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Marketing Committee Report for 2016-17

During the past year, the committee has concentrated on following the Marketing Plan as adopted in 2015-16. The steps accomplished during this year are as follows;

- 1) Key Messaging Training was held for both the OFCA Board of Directors and the OFESF Board of Trustees for a common organizational message to be included in all correspondence and communication to the membership.
- 2) The refreshed logo was adopted and put into circulation as of January 1, 2017.
- 3) An Info Graphic, called Climbing the Ladder, was developed that outlined the educational tract for a firefighter whom was interested in promoting from their current position through all the ranks and ending at the Fire Chief level.
- 4) A common template for all brochures was developed and adopted.
- 5) An emphasis on reaching the membership through social media was put into a plan of action with the creation of an OFCA Twitter account, a YouTube channel as well as an increased presence on Facebook. Testing of the use of webinars has been utilized with a test project that was rolled out to the County Champions.
- 6) The app Guidebook was used at the Winter Symposium and will be used at the Annual Conference furthering the OFCA presence in the social media arena.
- 7) A heightened effort to reach and involve the Volunteer Officers was initiated; with the roll out of Weekend Fire Officer I, II, and III classes; and a scholarship program from the Ohio Oil and Gas Energy Education Program (OOGEEP) to volunteer members for first-time attendees of the OFCA annual conference by covering their hotel expenses and a portion of their registration.

The Marketing continues to work on assignments as outlined in the OFCA Strategic Plan as well as the Marketing Plan as adopted by the Board of Directors.

Respectfully Submitted,

Paul Wright, Committee Chair