



WSEMA

Washington State Emergency Management Association

Strategic Plan

October 2024 thru September 2027

WSEMA Executive Board and Committees

October 2024

Introduction

Background of the Association

The Washington State Emergency Management Association (WSEMA) was founded in 1984 with the goal of enhancing emergency preparedness and response efforts across Washington State. Over the years, WSEMA has grown into a robust network of professionals dedicated to safeguarding our communities against all forms of emergencies, disasters, and disruptions that impact our great state. WSEMA's goal is to work in collaboration with local, state, tribal and federal agencies, as well as the private and nonprofit sectors, to ensure the association is providing value to our membership.

Letter from the President

Dear Members, Partners, and Neighbors,

As President of WSEMA, I am proud to present our three-year strategic plan, which outlines our vision for the future and our commitment to enhancing the emergency management community in Washington State. This plan is the result of collaboration and input from our dedicated members, committees, and partners.

Our strategic plan sets forth ambitious yet attainable goals and objectives that will guide our efforts over the next three years. It prepares our association to embrace change, increasing our value and effectiveness within the emergency management landscape.

WSEMA stands on the brink of a new era, one characterized by innovation, professional development, and strengthened community resilience. Together, we will build a safer, more prepared, and more resilient Washington State.

Sincerely,

A handwritten signature in black ink, appearing to read 'Alysha Kaplan', with a long horizontal line extending to the right.

Alysha Kaplan
WSEMA President

WSEMA Mission Statement

Our mission is to promote, support and enhance the capabilities of our membership through professional development, networking, and advocacy, thereby improving the effectiveness of emergency management across Washington State.

Vision Statement

Our vision is to be the leading association in emergency management, recognized for our expertise collaboration, advocacy, and commitment to building a resilient Washington State.

Values:

As an association we put service above self, adhering to these values:

- Integrity: We uphold the highest standards of ethics and professionalism in all our activities.
- Collaboration: We believe in the power of partnerships and work collaboratively to achieve common goals.
- Innovation: We embrace innovative solutions and technologies to advance emergency management practices.
- Excellence: We are committed to continuous improvement and excellence in all that we do.

Purpose

The purpose of the Association shall be to promote emergency management as an industry and support our membership in their efforts to build more resilient communities throughout the State of Washington. To accomplish this, the Association shall endeavor to:

- Enhance emergency management situational awareness
- Encourage emergency planning, preparedness and public education
- Provide training and professional development
- Improve coordination and communication in the emergency management community.

Strategic Plan Development Process

In the fall of 2024, the WSEMA Executive Board tasked the Strategic Planning Committee to develop a three-year strategic plan. The committee is composed of members representing the

east and west side of Washington State, state, local, tribal, and state, and private sector partners.

WSEMA Goals and Objectives

WSEMA accomplishes much of its work through the establishment of committees. WSEMA has established standing committees and depending on the circumstance can stand-up an ad hoc committee to accomplish a specific deliverable. This strategic plan has based its goals and objectives on the work the standing committees will accomplish over the next five years. The standing committees include: Membership and Outreach, Bylaws, Conference, Legislative, Strategic Planning, and Scholarship.

Goal 1: Enhance Membership and Outreach

Objective 1.1: Increase membership by 10% per year through targeted recruitment campaigns.

Objective 1.2: Develop and implement a comprehensive outreach program to engage local, state, tribal, federal, and private sector partners.

Goal 2: Strengthen Governance and Compliance

Objective 2.1: Review and update association bylaws to ensure compliance with current regulations and best practices.

Objective 2.2: Conduct annual governance training for all board members and committee chairs.

Goal 3: Promote Professional Development

Objective 3.1: Organize at least two professional development events per year with a focus on emerging trends in emergency management.

Objective 3.2: Offer year-round education opportunities, including webinars and workshops, to members.

Objective 3.3: Develop a mentorship program for WSEMA members who are new to the emergency management field or members who want to expand their skill set.

Goal 4: Influence Legislative and Policy Changes

Objective 4.1: Advocate for policies that support emergency management initiatives at the state and federal levels.

Objective 4.2: Maintain an engaged legislative committee to monitor and respond to relevant legislative developments.

Goal 5: Develop a Comprehensive Strategic Plan

Objective 5.1: Create a three-year strategic plan with input from all committees and members and review at 18 months for progress or needed changes

Objective 5.2: Conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) in the second year of the strategic plan to inform the next iteration of strategic planning.

Goal 6: Foster Scholarship and Education

Objective 6.1: Sustain a scholarship fund to support students pursuing degrees in emergency management.

Objective 6.2: Partner with educational institutions to develop specialized training programs for emergency management professionals.

Goal 7: Enhance Community Connections

Objective 7.1: Create and implement an information sharing plan so that best practices in programs are widespread throughout the state.

Objective 7.2: Partner with partner with other associations to implement community- based emergency management initiatives.

Strategic Plan Maintenance and Revision

This strategic plan is a living document that will be reviewed on an annual basis to ensure it remains relevant and responsive to the ever-changing landscape of emergency management. Each year, the Strategic Planning Committee will conduct a thorough review of the plan's goals, objectives, and accomplishments, incorporating feedback from all committees, members, and key stakeholders. Adjustments will be made as necessary to reflect new challenges, opportunities, and best practices. This iterative process ensures that our association remains proactive, adaptive, and aligned with our mission to enhance the capabilities of our members and improve emergency management practices statewide.