

## FINAL RECOMMENDATION

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

**State of Issue #:** A-I9, Item #170

**Recommendation # :** R-170

**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: Develop print and web site model utilization plans so that customers can acquire multiple copies of publications with minimal effort.

Background: Customers do receive multiple copies, but not unlimited quantities. There is a financial limitation for the printing budget and this is reviewed for each upcoming fiscal year.

1. Step(s) to Achieve: There are order quantity rules for each affiliation (customer/requestor) type. For example, a fire department may receive up to 5 manuals and 200 pamphlets. An insurance company may receive only 1 of each item since the company has the financial resources to reproduce them while the fire department does not. There is a statement on the Publications web site indicating guidance should customers require additional quantities over what they're permitted to order online. A toll free phone call to the Publications Center may be made and there will be consideration of the request.

2. Estimated Time Frame: Ongoing.

3. Estimated Cost: \$0

4. Outcome: Using the guidelines for distributing acceptable quantities of publications requested, the USFA can apply those additional financial resources to other areas of concern like the development of new materials that may not be fully addressed.

Conclusion:

There is a mechanism in place in order to request additional copies of the various types of publications. Also there are guidelines the USFA staff follow in order to make items easier to read and download for our users. This not only minimizes the costs incurred for reproduction but also reduces the postal charges. In this manner we can offer qualitative products within budget constraints. The USFA has to set some limits in order to apply funds to additional efforts in upgrading and expanding on more subject matters.

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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.

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Approved/Date

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Disapproved/Date