

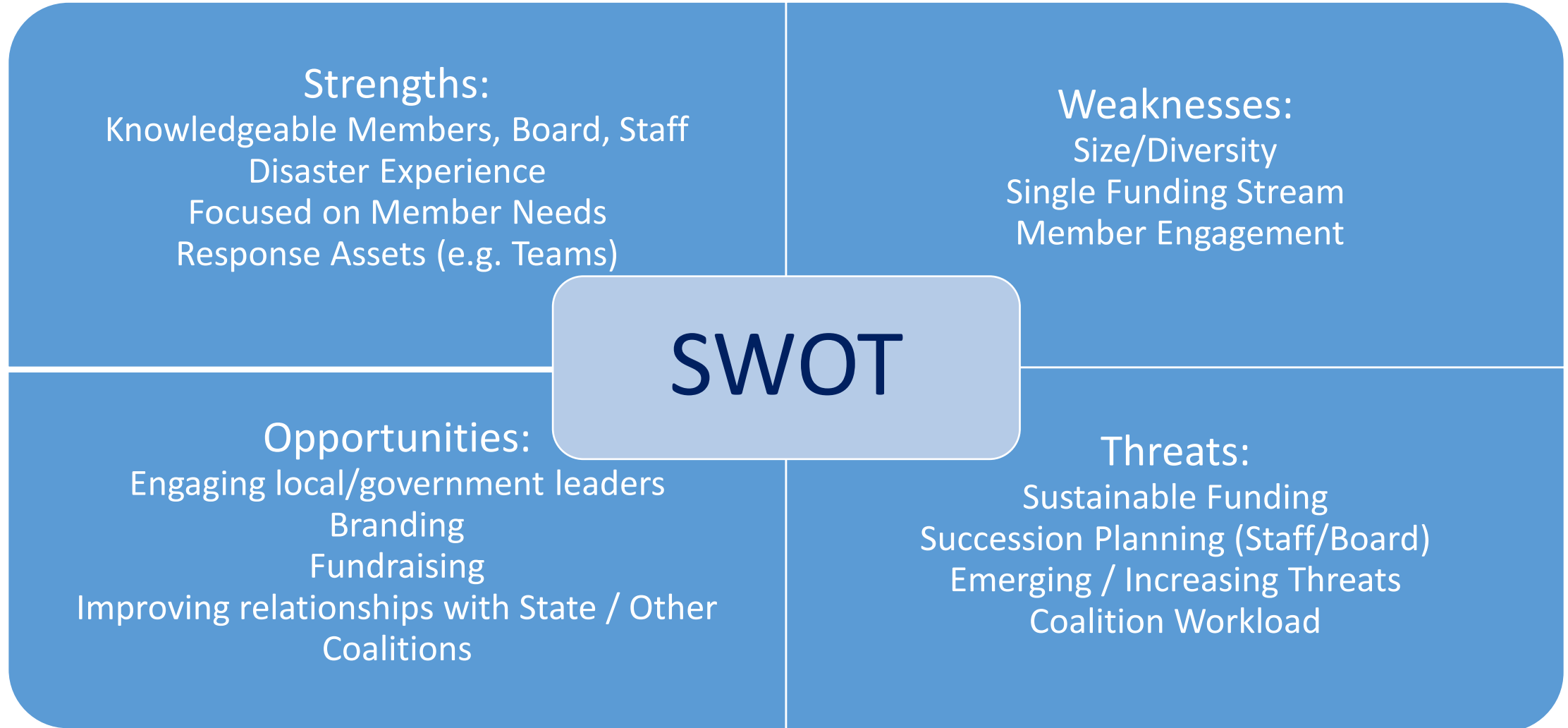


**CFDMC Strategic Plan
2018 – 2022
Updated April 21, 2021**

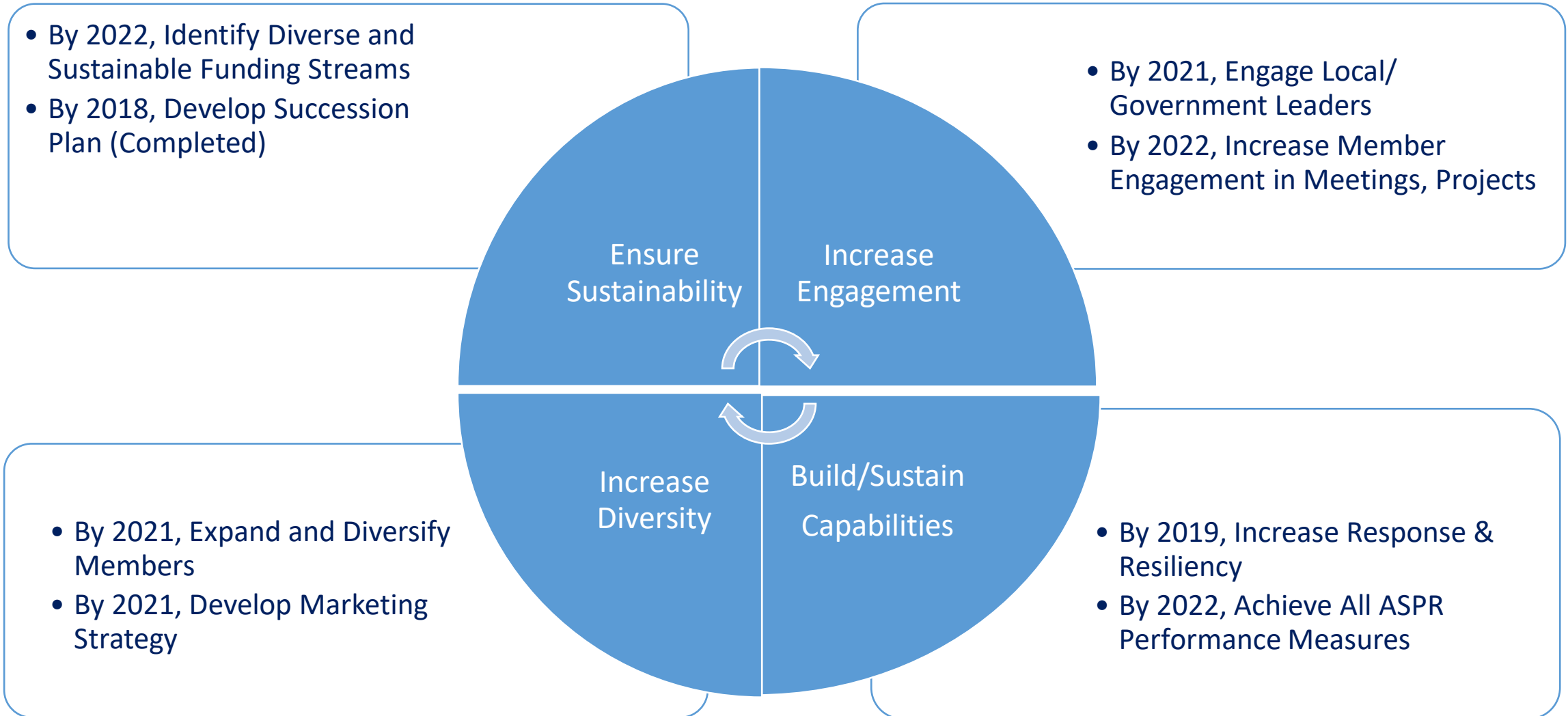
CFDMC Vision: To create and sustain a resilient community with a common purpose and voice, subsequently protecting and saving lives during disasters of all types and sizes

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	Status
By 2022, Identify Diverse and Sustainable Funding Streams	<ul style="list-style-type: none"> • Seek clarification from ASPR on member fees/consulting (completed) • Explore grant opportunities (ongoing) 	Executive Director	Pursuing grants.gov Reviewed two potential grant opportunities this year Received FHA funding
By 2018, Develop Succession Plan	<p>Assess Workload (completed) Plan to sustain key staff functions (completed – cross-training is underway) Plan to sustain Board Members</p>	Executive Committee	Although delay due to COVID, staff cross-training is almost complete Board engagement implemented

Goal: Increase Diversity

Objective	Strategies	Lead	Status
By 2021, Expand and Diversify Members	<ul style="list-style-type: none"> • Use data to identify gaps (will be updated) • Demonstrate membership value (use of trainings/drills to meet licensing / CMS requirements) – completed • Present at county emergency management healthcare workshops and regional and state associations (ongoing) • Identify actions to engage EMS and EMS using Board peers 	Executive Director	Member data analysis presented to Board, used to set Board engagement targets Presentations are ongoing
By 2021, Develop Marketing Strategy	<ul style="list-style-type: none"> • Increase communications (reinstitute newsletter) • Highlight effective responses • Make Coalition as “household name” • Effectively use social media to increase awareness of/engagement in coalition (social media policy developed, social 	Marketing Committee	Delayed due to COVID. Will present marketing plan at June Board meeting.

Goal: Increase Engagement

Objective	Strategies	Lead	Status
By 2021, Engage Local/Government Leaders, and Clinicians	<ul style="list-style-type: none"> • Develop Board elevator speech • Develop proclamation for national Preparedness month • Demonstrate value (high profile, effective responses) • Identified Clinical Champions (completed) 	Executive Director	Delayed due to COVID, will present plan to Board in August for September Preparedness Month
By 2022, Increase Member Engagement in Input, Meetings, Projects	<ul style="list-style-type: none"> • New member orientation (completed) • Leader / Member of the Year recognition (ongoing) 	Executive Director	Member engagement survey completed

Goal: Build/Sustain Capabilities

Objective	Strategies	Lead
By 2019, Increase Response & Resiliency	<ul style="list-style-type: none">• Partner with other coalitions on projects (ongoing)• Annual workplan review (ongoing)• Explore Rubicon and other response assets	Executive Director
By 2022, Achieve All ASPR Performance Measures	<ul style="list-style-type: none">• Monitor Progress via: Annual Coalition Assessment Tool (ongoing) Develop Balanced Scorecard (completed – first annual report due August 2020)	Executive Director and Board

2022-2024 CFDMC Strategic Planning Process

- SWOT Survey to Members (November 2021)
- Board Strategic Planning Session (April 2022)
 - Board Reviews 360 (FOA, Incidents, Member SWOT, Scorecard)
 - Board SWOT Analysis
 - Board Consensus on Strategic Priorities
 - SMART Objectives & Action Plans Identified
- Draft Published for Member Input (May 2022)
- Strategic Plan Finalized (June 2022)
- Annual Update Updated (April 2023)
- Monitored Monthly Through Traffic Light Report