



Your Partner in PUBLIC SAFETY

Strategic Plan

IMSA Vision

To be the leading international resource for information, education and certification in public safety.

IMSA Mission Statement

Dedicated to providing quality certification programs for the safe installation, operation and maintenance of public safety systems; delivering value for members by providing the latest information and education in the industry.

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IMSA Strategic Plan Work Group Membership

Toby Cummings, IMSA Executive Director

Dan Michalak, New England Section

Guy Petinga, New Jersey Section

Kevin Musick, New Mexico Section

Tyson Evatz, Florida Section

Tim Soverino, New England Section

John Hightower, Central Section

Joseph Molinaro, Florida Section

Dave Edwards, Ontario Section

Richard Porter, IMSA Staff

Kim Dresser, IMSA Staff

Strategic Objectives

Redefine the value add for IMSA's membership

Create a comprehensive, new and competitive marketing plan

Re-energize IMSA's volunteer program

Intensify IMSA's certification program

Modernize education/training curriculum and content

Redefine the value add for IMSA's membership

Create a membership/industry survey to determine who are potential members and what are greatest needs by February 2022

Review competition and industry to understand what value they provide to membership and how it is being delivered by February 2022

Create resources and tools for IMSA sections and an IMSA app that can focus on member values and benefits by February 2022

Capture partnerships with industry partners, vendors and the sustaining members section to create resources and enhance the sustainability of IMSA by the end of 2022

Create a comprehensive membership package that provides members with access to the latest continuing education training (CECs) and a network and technology sharing plan by the end of 2022

Re-energize IMSA's volunteer program

Hire a volunteer services coordinator to assist with developing a volunteer leadership and development program by March 2022

Create a volunteer leadership and development program that focuses on international, section and moderators levels by March 2023

Assist sections in identifying and designating a volunteer liaison position at the section level to coordinate with the international office by October 2022

Create a past presidents (sections and international) "club" that will continue to support and encourage past leadership to pass on confidence, experience and knowledge by December 2021

Intensify IMSA's certification program

Review current programs offered by the foundation for changes to be made by December 2022

Implement quarterly specialty chairs review of certification programs and report to BOD. The annual review to begin Sept 2021

Develop and coordinate CECs to inform between certification renewal cycles by Feb 2022

Develop continuing certifications programs across all sections to include new courses within the organization by December 2022

Modernize education/training curriculum and content

Create a traffic apprenticeship program and have it ready to launch by December 2023

Do complete ROI on all programs by December 2021

Develop continuing education programs across all sections to include new courses within the organization by December 2022

Pursue actions for government funding/grants for additional and/or current programs by December 20

Create a comprehensive, new and competitive marketing plan

By calendar year-end 2021, identify IMSA target audiences and what time and resources required

By the February mid-winter board meeting in 2022, present a strategic IMSA marketing plan around target audiences