

FINAL RECOMMENDATION

Recommendation of the Action Plan Team: Advocacy, Partnerships and Marketing

Issue 2-39, Item #131 (page 39 of the Action Plan)

Awareness of the overall mission of the USFA (and how the all risk approach fits together to achieve that mission) is limited and not currently emphasized through courses, publications, and word of mouth.

Summary:

R-131 Regular information on USFA activities shall be distributed to the Board of Visitors and allied organizations.

Background:

The BOV currently receives Director's weekly newsletters, USFA monthly newsletters, course catalog, new publications, annual reports.

All materials and course information are currently published on the USFA web site.

Recommendations:

With the establishment of a Public Information Officer and a marketing plan a policy and procedure for disseminating information to allied organizations will be developed.

Timeframe: Immediately following the establishment of a PIO.

Conclusion:

A PIO and a marketing plan are absolutely essential to carry out the intent of this recommendation.

**Submitted by: Action Plan Team -
Advocacy, Partnerships and Marketing Team April 27, 2000
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APPROVAL DATE: _____ DISAPPROVAL DATE: _____