

Area of Focus	Engineering	Owner	SFM	MI Prevention									Last Updated	2/25/2020
		Support	ASFM											
Outcome	Ensure sufficient and appropriate smoke and CO alarms are in 100% of dwellings in the state of Michigan.													
2018 Strategy	2018 Strategy: Planning													
2018 Goals	Tasks	Owner (Support)	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
			January	February	March	April	May	June	July	August	September	October	November	December
Goal 1: Identify target area(s)	Statistically evaluate NFIRS	Mantels-Svoboda	On going											
	Create performance metrics to support grant(s)	Svoboda-Pashkowsky-Hoffer	Completed											
Goal 2: Liaison to work with Insurance Services	Develop relationships with insurance industry	Janik	In progress											
	Work with insurance industry to reduce risk	Janik	In progress											
	Educate insurance industry	Janik	In progress											
	Seek funding from insurance industry	Janik	In progress											
2019 Strategy	2019 Strategy: Outreach													
2019 Goals	Tasks	Owner (Support)	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
			January	February	March	April	May	June	July	August	September	October	November	December
Goal 1: Create Legislation to Require Fire Safety Initiatives	Form a fire service legislative group	Pettinger	In progress											
	Seek public support	MFIS Foundation	In progress						Completed					
	Seek support from Michigan fire chiefs	Boisvert	On going											
	Seek legislator sponsorship	Pettinger-Williams	In progress											
Goal 2: Partner with Volunteer Groups for Statewide Residential Safety Program	Create volunteer/partners action plan	Mantels-Svoboda	In progress											
	CRR provides smoke alarm/fire service - volunteer groups provides installers	Janik-Parker-Williams	In progress			Completed								
	Establish communication methods for volunteer groups	Svoboda-Pashkowsky	In Progress			Completed								
	Identify, recruit, and train regional coordinators	Pashkowsky	In progress						Completed					
2020 Strategy	2020 Strategy: Sustainability													
2020 Goals	Tasks	Owner (Support)	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
			January	February	March	April	May	June	July	August	September	October	November	December
Goal 1: Develop long-term funding source	Explore drafting tax/millage language		Not started											
	Recruitment for long-term support		Not started											
	Wide-based support		Not started											
	Program performance review		On going											
Goal 2: Succession Plan	Develop a succession plan		In Progress											
Legend	Overall Progress			Enter % Calculation			Gantt Chart Colors			Not Started	In Progress	Complete		
Job Titles	SFM = State Fire Marshal ASFM = Assistant to the State Fire Marshal NPM = NFIRS Program Manager													

Area of Focus	Education	Owner	SFM	MI Prevention									Last Updated	2/25/2020
		Support	ASFM											
Outcome	Provide consistent and accurate education programs for communities, schools and the fire service to continually decrease fire deaths, injuries and property loss.													
2018 Strategy	2018 Strategy: Education													
2018 Goals	Tasks	Owner (Support)	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
			January	February	March	April	May	June	July	August	September	October	November	December
Goal 1: Select Model	Create committee		Completed											
	Identify high risk populations		Completed											
	Review available program information		Completed											
	Review results of selected program		360 View											
	MFFTC/County funds to provide public life safety education training to support CRR initiatives		Q course in catalog											
	Create a CRR culture at fire academies statewide	MFIS	In Progress											
Goal 2: Implement the Program	Train-the-Trainer to teach the program	Pashkowsky	In Progress											
	Package material	Keystone	In Progress											
	Distribute material/resources	Pashkowsky	In Progress											
	Educate elected officials with Fire Ops Program	Sehlmeyer	In progress											
2019 Strategy	2019 Strategy: Communication													
2019 Goals	Tasks	Owner (Support)	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
			January	February	March	April	May	June	July	August	September	October	November	December
Goal 1: Raise Awareness	Social media	MFIS Foundation	In Progress						On Going					
	Print	MFIS Foundation	In Progress						On Going					
	News/Radio	Sehlmeyer	In Progress						On Going					
	Cell Phone App	Gear	Not Started									In Progress		
	2019 Fire Prevention Month	Barnes-Pashkowsky-Hoffer	Not Started			In Progress			Done and ongoing effort beyond October					
Goal 2: Improve Communication (State to Local)	Activate network	Pashkowsky	On Going											
	Statewide leader	Sehlmeyer	On Going											
	Accurate database	Svoboda	On Going											
	Identify local/fire department leaders	Sehlmeyer	On Going											
2020 Strategy	2020 Strategy: Culture													
2020 Goals	Tasks	Owner (Support)	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
			January	February	March	April	May	June	July	August	September	October	November	December
Goal 1: Be Proactive	Train at schools/academies	Sehlmeyer	In Progress											
	Recruitment (volunteers and fire service organizations)	Sehlmeyer	In Progress											
	Seek to include fire education in school curriculum	Pashkowsky	Soundoff											
	Cell Phone App	Pashkowsky-Gear	Completed											
	Fire Prevention Month 2020		Not Started											
Goal 2: Establish Buy-in	Data driven CRR program	Svoboda	On Going											
	Statewide communication plan on CRR		On Going											
	Supported by the Fire Marshal/Director		On Going											
	Develop a relationship with the Department of Education		In Progress											
Legend	Overall Progress					Enter % Calculation			Gantt Chart Colors			Not Started	In Progress	Complete
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Area of Focus	Enforcement	Owner	SFM	MI Prevention									Last Updated	2/25/2020	
Support			ASFM												
Outcome	Develop and enforce a statewide fire code requiring NFIRS data collection with municipal funding contingencies and interconnected smoke and CO alarms														
2018 Strategy	2018 Strategy: Obtain Buy-in														
2018 Goals	Tasks	Owner (Support)	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			
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Goal 1: Communication with Fire Organizations	Meet with each organization	Sehlmeyer	Completed												
	State Fire Marshal identifies a liaison with each organization	Sehlmeyer	In progress												
	Educate about deficiencies in monthly of NFIRS reports	Svoboda	In progress												
	Communicate the importance of CRR to reduce fire injuries and deaths	Svoboda	Completed/On going												
Goal 2: Fire Service Communicating as One	Communicate consistent message to each organization liaison	Sehlmeyer	In progress												
	Identify and spotlight effective fire education programs	Sehlmeyer	In progress												
2019 Strategy	2019 Strategy: Adopt Fire Code														
2019 Goals	Tasks	Owner (Support)	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			
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Goal 1: Identify a Model for Michigan	Create buy-in from fire inspectors statewide	MFIS Foundation	On Going												
	Coordinate relationship between the Bureau of Fire Services and fire inspectors	Sehlmeyer	On Going												
Goal 2: Draft Language	Address legal concerns	Sehlmeyer	In process			Completed									
	Seek information sources from NFPA	Sehlmeyer	In process			Completed									
	Seek information sources from ICC	Sehlmeyer	In process												
2020 Strategy	2020 Strategy: Mentorship/Networking														
2020 Goals	Tasks	Owner (Support)	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter			
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Goal 1: Develop CRR Culture	Develop a CRR educational conference for the fire service	MI Prevention	Not started	In progress											
	Seek cultural change to develop an effective CRR attitude statewide among the fire service	Sehlmeyer	On Going												
Goal 2: Develop CRR program for fire department to utilize education	Develop subject matter experts and create a list	Pashkowsky	In Process												
	Include the CRR message during all fire academies	MI Prevention	In Process												
Legend	Overall Progress			Enter % Calculation			Gantt Chart Colors			Not Started	In Progress	Complete			
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Area of Focus	Economic	Owner Support	SFM ASFM	MI Prevention									Last Updated	2/25/2020
Outcome	Establish dedicated revenue streams for operating CRR expenditures resulting in an overall positive economic impact													
2018 Strategy	2018 Strategy: Education													
2018 Goals	Tasks	Owner (Support)	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
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Goal 1: Pursue funding	Create pilot program for CRR	Pettinger	In progress											
	Research possible grants available		In progress											
	Create grant writing group		Completed									Completed		
	Write grants		Completed - AFG Grant									Completed - AFG Grant		
	Submit grants		Completed - AFG Grant									Completed - AFG Grant		
Goal 2: Politicians & Public	Create risk assessments for pilot program		In progress											
	Search and evaluate all conferences and shows in pilot program cities		In progress											
	Work with different companies to create sponsors for the pilot program cities		Not started						In progress					
	Develop a CRR education program for elected officials	Pashkowsky	Not started					In progress						
	Share a common message between the fire service and elected officials	Sehlmeyer	Not started					In progress						
	Provide a CRR message quarterly with elected officials	Pashkowsky-Svoboda	Not started					In progress						
2019 Strategy	2019 Strategy: Grants/Private Funding													
2019 Goals	Tasks	Owner (Support)	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
			January	February	March	April	May	June	July	August	September	October	November	December
Goal 1: Public Funding	Identify public grant opportunities	Pashkowsky	In progress											
	Recruit grant writers	Royal Oak / Carrie	In progress											
	Provide ongoing education for CRR planning section	Svoboda	In progress						Completed					
	Identify sources for grant match when needed	Sehlmeyer-Svoboda	Not started			In progress								
Goal 2: Private Funding	Identify private fund resources	Pashkowsky	In Progress											
	Create relationships in the community to seek private funding opportunities	Sehlmeyer-Svoboda	In Progress											
	Provide ongoing education for CRR planning section	Sehlmeyer-Svoboda	In Progress											
	Develop a relationship with the insurance industry to assist CRR activities statewide	Sehlmeyer-Svoboda	In Progress											
2020 Strategy	2020 Strategy: Change Legislation to Provide Funding													
2020 Goals	Tasks	Owner (Support)	1st Quarter			2nd Quarter			3rd Quarter			4th Quarter		
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Goal 1: Change Local Legislation	Provide data to elected officials	MFIS/IAFF	In progress											
	Develop CRR relationship with media statewide	MIP	In progress											
	Attend civic organization meetings and events	Sehlmeyer	In progress											
Goal 2: Change State Legislation	Explore statewide public funding for smoke alarm initiatives to reduce fire injuries and deaths	MIP	In progress											
	Explore statewide funding to maintain CRR program	MIP	In progress											
Legend	Overall Progress			Enter % Calculation			Gantt Chart Colors			Not Started	In Progress	Complete		
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