



Eastern Division of the International Association of Fire Chiefs

Strategic Plan 2025 – 2027

OUR VISION

The Eastern Division will be the premier division of the International Association of Fire Chiefs.

OUR MISSION OF SERVICE

The mission of the Division is to support the goals and objectives of the International Association of Fire Chiefs. The EDIAFC will professionally serve as the liaison between the IAFC, and the Division's member states, while providing valuable and necessary information to our members.

OUR VALUES

INTEGRITY – PROFESSIONALISM – COMMUNICATION - EDUCATION

Established 1927 to Serve:

Delaware – District of Columbia - Maryland – New Jersey – New York – Pennsylvania



Strategic Plan 2025 – 2027

Goal #1

Improve Communications – Website

Objective:

- No later than July 1, 2025, the Eastern Division of the International Association of Fire Chiefs (EDIAFC) will have updated the website.

Task:

- Develop a Website Working Group to review the current site by doing the following:
 - Bring website content up to date.
 - Establish a standardized process to ensure current content is added in a timely manner, and old content is removed.
 - Consider the development of an events calendar, with appropriate links that would reference EDIAFC events, as well as IAFC and partner events.
 - Include links to social media sites as they are developed; consider adding social media feeds from those sites to the EDIAFC website's main page.
 - Ensure that the website is easy to navigate for the user.
 - Publicize the website to make certain that the regional fire service is aware of the website and regional events.
 - Implement these changes and others that the Site Review Team deems necessary in a timely manner.



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Goal #2

Improve Communications – Board Meetings

Objective:

- No later than July 1, 2025, Board Meetings will be open to the membership.

Task:

- Publish meeting agendas online, via email, social media, and posted on the EDIAFC website, no later than fourteen days prior to the meeting.
- Revise meetings to include a Q & A from the membership.
- All meetings will have virtual capabilities.
- Email a virtual meeting link, as well as post that link on the website and social media sites.



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Goal #3

Improve Communications – Social Media

Objective:

- No later than December 31, 2025, the EDIAFC will have been using social media as a regular means of communication.

Task:

- Designate one or more persons responsible for social media content and engagement by doing the following:
 - Evaluate any current social media site(s) in use by EDIAFC.
 - Determine what, if any, additional official social media accounts should be created, then create them.
 - Evaluate the use of cross-posting social media management tools to facilitate uniform posting and ease of management (i.e. Hootsuite, Sprout Social, HubSpot, etc.)



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Goal #4

Improve Communications – Enhance Use of Email

Objective:

- No later than December 31, 2025, the EDIAFC will have developed an enhanced email communication system.

Task:

- The Executive Secretary of the EDIAFC with assistance from members that may be appointed will do the following:
 - Discuss, with the IAFC staff, the tools currently utilized by the IAFC involving email to members.
 - Discuss with the IAFC the availability to the Divisions to access IAFC email platforms?
 - Establish EDIAFC-specific email accounts and mailing groups to streamline communications.
 - Provide education and guidelines on the use of the newly developed enhanced email system to those authorized to use the system.
 - The education and guidelines would include the following:
 - Scheduled send and read receipts
 - How to use the newly developed email/contact system



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Goal #5

Improve Professional Development – Training Opportunities

Objective:

- No later than July 1, 2026, the EDIAFC will have offered regular training opportunities to its members.

Task:

- Appoint a training committee which will be charged with the following:
 - Plan training programs to be presented at a minimum of 1 program per quarter.
 - Conduct a survey of the membership to determine potential training topics and priorities.
 - Using the website, and social media to actively seek presenters of in person, virtual, or hybrid training programs.
 - Publish a training calendar on the website, as well as, on social media to advertise training programs.
 - When possible, record virtual classes and make them available for the offline viewing by members.
 - Develop training programs that can be adopted by the state leadership for delivery at the state level.
 - Develop a catalog of potential training classes to be used in the future.



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Goal #6

Increase Membership

Objective:

- No later than December 31, 2027, the EDIAFC membership will have increased by 25%.

Task:

- Appoint a Recruitment Committee whose tasks will be as follows:
 - Work with those who are responsible for website and social media postings to encourage members to engage in recruitment of future EDIAFC members.
 - Identify possible incentives for current members when signing up new members.
 - Develop recruitment guidelines to be used by members in recruiting future EDIAFC members.
 - Create digital and printable recruitment materials.
 - The above tasks should begin as soon as possible and be continually worked on throughout the duration of this strategic plan.



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Goal #7

Improve Awareness of Current & Future Members Needs

Objective:

- No later than December 31, 2027, a membership focus group will have been formed consisting of various generations of members and non-members.

Task:

- Appoint Membership Focus Group whose tasks will be as follows:
 - Determine the generational needs of current and future members.
 - Develop strategies for data collection.
 - Develop survey instruments.
 - Designate who will review the feedback collected and how that information will be used.
 - The information gathered by this focus group should be reviewed annually throughout the duration of this strategic plan.



Thank you to the following members for their dedication in developing a strategic plan that is based on our values:

INTEGRITY <> PROFESSIONALISM <> COMMUNICATION <> EDUCATION

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Paul Hildreth
Joseph Madzellan
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