



**NATIONAL WILDFIRE COORDINATING GROUP
WILDLAND FIRE EDUCATION WORKING TEAM**

**STRATEGIC PLAN
FY 2003-2007**

**Revised May 2006
At WFEWT meeting held in Boise, Idaho**

National Wildfire Coordinating Group

Wildland Fire Education Working Team



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NWCG WILDLAND FIRE EDUCATION WORKING TEAM

I) BACKGROUND

Due to the growing importance of people and natural resource interactions, there is a need to focus on education related to wildland fire ecology, prevention, protection, and management issues.

To address these issues, the National Wildfire Coordinating Group (NWCG) has chartered a team to work on wildland fire education before, during and after wildland fire incidents.

This group is formed as a working team of the NWCG, formed in January 1974 to expand cooperation and coordination between the Departments of Agriculture and the Interior and the National Association of State Foresters.

II) VISION

All people understand and overwhelmingly support the role of fire in ecosystems.

III) MISSION

To provide leadership in the development, implementation, and continuity of national level wildland fire education programs.

IV) VALUES

- Committed
- Credible
- Innovative
- Inspirational
- Proactive
- Respectful
- Results oriented
- Safety
- Teamwork oriented

V) MISSION GOALS

1. The team has all the resources it needs to function in an effective manner.
2. The public is aware of the role of fire in ecosystems.
3. Fire prevention and education teams are fully integrated into the fire organization.
4. Team products and services are timely, effective and used.
5. Develop and implement a comprehensive system to measure the effectiveness of our missions accomplishment

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Designated leads will be defined in the annual work plan. ALL task groups will establish a charter delineating key team and field individuals involved. All team member's will be invited to provide feedback to task groups.

MISSION GOALS, OBJECTIVES, and STRATEGIES

Mission Goal 1: The team has all the resources it needs to function in an effective manner.

- Objective A:** Use the Annual Work Plan to manage the short and long term work of the team.
Strategy 1.A.1: The Annual Work Plan will be evaluated for key accomplishments and status updates during periodic phone conferences and all working team meetings.
- Objective B:** Identify and prioritize the work plan and team member assignments on an annual basis.
Strategy 1.B.1: Upon receipt of the final budget, the Chair will review budget allocations and confirm approvals for team member assignments if project / assignment is funding dependent.
- Objective C:** Identify others groups having similar interests and work with them to leverage capability and reduce duplication. Use existing organizational documentation to identify the players (formal and ad hoc) that are important to our work/mission.

Mission Goal 2: The Public is Aware of the Role of Fire in Ecosystems.

- Objective A:** Ensure the integration of the NWCG fire messages into official NWCG communications products.
Strategy 2.A.1: Identify and prioritize existing or developing NWCG communications products, including target audiences and the "owner" responsible for product development/maintenance.
Strategy 2.A.2: Identify and implement actions necessary to achieve integration of fire message(s) into NWCG products, as appropriate.
- Objective B:** Facilitate the integration of NWCG fire messages into member and partner communications products.
Strategy 2.B.1: Identify and prioritize existing or developing NWCG member or partner communications products, including target audiences and the "owner" responsible for product development/maintenance.
Strategy 2.B.2: Identify and implement action items necessary to achieve integration of fire message(s) into NWCG member and partner products, as appropriate.

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Mission Goal 3: Fire Prevention and Education Teams are Fully Integrated into the Fire Organization.

- Objective A:** Monitor organization and use of National Fire Prevention and Education Teams.
- Strategy 3.A.1: Ensure annual establishment and identification of NFPETs.
 - Strategy 3.A.2: Ensure National Mobilization Guide inclusion of current mobilization and dispatch procedures.
 - Strategy 3.A.3: Manage web based NFPET support system.
 - Strategy 3.A.4: Monitor NFPET use.
 - Strategy 3.A.5: On a periodic basis, review and revise documents, training, and procedures related to the NFPET program.

Mission Goal 4: Team Products and Services are Timely, Effective, and Used.

- Objective A:** On an annual basis, identify products and services managed or maintained by the team.
- Strategy 4.A.1: Identify in the annual work plan product revision schedule.
 - Strategy 4.A.2: Identify in the annual work plan additional products and services needed.
 - Strategy 4.A.3: Ensure effective ongoing marketing and distribution as appropriate.
- Objective B:** Identify WFEWT training products to be developed, maintained and managed.
- Strategy 4.B.1: Identify in the annual work plan training revision schedule.
 - Strategy 4.B.2: Identify in the annual work plan additional training needed.
 - Strategy 4.B.3: Ensure effective ongoing marketing and distribution as appropriate.

Mission Goal 5: Develop and Implement a Comprehensive System to Measure the Effectiveness of the Mission Accomplishments.

- Objective A:** On an annual basis, products offered are evaluated for use, appropriateness, and content.
- Strategy 5.A.1: Establish the appropriate method for effective measurement of each product and service.
 - Strategy 5.A.2: Periodically gather information from SYMBOL.GOV to determine distribution.
 - Strategy 5.A.3: Survey the target audiences periodically to determine use and effectiveness of products.

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APPENDICES

- Appendix I:** Ground Rules
Appendix II: NWCG WFEWT Charter

APPENDIX I.

Wildland Fire Education Working Team - Ground Rules

The team agreed to the following rules of conduct in accomplishing our work.

- Agenda to be distributed and published before each meeting.
- Attendance required at every meeting for team members.
- Confidentiality maintained when requested.
- Consensus – seek and reach among team members.
- Encourage openness and honesty among team members.
- Enjoy!!
- Equal participation among team members.
- Establish and use an “Issue Bin” for non-agenda related topics.
- Facilitate meetings.
- Individual and group commitment to Strategic Plan outcomes.
- Meeting roles (*Addresses equal participation and attendance requirements.*)
- No interruptions (Focus on tasks, individual cell phones “off.”)
- No rank, equality among members.
- Punctuality - begin and end on time, be respectful of member and guest speaker’s time.

APPENDIX II.

NWCG WFEWT Charter available at: <http://www.nwcg.gov/charters/wfewt.htm>

END OF NWCG WFEWT STRATEGIC PLAN FY 2003-2007