

GOAL 1: Provide sufficient basic training to meet the needs of the community.

OBJECTIVE:	Increase recruitment and poorly represented segments of the community.
TASK:	Increase outreach and recruitment opportunities.
TASK:	Publicize skills members learn and the benefit.
MEASURABLE ACHIEVEMENT:	Target outreach attempts to specific groups and track (IE. Spanish speakers).

OBJECTIVE:	Target specific community groups and tailor classes to those groups.
TASK:	Include: SOU staff & students, homeowners, service clubs, businesses, churches, police volunteers, Boy Scouts, etc.
MEASURABLE ACHIEVEMENT:	Track number of outreach attempts and successful partnerships.

OBJECTIVE:	Offer alternative versions of basic training (IE. Family oriented).
TASK:	Develop an alternative schedule to training calendar.
TASK:	Complete training sessions at alternative locations such as JCFD5.
MEASURABLE ACHIEVEMENT:	Aim for one annually to begin and more if community interest.

OBJECTIVE:	Communicate training value.
TASK:	Allow members to share personal stories regarding self-help and assisting others.
TASK:	Provide opportunities for media outreach at events, in brochures and other literature, etc.
MEASURABLE ACHIEVEMENT:	Document when public events occur and number of literature created.

GOAL 2: Increase post-graduation participation in CERT events and activations.

OBJECTIVE:	Create tiered representation of membership.
TASK:	Create three-tiered system of Gold: IMT, Silver: Leadership, and White: Responder.
TASK:	Delineate the tiered representation with helmet rockers, badges, and vests.
MEASURABLE ACHIEVEMENT:	Production of goods. Provide specific training opportunities to coincide.

OBJECTIVE:	Develop a “Task Book” for CERT members.
TASK:	Determine tasks needed for members to be highly functioning aligned with assisting agencies
TASK:	Provide opportunities for members to achieve tasks from Task Books.
MEASURABLE ACHIEVEMENT:	Creation and utilization of Task Books.

OBJECTIVE:	Enhance opportunities for personal interests to be valued in membership.
TASK:	Form specific teams for specialized tasks.
TASK:	Provide job shadowing opportunities during basic training.
MEASURABLE ACHIEVEMENT:	Documentation of member retention.

OBJECTIVE:	Provide recognition.
TASK:	Awards/ Rewards for volunteerism including public acknowledgement, tokens, etc.
TASK:	Social event opportunities in addition to training events including luncheons, picnics, etc.
MEASURABLE ACHIEVEMENT:	Document members volunteer hours and track annually.

GOAL 3: Improve coordination with other CERT groups and emergency responders in the valley.

OBJECTIVE:	Improve member understanding of fire department operations.	
TASK:	Provide Ride-Along opportunities.	
TASK:	Publicize skills members learn and the benefit.	
MEASURABLE ACHIEVEMENT:	Formidable assessment.	

OBJECTIVE:	Design and provide joint training opportunities.	
TASK:	Design training and exercises targeting advanced curriculum where teams train together.	
TASK:	Share training and related information.	
MEASURABLE ACHIEVEMENT:	Increase number and instance of CERT operations.	

OBJECTIVE:	Liaison with local agencies to create interagency event staffing plan.	
TASK:	Create a liaison committee / group to attend and/or join other agency meetings, etc.	
TASK:	Create a calendar system for ease of member scheduling.	
MEASURABLE ACHIEVEMENT:	Number of agency meeting attended annually.	

OBJECTIVE:	Jackson & Josephine County Leadership Council continuity and interrelationship building.	
TASK:	Design and provide joint training and exercise across CERTs.	
TASK:	OBJECTIVE:	
MEASURABLE ACHIEVEMENT:	Document successes and lessons learned.	

GOAL 4: Expand emergency preparedness outreach and education.

OBJECTIVE:	Increase educational programs.
TASK:	Provide more public presentations.
TASK:	Expand existing programs including MNY, EPB, etc.
MEASURABLE ACHIEVEMENT:	Measure level of success vs attempts/failures.

OBJECTIVE:	Increase member home readiness.
TASK:	Publish a monthly newsletter, email, or blog containing home readiness ideas.
TASK:	Provide learning opportunities contributing to member education of home readiness.
MEASURABLE ACHIEVEMENT:	Testimonials.

OBJECTIVE:	Increase involvement by all community members.
TASK:	Develop outreach programs targeting specific segments of the community.
MEASURABLE ACHIEVEMENT:	Increase of interest noted by an increase of programs.

OBJECTIVE:	Increase media coverage of CERT activities and successes.
TASK:	Appoint a Public Relations person or team.
TASK:	Create PSAs, articles, TV and radio campaigns, and target social media.
MEASURABLE ACHIEVEMENT:	Track and document.

OBJECTIVE:	Increase number of Map Your Neighborhoods (MYN).
TASK:	Map existing locations to target future MYNs.
TASK:	Create priority areas based upon specific dangers.
TASK:	Encourage new basic graduates to start a MYN where they live.
MEASURABLE ACHIEVEMENT:	Calculate recruitment and retention.

OBJECTIVE:	Continue to collect and analyze data for training and mobilizations.
TASK:	Formulate process of collection, display, and dissemination for use in planning and process.
TASK:	Compare findings to past data collection to make operating improvements.
MEASURABLE ACHIEVEMENT:	Determined annually.

GOAL 5: Expand and improve communications capacity overall.

OBJECTIVE:	Provide all CERT volunteers HAM Radio training and support.
TASK:	Develop a plan for delivery and continued education, training and support.
TASK:	Increase use and understanding of CERT Repeater.
MEASURABLE ACHIEVEMENT:	Member involvement.

OBJECTIVE:	Provide multiple methods: of communication: Internet, phone, texting, PSAs, Ham radio, etc.
TASK:	Continue to provide clear methods of communication.
MEASURABLE ACHIEVEMENT:	Track and document.

OBJECTIVE:	Opportunities for annual base inventories and testing of all bases and equipment.
TASK:	Continue to promote member dates for such annually.
MEASURABLE ACHIEVEMENT:	Track and document.

OBJECTIVE:	Test phone tree twice a year.
TASK:	Test should be performed manually, but also under the Everbridge system.
TASK:	OBJECTIVE:
MEASURABLE ACHIEVEMENT:	Accomplishment.

GOAL 6: Identify equipment that would help support CERT missions.

OBJECTIVE:	Determine materials (IE. radios, medical supplies, signs) required to support each mission.
TASK:	Research mission sets.
TASK:	Determine and purchase minimum operating materials.
MEASURABLE ACHIEVEMENT:	Use vs absence during missions.

OBJECTIVE:	Compare current material inventory and calculate vs required material inventory.
TASK:	Inventory and tracking to compare.
MEASURABLE ACHIEVEMENT:	Annual comparison completed regardless of purchasing.

OBJECTIVE:	Continue to pursue grants to support the CERT Program.
TASK:	Form a grant writing team to write and evaluate sections of grant proposals.
TASK:	Determine goals for grants and possible government and non-governmental sources.
MEASURABLE ACHIEVEMENT:	Track and compare achievement annually.

OBJECTIVE:	
TASK:	
TASK:	
MEASURABLE ACHIEVEMENT:	

GOAL 7: Gain and further National recognition.

OBJECTIVE:	Send Ashland-centric news and stories to the National CERT Newsletter for publication.	
TASK:	Write and submit stories and pictures quarterly.	
TASK:	Publicize skills members learn and the benefit.	
MEASURABLE ACHIEVEMENT:	Success of publication and recognition.	

OBJECTIVE:		
TASK:		
TASK:		
MEASURABLE ACHIEVEMENT:		

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