

FINAL RECOMMENDATION

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

State of Issue #: A-I9, Item #167

Recommendation # : R-167

Submitted: 7/27/01

Statement of Issue: USFA document distribution needs to target specific audiences in order to maximize the visibility and utilization of appropriate materials.

Recommendation: As publication topics are identified, USFA shall produce a planned distribution list to better target the appropriate audience.

Background: The USFA has had distribution plans for quite some time and has identified target audiences. The USFA staff members responsible for the creation of publications do so as part of specific subject matter areas. One person may be responsible for the subject matter of juvenile firesetters while another may be responsible for an area covering fire prevention. There is not “one” list because target audiences vary by publication. The USFA sends publications to any person who may request them, all free of charge.

1. Step(s) to Achieve:

- The Publications Request Form exists in hard copy and on the USFA Publications web site. This form lists all materials, including CDs and videotapes in categories – Multimedia, Books Reports, Job Aids, Handouts, Pamphlets, Children’s Publications and Technical Reports.
- USFA Project Officers must develop a marketing (distribution) plan for publication deliverables. This may be accomplished as part of the Statement of Work, requiring the vendor who created the deliverable to develop such a plan. The plan should be coordinated with USFA’s External Affairs Liaison Specialist and the Publications Center Manager. A marketing plan will result in more efficient and effective use of materials.
- Continue to develop publications and materials for target audiences as needs occur.
- The relocation of the Publications Center to building I, for easier access.
- There is a Publications Catalogue now available.
- The availability of materials on the USFA web site.

2. Estimated Time Frame: Ongoing.

3. Estimated Cost: Varied costs, depending on the nature of the product.
4. Outcome:
 - The continued development and enhancement of publications and materials.
 - Readily available access for improved interaction with customers and enhanced accessibility to the USFA publications and materials.
 - The ever-increasing usage of the USFA web site
 - The continuation of following the 5-year Strategic Plan and those objectives.

Conclusion:

There is no “one”-distribution list for target audiences but there are target distribution lists for specific audiences and other resources to determine what may be available for target audiences. The Publications Order Form in hard copy or on the web site categorizes those materials that are available. Also available is the Publications Catalogue. Recently, the Publications Center has relocated from the small, cramped quarters of the third floor of building N to a spacious area in building I, first floor to support the expansion of publications and materials in addition to easier access for residential students to order and/or receive materials.

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The Advocacy, Partnerships, and Marketing Team would like to thank Ms. Maury Grundy for taking time to help us with this recommendation.

Approved/Date

Disapproved/Date