

## **Fire Protection Publications**

### **Mission**

In support of the Oklahoma State University mission, and in partnership with the International Fire Service Training Association the mission of Fire Protection Publications is to be an international leader in the fire and emergency services by producing and distributing high quality, technically accurate, and affordable fire and emergency response training materials.

### **Vision**

Fire Protection Publications will be the premiere provider of training materials for fire and emergency responders.

### **Core Values**

- **Excellence** – We seek excellence in all our endeavors, and we are committed to continuous improvement.
- **Integrity** – We are committed to the principles of truth and honesty, and we will be equitable, ethical, and professional.
- **Service** – We believe that serving others is a noble and worthy endeavor.
- **Intellectual Freedom** – We believe in ethical and scholarly questioning in an environment that respects the rights of all to freely pursue knowledge.
- **Diversity** – We respect others and value diversity of opinion, freedom of expression, and other ethnic and cultural backgrounds.
- **Stewardship of Resources** – We are dedicated to the efficient and effective use of resources. We accept the responsibility of the public's trust and are accountable for our actions.
- **Accountability** -- As individuals we will be accountable to the organization, our mission, and each other.
- **Communication** -- Open and honest communication.
- **Courage** -- We embrace change.

- **Integrity** -- We are committed to do the right thing.
- **Professionalism** -- We undertake always to follow the Golden Rule, to adopt a positive attitude, to be respectful, tactful, and courteous to all, and to use discretion when talking about the organization and its employees.
- **Quality** -- We measure quality by our customer's satisfaction.
- **Safety** -- We recognize that safety is a fundamental element of all of our activities, products and services.
- **Unity** -- We endeavor to work together and in cooperation.

**Goal One. Maintain existing markets and develop new markets within the fire service in North America.**

**Critical Success Factors:**

- Maintain and increase sales of over \$10,000,000.00
- Continue to produce timely and quality products as defined by market research
- Research and produce new products as defined by market research
- Acquire new products that complement existing materials as available in accordance with mission and business model
- Maintain positive relations with existing customers
- Develop new markets, both internationally and in emergency management in accordance with mission and business model

**Objectives:**

**Objective 1-1:** Monitor existing markets and develop new materials; increasing sales of training materials.

**Strategies:**

- Maintain existing staffing
- Review trade magazines and manufacturer's materials for new trends and technology
- Participate in tradeshow and conferences
- Participate in meetings to develop materials for model curriculums for higher education
- Promote professional development of staff
- Participate in and monitor the development of national professional qualification standards
- Develop resale products internally or by contract allowing Oklahoma State University (OSU) to own copyright
- Develop video clips and other multimedia to complement existing materials
- Develop existing and new materials for electronic delivery and other formats as specified in marketing studies.
- Develop customizable curriculums and other products to fit the needs of the customers.
- Develop web-based materials that will fit the customer's needs.
- Develop fire and life safety education materials

**Objective 1-2:** Continue to work with training agencies and expand marketing efforts to metropolitan areas to further utilize materials for promotional testing.

Strategies:

- Communicate continually with training directors
- Maintain networking relationships with national fire service organizations
- Participate in state/provincial conferences
- Survey existing customers and potential customers for training needs
- Survey existing customers for certification and promotional testing requirements
- Participate in metropolitan chief's tradeshow and conferences

**Goal Two. Develop international marketing efforts.**

**Critical Success Factors:**

- Increase sales of existing translated materials to fund international marketing efforts as defined by market research
- Produce timely and quality translated materials as demanded by customers and in accordance with business plan
- Produce on-going surveys to determine international markets for training needs in accordance with marketing plan
- Support ongoing networking with fire service leaders of the international communities
- Partner with other entities within Oklahoma State University having international interests for networking purposes
- Research and understand the unique difference between the US and international fire services

***Objectives:***

**Objective 2-1:** Develop new and maintain existing partnerships with international organizations to promote sales of existing materials and promote the use of translated materials already developed. Translated materials include Spanish, Turkish, German, Italian, etc. translations of Essentials, Driver/Operator and Aircraft manuals.

**Strategies:**

- Partner with organizations such as the International Fire Engineering (IFE) an international engineering association and the United Kingdom Fire Service College which is responsible for training the fire service in the UK
- Communicate regularly with the leadership of the IFE
- Promote and support the international portion of the Brigade Command Course (BCC)
- Participate in international tradeshow and conferences
- Participate in and support the training programs and conferences of the IFE
- Develop relationships similar to existing international organizations
- Research and analyze the demographic characteristics of international markets
- Research and understand the standards making body and the professional qualification standards of the international communities

**Goal Three. Develop additional markets for organizations other than the fire service.**

**Critical Success Factors:**

- Develop partnerships and materials within emergency management and law enforcement services as determined by market research and in accordance with mission and business plan
- Produce timely and quality products based on customer demand and in accordance with marketing and business plans
- Research and produce new products as determined by marketing plan
- Acquire new products that complement new materials in accordance with business plan
- Develop new markets as identified by market research and in accordance with mission and business plan
- Utilize contract staff in lieu of fulltime staff to produce materials where most efficient and appropriate according to current business plan

**Objectives:**

**Objective 3-1:** Plan and implement an International All Risk Symposium that will support the above-mentioned efforts in addition to the fire service.

**Strategies:**

- Target attendance of approximately 1,000 to 2,500 participants the first year with continued growth each year thereafter
- Reinvest income from the symposium to support future symposiums
- Use authors of existing materials as speakers at the symposium to promote materials
- Develop new materials from knowledge gained from symposium presentations
- Develop networks within other critical emergency services organizations

**Objective 3-2:** Monitor emergency management and law enforcement markets to develop new materials.

**Strategies:**

- Review trade publications for trends and technology
- Participate in tradeshow and conference
- Participate in and monitor the development of professional qualifications and standards for emergency management and law enforcement
- Communicate continually with emergency management and law enforcement leadership

- Survey potential customer for training, certification, and promotional testing needs

**Goal Four. Promote Oklahoma State University (OSU).**

**Critical Success Factors:**

- Create opportunities for promoting OSU at all trade shows and professional meetings and conferences
- Obtain professional marketing materials from OSU Marketing Department when appropriate and applicable as determined by marketing plan
- Acknowledge OSU in materials produced where appropriate and in accordance with University and FPP missions
- Support joint projects with other fire service programs at OSU

***Objectives:***

**Objective 4.1:** Promote OSU at the national and international level

**Strategies:**

- Put the logo of OSU and IFSTA/FPP on centerpieces and brochures at the Congressional Fire Services Institute Dinner.
- Provide brochures and other information at tradeshow, meetings, and other events that promote OSU.



**Goal Five. Renovate existing FPP building and build addition to house all FPP staff.**

**Critical Success Factors:**

- Promote better communications between areas
- Produce more efficient workflow
- Create opportunities for knowledge sharing

***Objectives:***

**Objective 5-1:** Increase office and meeting space.

**Strategies:**

- Work with Architectural Services to develop plans for new building addition.
- Work with Architectural Services to develop plans for renovation of existing building.
- Transfer money to building account to meet expenses of expansion and renovations.

**Goal Six. Plan and develop a research center within FPP.**

**Critical Success Factors:**

- Develop an area of FPP that will be self-supporting
- Create opportunities for research and knowledge sharing
- Incorporate research results into current IFSTA publications
- Create avenues for disseminating research results for the fire service community
- Create a mechanism for peer review and validation of research results

***Objectives:***

**Objective 6-1:** Focus research efforts primarily on leadership development.

**Strategies:**

- Work with contractor to develop the center
- Hire qualified research staff and support personnel
- Utilize information developed from the research center to enhance existing materials and develop new materials