Results Area #5: Emerging Issues -

*Identify emerging threats and hazards that could impact emergency management*

**Goal 5.1** Lead in identifying and preparing for future threats, hazards, risks and vulnerabilities that lead to disasters.

**Goal 5.2** Influence policy decisions and develop procedures that serve as standards for the Emergency Management Profession.

**Goal 5.3** Acknowledge the expanding role of emergency management in all relevant issues and events.