AFESA

ASSOCIATION OF FIRE AND EMERGENCY SERVICES ANALYSTS

Charter

Outreach Subcommittee

Chartered June 20, 2025
Period Covered: July 1, 2026 through June 30, 2028
Appointed under the AFESA Bylaws, Article VI

Members
The Outreach Subcommittee will include three to five members; a Chair, Vice Chair, and at least one additional member, but no more than three additional members. In accordance with the AFESA's bylaws, the Nominating Subcommittee will recommend qualified members to the Governance Committee for appointment to the subcommittee.

Governance Committee Liaison
AFESA Vice Chair

Purpose
The Outreach Subcommittee shall advance the mission and initiatives of the AFESA by leading strategic communication, public engagement, and external partnerships. The subcommittee is responsible for amplifying the visibility, value, and impact of AFESA and its members through the development and dissemination of timely information, management of the association's social media and digital presence, and advocacy of the analysis community as part of the fabric of fire service committees, workgroups, and innovation hubs in accordance with the AFESA's bylaws.

Authority

1. You are authorized to use any means and resources, except for those identified under "Restrictions," to achieve the subcommittee's purpose.
2. You are authorized to establish additional goals and ideas that support your purpose.
3. A quorum of subcommittee members (3) must be present to make decisions.

Outreach Subcommittee

Subcommittee Responsibilities

1. Public Communication and Information Sharing
    - Timely dissemination of association news, project updates, upcoming events, success stories, and resources with the public and professional communities.
2. Social Media Platform Management
    - Maintain and monitor the AFESA's official social media platforms.
    - Create and schedule engaging content to drive discussion and broaden visibility and engagement.
    - Actively follow and engage with community partners and related industries to amplify job postings, share trending stories, and highlight key developments in the fire service and data analytics fields
    - Monitor platform metrics and trends to optimize reach and impact
3. Public-facing Website Management
    a. Maintain the content on www.afesa.org.
    b. Ensure an engaging quality, tone, and adherence to AFESA's brand identity and communication standards.
4. Engagement with Fire Service Agencies and Professional Associations
    - Develop outreach strategies to engage fire departments, emergency service providers, and professional associations.
    - Promote awareness of the AFESA's resources, membership benefits, and training opportunities to analysis professionals and fire service leadership.
5. Marketing and Promotion of Events and Initiatives
    - Design and implement marketing strategies to promote AFESA-sponsored events, training opportunities, publications, and resources.
    - Create compelling promotional materials and digital assets to support outreach efforts.
    - Ensure consistent branding and messaging across all public-facing materials and channels.
6. Cross-subcommittee Collaboration, Content Review, and Consistency
    - Coordinate with other AFESA subcommittees to align outreach efforts with broader organizational goals.
    - Ensure that all content, branding, and messaging maintains consistent quality, tone, and adherence to AFESA's brand identity and communication standards.

Collaborative Responsibilities

1. Working with the Research Subcommittee, build and maintain partnerships with academic institutions and research organizations to promote continuing education and best practices for fire and emergency services analysts.
2. Working with the Education and Research Subcommittees, identify opportunities for collaboration, guest speakers, joint research, and student engagement initiatives.
3. Working with the Education Subcommittee, develop content that highlights the role and impact of the AFESA and its members.

Outreach Subcommittee

4. Working with all subcommittees, provide content for the annual membership needs assessment.

Governance Committee Engagement

1. Formalize AFESA's brand identity and communication standards and submit them to the Governance Committee for approval.
2. Identify and recommend professional associations for partnership to the Governance Committee.

Restrictions

1. You may sign no contract, letter of agreement, memorandum of understanding or similar document with a commercial entity, nor any agreement that encumbers AFESA to funds more than your budgeted maximum, without the approval of the AFESA Governance Committee.
2. You may not alter the AFESA logo for any reason. An official, high-quality logo is available from the Governance Committee.
3. All publications must be submitted to the Governance Committee for approval before dissemination.

Meetings

1. Regular meetings shall be held, at a minimum, once per calendar quarter.

Review, Renewal and Discussion

The AFESA Governance Committee shall review the provisions of this charter with the Chair at the end of 2028. We anticipate renewing the charter after its term of expiration and continuing the subcommittee in perpetuity unless, after review, the subcommittee is deemed unproductive or ineffective.

Chartered under my authority as the Chair of the Association of Fire and Emergency Services Analysts on June 20, 2025, with the ratification of the AFESA Governance Committee.

Jessica LeBlanc, AFESA Chair