



Certified Floodplain Manager Program Strategic Plan 2018 – 2023



Partnerships

1. Create partnerships with building code officials and land-use planners by offering cross-organizational continuing education credits/training opportunities.
2. Continually enhance collaboration between the national CFM program and accredited chapters.
3. Collaborate with federal and state partners to invest in emerging techniques and technologies to develop accessible and targeted training, education and professional development opportunities
4. Partner with higher education and additional partners in diverse fields to incorporate CFM role in resiliency activities, education and policy.

Recruitment

1. Explore incentives for chapters to promote CFM programs.
2. Identify the characteristics of individuals who are successful, long-term CFMs with the goal of recruiting similar individuals.
3. Investigate ways to allow members of other organizations to become CFMs, including reciprocity with respect to cost, continuing education requirements, training opportunities, etc.
4. To strengthen our membership and attract more millennials, demonstrate and draw the parallels between the CFM program and resiliency.
5. Enlist passionate practitioners to improve understanding of CFM testing, exam preparation, training needs and opportunities, and develop on-demand training.

Marketing/CFM Brand

1. Compare the CFM fee structure with other professions to explain the value of the CFM program.
2. Develop and provide clear benefits of becoming a CFM and how CFMs can use the certification in their daily work.
3. Change the anti-development, pro-regulatory perception of the CFM program by focusing on the relationship of smart growth and the reduction in disaster-related costs.
4. Explore ways to increase participation of CFMs in the Hazard Mitigation Plan update process.

Exam/Training

1. Develop a plan to raise bar to qualify for CFM by gradually increasing the training, education and experience eligibility requirements to take the exam.
2. Explore issue of “preferred provider” related to CFM exam and continuing education.
3. Increase the exam question pool to increase security, accessibility and quality.
4. Draft a discussion paper on the costs and benefits of moving the CFM exam to a digital format considering availability, accessibility and security.
5. Determine most common continuing education unit measurement terminology by partner organizations, and change our current CEC terminology to be more consistent
6. Develop plan to incorporate mandatory ethics training as part of CFM renewal requirements.