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Marketing Committee Report for 2021-2022

During the past year, the committee has continued to concentrate on the following steps during the year;

- 1) A continued emphasis on reaching the membership through social media was put into a plan of action with the use of the OFCA Twitter account, YouTube channel, Instagram, as well as an increased presence on Facebook.
- 2) Webinars occur on a regular basis and are available to be viewed at any time.
- 3) A heightened effort to reach and involve the Volunteer Officers was initiated last year; with the roll out of a Volunteer Symposium; and a scholarship program from the Ohio Oil and Gas Energy Education Program (OOGEEP) to volunteer members for first-time attendees of the OFCA annual conference by covering a portion of their registration. These programs continue as the Association works to reach the volunteer members.
- 4) The Fire Chiefs Resource Symposium was held in September at Mohican State Park where Board Members taught the new officers various educational modules on what's involved in leading and managing a department. The program was made possible through the Dominion Foundation.
- 5) OOGEEP assisted up to 20 attendees at the 2021 annual conference by offering a \$250 scholarship for volunteer officers and others showing a financial challenge in affording the experience.

The Marketing continues to work on assignments as outlined in the OFCA Strategic Plan as well as the Marketing Plan as adopted by the Board of Directors.

Respectfully Submitted,

Paul Wright, Committee Chair