EMAP Strategic Goals and Priorities 2019-2022

Mission Statement
EMAP, as an independent non-profit organization, fosters excellence and accountability in emergency management programs, by establishing credible standards applied in a peer review accreditation process.

Vision
Capable and resilient communities through measurable standards of excellence.

Strategic Priority #1 - Governance

**Strategic Goals**
1) Ensure that the EMAP Commission takes actionable and measurable opportunities for outreach and engagement.
2) Pursue executive level national and international recognition of EMAP standards, assessment, accreditation and certification programs and processes.
3) Determine how and where to expand EMAP opportunities and activities.
4) Oversee the development and maintenance of EMAP standards.
5) Recruit and train effective membership for EMAP committees & commission.
6) Maintain ANSI accreditation.

Strategic Priority #2 - Outreach and Engagement

**Strategic Goals**
1) Educate executive and legislative leadership on the benefits of EMAP.
2) Promote and expand awareness of EMAP through public and private programs.
3) Promote the availability of EMAP to develop recognized standards for a wide-range of programs and specialized resources.
4) Work with other standards development organizations to promote EMAP and coordinate standard interoperability.
5) Participate in promotional activities and events.

Strategic Priority #3 - Standards Development

**Strategic Goals**
1) Execute a continual process for reviewing and updating standards.
2) Integrate regulatory changes or guidance and industry practices into standards.
3) Work with partner agencies and Programs to maintain or develop relevant and consistent standards to support stakeholder needs.
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Strategic Priority #4 - Administrative Assessments and Accreditation

**Strategic Goals**
1) Implement enhanced administrative assessment capabilities to address stakeholder needs.
2) Incorporate new technologies into established processes to establish cost effectiveness and efficiencies for enhancing the capabilities of EMAP and Programs.
3) Execute a continual process for identifying new customers to complete administrative assessments and accreditation.
4) Implement processes for partner agencies and Programs to maintain accreditation.

Strategic Priority #5 - Operational Evaluation

**Strategic Goals**
1) Increase operational assessment capabilities by leveraging new technologies into established processes to establish cost effectiveness and efficiencies for EMAP and Programs.
2) Develop a documented recognition process for operational assessment.
3) Incorporate operational assessment opportunities into EMAP business model.
4) Implement enhanced operational assessment capabilities to address stakeholder needs.

Strategic Priority #6 - Training and Instruction

**Strategic Goals**
1) Enhance training curricula and documentation on standards and processes.
2) Provide ongoing training opportunities for assessors, stakeholders and Programs seeking accreditation.
3) Assist stakeholders and Programs in incorporating standards into an organizational model.
4) Increase the development and publishing of a uniform, web-based training model for use by stakeholders and Programs.

Strategic Priority #7 - Life Cycle Cadre Development and Staffing

**Strategic Goals**
1) Develop tools to promote consistent, effective and efficient assessors for assessments.
2) Develop partnerships between EMAP and subject matter experts to increase assessment capabilities.
3) Promote and sustain standard specific development opportunities to establish a cadre of technical specialists.
4) Adopt a staffing plan commensurate with strategic priorities.
Strategic Priority #8 - Life Cycle Funding

*Strategic Goals*

1) Leverage tools and utilize new technologies to promote programmatic cost efficiencies.
2) Enhance strategic partnerships to increase cost effectiveness and leverage funding opportunities.
3) Identify funding opportunities for both administrative and operational assessment processes.
4) Identify funding opportunities to ensure financial viability for Programs and operations.