

Takeaways - Meeting on July 24-25, 2019 in Milwaukee, Wisconsin

In Attendance - Tom, Ed, Marty, Karla, Don (absent) Phil

- Timeline of benchmarks
 - o 7/31/19 – comments on review of Don’s annual report due to Don
 - o 8/24/19 – outline of book by Don to Exec Committee for review
 - § Following this, Tom to advise IAFF of project, Ed to contact Sandy about potential funding
 - o 10/30/19 – Annual report published
 - o April 2020 – Solicitation email
 - o July 2020 – Book done
 - o Monthly – Exec Calls
 - o Annual – email outside of Constant Contact reminding them to whitelist us
- Monthly meetings
 - o Ed to send out a When is Good to identify meeting times for the following two months
- Constant Contact
 - o Standard boilerplate at the bottom of each email
 - § Donate to YFIRES
 - o Put out a “thank you for donating to YFIRES” and list the names
 - o Solicitation campaigns
 - § April 2020
 - § October 2020
 - o Frequency
 - § At least monthly
 - o Annual
 - § Send out an email outside of Constant Contact to remind people to white list us
- Social media
 - o Create Facebook
 - o Use Twitter and Facebook to start building interest
 - o Similar content to Updates
 - o Incidents, news
- Book
 - o Create our own book using YFIRES information, info, etc.
 - o DON – to write an outline, 8/24/19
 - o Once we have an outline
 - § ED to talk with Sandy about the potential for some funding from USFA
 - § TOM to advise IAFF about what we are doing
 - o On the street 7/24/20
- Standards
 - o ALL keep an eye on the standards for the future so we can get input in a timely manner.
- Website
 - o DON – put a “Donate to YFIRES” button on the home page

- o DON – change the footer to “Original development funding provided by AFG Grant”
- Annual report
 - o Oct 30, 2019 to be published
 - o DON to circulate draft for review (done), comments back to Don by 7/31/19
 - o Two versions
 - § IAFF – more detailed
 - § Public – more general, informational
- Steering Committee
 - o MARTY to contact existing members of Steering Committee to see if they want to continue or appoint a different organizational rep
 - o Advise them we will have a conf call in the next few months
 - o Looking for guidance, input, etc.
- Operational Plan
 - o DON to remove reference to annual meeting of Steering Committee
 - o Don to change Steering Committee “monthly calls” to “periodic calls”
- NFPA 950 compliance on data
 - o MARTY to review our compliance with this standard and report back to Exec Committee
- YFIRES Promotion
 - o Standard PPT to use in presentations
 - § EVERYONE to send their slides to ED and he will compile a standardized small slide deck that everyone (Exec, Steering, etc.) can use in presentations
 - o Articles in trade magazines
 - § ED to develop a list of publications and contacts
 - § ED to develop an editorial calendar for articles
 - o Conferences
 - § ED to develop a “speaker’s bureau” that can be tapped into for presentation opportunities. Identify people, give them talking points, standard slide deck
 - § ED create a one-pager for conference swag bags by updating the YFIRES fact sheet that is on the web site
 - § ALL Look at the possibility of doing a pre-conference at V2020 Symposium in Murfreesboro
 - o CRR Radio
 - § ED to schedule interview with DON
 - o Gaps
 - § Look at where there are no users and focus efforts there to get more engagement
- Site User Development
 - o 10% growth over the next year
 - o Contact SFMO’s to let them know we exist
- Research
 - o KARLA to put together a process for evaluating research requests from external sources

- o Once this is finished, DON to contact Jerrod Brown to start the process going on his research project
- o KARLA to create a research subcommittee comprised of
 - § Karla Klas
 - § David Kolko
 - § Paul Schartzman
 - § Joe Ehrhardt
- o First priority will be a summary report of the survey identifying themes
- o Then dig into the data, see what we have and what we can come up with
- o DON – send Tom the list of states that are not participating in YFIRES
- o