

FINAL RECOMMENDATION

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

Issue 8-45, Item #164 (page 39 of the Action Plan)

There is no comprehensive marketing plan for USFA products and services.

Summary:

R-164 Develop a comprehensive marketing plan that addresses all USFA activities.

Recommendations:

- A. A comprehensive marketing plan should be developed for all aspects of USFA, which would include strategies, objectives, and benchmarks.
- B. Development of a comprehensive marketing plan should be a major part of the duties and responsibilities of the Public Information Officer.
- C. Marketing plan should be a multi-media approach; i.e., web based,

Timeframe: One-year

Conclusion:

A comprehensive USFA marketing plan is critical to the successful accomplishment of the FEMA/USFA mission.

Submitted by: Action Plan Team -

Advocacy, Partnerships and Marketing Team

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APPROVAL DATE: _____ DISAPPROVAL DATE: _____

Added Management Note: In a comprehensive marketing plan a concentrated high priority effort should specifically identify USFA programs/projects to be handled/administered through contract support.