



**DEPARTMENT OF FORESTRY AND FIRE PROTECTION  
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**Date:** October 2, 2012

**To:** Ronny J. Coleman, Chairman  
Statewide Training and Education Advisory Committee  
c/o State Fire Training

**From:** Rodney Slaughter, Deputy State Fire Marshal, Specialist III

**Subject/Agenda Action Item:** Cross Generational Marketing Task Force Update

**Recommended Actions:**  
Information only

**Background Information:**

Since the last STEAC meeting, the Cross Generational Marketing Task Force has been editing and updating the Draft SFT Communications Plan. The group identified that the goal of the Draft SFT Communication Plan is to support the SFT core business and the Vision Statement defined in Blueprint 2020 . . .

*“To provide a training system that will serve the needs of fire fighters from entry level- then continue to serve them for the span of their careers- 30 years later.”*

The Draft Communication Plan will help meet the larger organizational goals by assisting with crafting the message, identifying the target audience, utilization of appropriate communication tools (website, social media, newsletters, meetings, committees, etc.), along with developing the evaluation techniques necessary to gauge the effectiveness of organizational communications.

This Task Force has also developed survey questions for an on-line survey that will be used to collect information regarding the training needs of the fire service and provide a baseline for future follow-ups to the Mission Alignment initiative.

**Analysis/Summary of Issue:**

The Draft SFT Communications Plan recognizes the role of STEAC as a traditional and extremely important modality to communicate and update the fire service community on changes to the SFT system.