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Marketing Committee Report for 2018-19

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

- 1) All brochures were updated.
- 2) A continued emphasis on reaching the membership through social media was put into a plan of action with the use of the OFCA Twitter account, YouTube channel as well as an increased presence on Facebook.
- 3) Webinars occur on a monthly basis and are available to be viewed at any time.
- 4) The continued use of the app Guidebook was used at the Winter Symposium and again, will be used at the Annual Conference furthering the OFCA presence in the social media arena.
- 5) A heightened effort to reach and involve the Volunteer Officers was initiated last year; 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. These programs continue as the Association works to reach the volunteer members.
- 6) The New Fire Chiefs Resource Symposium was held in September at Deer Creek State Park where Board Members taught the new officers various educational modules on what's involved in leading and managing a department. The program was made possible through the Dominion Foundation.
- 7) OOGEEP assisted up to 15 first-time attendees at the 2018 annual conference by covering their lodging costs for volunteer officers and others showing a financial challenge in affording the experience. They have offered to continue the program in 2019.

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