



VEMA STRATEGIC PLAN 2019-2021

The Virginia Emergency Management Association was founded in 1963 to promote, support and advocate for emergency management in Virginia. This Constitution and its associated By-Laws were drafted and adopted to provide the framework and guidance of the Association.

Mission Statement - “To promote, support and advocate the emergency management in the Commonwealth of Virginia.”

Vision Statement - “The recognized expert and advocate for excellence in the management of emergency preparedness, response, recovery, and mitigation throughout the Commonwealth of Virginia.”

PURPOSE

The purposes of this Association shall include the following:

- To promote a professional emergency management organization comprised of all disciplines of emergency management within the Commonwealth of Virginia.
- To promote an all-hazards approach to emergency management throughout the Commonwealth among individuals, neighborhoods, communities, businesses, schools, institutions of higher education, non-government agencies, faith-based organizations, and government at all levels.
- To promote and enhance whole community emergency management throughout the Commonwealth of Virginia.
- To study, research, collect, compile and disseminate information about effective emergency management and related functions to federal, state and local governments, and other entities throughout the Commonwealth of Virginia.
- To monitor the legislative process and the decision-making processes of the state regulatory agencies as they relate to the interests of the membership, and to keep the membership informed of the same.
- To develop, sponsor, promote, conduct and participate in educational programs including workshops, seminars, conferences and exercises in the field of emergency management.
- To promote the professional development and recognition of emergency management as a profession through training, education, and experience-based certification program.
- To work with and assist the Virginia Governor’s Secretariat of Public Safety and Homeland Security, the Virginia Department of Emergency Management, the Federal Emergency

Management Agency, and other state, national, or international associations or groups on matters of mutual interest or benefit; and

- Other purposes which the membership deems worthy and necessary to further the Association.

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1. To promote professional development, Scholarship Opportunities and Certifications in emergency management throughout the Commonwealth of Virginia.

- Offer 3 professional development webinars per year that shall be made available to the VEMA membership
- Develop a professional development track at VEMS by 2020
- Track and assess members needs for professional development and certification by surveying the membership annually
- Sponsor programs that enhance the knowledge and education of the emergency management community
- Increase the number of scholarship applications 20% by 2021
- Increase scholarship awards 20% by 2021
- Increase the number of individuals who acquire and maintain recognized VEMA certifications by 5% in 2020 and an additional 5% in 2021

2. To facilitate and maintain professional relationships within the emergency management community.

- Sponsor and participate in educational programs that may include workshops, seminars, symposiums, conferences and exercises to foster networking opportunities
- Participate in committees or workgroups with VDEM, FEMA, and other local, regional, state, federal and international organizations that help promote VEMA's mission statement
- Facilitate opportunities to engage with partner agencies outside the traditional emergency management community
- Establish and create a membership and marketing ambassador program

3. To advocate VEMA's position on legislative issues related to emergency management within the Commonwealth of Virginia.

- Educate VEMA membership on the legislative process
- Monitor and provide legislative updates to the VEMA membership and other stakeholders regarding issues pertaining to emergency management
- Develop a prioritized legislative agenda and package prior to the commencement of General Assembly sessions.
- Attain VEMA supported General Assembly sponsor(s) for the House and Senate when introducing legislation
- Sponsor a legislative visit during the General Assembly session each year.

4. To increase and sustain membership and communication

- Develop an ongoing membership campaign
- Promote the benefits of VEMA membership throughout the entire emergency management community
- Analyze current membership trends and provide recommendations to the Board for growing and sustaining membership
- Increase transparency and communication to current VEMA members

5. To promote a credentialing process in which to recognize members and qualify Board members

- Recognizing members accomplishments by highlighting their achievements
- Develop a workgroup to examine defining what is a professional emergency manager & necessary qualifications to serve as a VEMA Board member

6. To continuously increase the financial stability of VEMA

- Research new opportunities for non-dues revenue
- Grow the financial reserves of the organization