

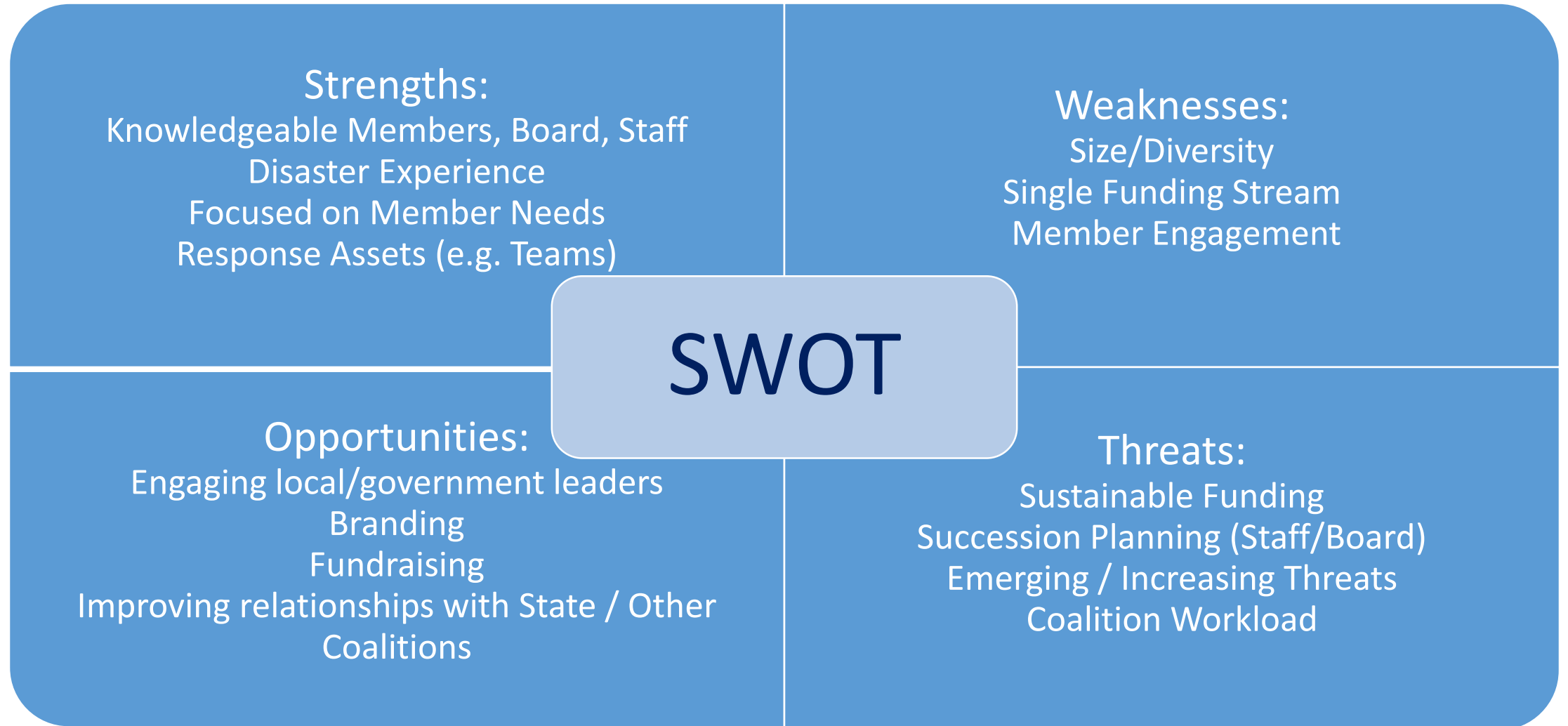


**CFDMC Strategic Plan
2018 – 2022
Updated 6-16-19**

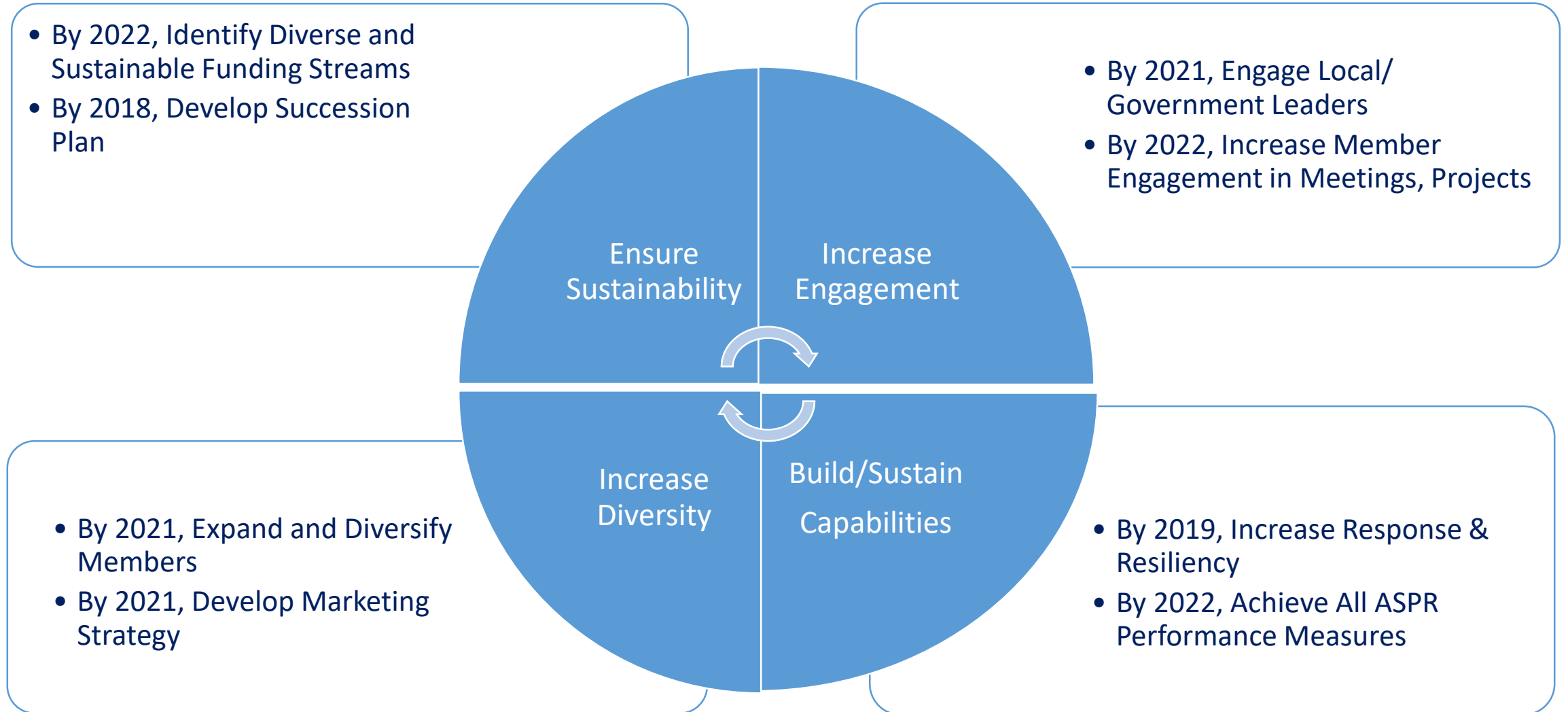
CFDMC Vision: To create and sustain a resilient community with a common purpose and voice, subsequently protecting and saving lives during disasters of all types and sizes

CFDMC Mission: To develop and promote healthcare emergency preparedness and response capabilities in RDSTF Region 5, including: Brevard, Indian River, Lake, Martin, Orange, Osceola, Seminole, St. Lucie, and Volusia Counties. The CFDMC will facilitate healthcare organizations and other partners in working together collaboratively to build, strengthen, and sustain a healthcare preparedness and response system within Central Florida and to assist ESF-8 (Health and Medical) with the National Preparedness Goal identified five mission areas: Prevention, Protection, Mitigation, Response, and Recovery as related to healthcare disaster operations.

SWOT Analysis



CFDMC Strategic Priorities



Goal: Ensure Sustainability

Objective	Strategies	Lead
By 2022, Identify Diverse and Sustainable Funding Streams	<ul style="list-style-type: none">• Gained clarification from ASPR on member fees/consulting• Complete Grants.gov process by 12/31• Explore grant opportunities (ongoing)	Board
By 2018, Develop Succession Plan	<ul style="list-style-type: none">• Assess Workload by 7/1/19• Develop short-term succession plan by 7/1/19• Create position descriptions by 7/1/19• Create Balanced Scorecard, position performance expectations, appraisal system by 9/30/19	Executive Committee

Goal: Increase Diversity

Objective	Strategies	Lead
By 2021, Expand and Diversify Members	<ul style="list-style-type: none">• Use data to identify gaps• Demonstrate membership value (use of virtual drills and trainings to meet licensing/CMS requirements)• Present at county emergency management healthcare workshops• Identify actions to engage EMS, long-term care and other members (blood banks, etc.) by 6/30/20	Executive Director
By 2021, Develop Marketing Strategy	<ul style="list-style-type: none">• Increase communications (newsletter)• Highlight effective responses• Make Coalition as “household name”• Effectively use social media to increase awareness of/engagement in coalition	Marketing Committee

Goal: Increase Engagement

Objective	Strategies	Lead
By 2021, Engage Local/Government Leaders	<ul style="list-style-type: none">• Develop Board elevator speech (by 8/1/19)• Develop proclamation for national Preparedness month for Board members (by 8/1/19)• Demonstrate value (high profile, effective responses)	Board
By 2022, Increase Member Engagement in Input, Meetings, Projects	<ul style="list-style-type: none">• New member orientation• Member / Leader of the Year award• Explore use of incentives (by 12/31/19)	Executive Director

Goal: Build/Sustain Capabilities

Objective	Strategies	Lead
By 2019, Increase Response & Resiliency	<ul style="list-style-type: none">• Partner with other coalitions on projects (2018) – co-chair HCCTF Collaborative, partnered on supply chain integrity• Annual workplan review• Explore Rubicon and other response assets	Executive Director
By 2022, Achieve All ASPR Performance Measures	<ul style="list-style-type: none">• Monitor Progress via monthly review of Balanced Scorecard (including Annual Coalition Assessment Tool)	Board

CFDMC Strategic Planning Process

- SWOT Survey to Members (November 2017)
- Board Strategic Planning Session (January 2018)
 - Board Completed Self-Assessment Using Coalition Assessment Tool
 - Board Completed SWOT Analysis
 - Board Consensus on Strategic Priorities
 - SMART Objectives & Action Plans Identified
- Draft Published for Member Input (February 2019)
- Strategic Plan Finalized (April 2019)
- Monitored Monthly Through Traffic Light Report
- Reviewed/updated annually (April 24, 2019 Board Retreat)
- Posted to Website