

# **FARA Strategic Plan 2010 & 2011**

## **Intro**

### **2010 Plan**

The False Alarm Reduction Association's (FARA) Strategic Plan for 2010 includes implementation of a wide variety of projects, as well as several new issues on which our committees will conduct research and ultimately provide written materials for dissemination.

### **2010 Status**

Ongoing

### **2011 Plan**

The False Alarm Reduction Association's (FARA) Strategic Plan for 2011 will implement a new plan designed to maximize the effectiveness of volunteer time. The plan is designed to place a new focus on committee work and reduce the amount of redundant review by the Board of Directors. Under the plan the board will focus on developing the strategic plan along with a budget to support it and monitoring progress in implementing the strategic plan.

## **Awards Committee**

### **2010 Plan**

This committee will be comprised of past recipients of the Norma. C. Beaubien Public Safety Member of the Year and W. Rex Bell Associate Member of the Year Awards. Their primary purpose is to gather nominations from the general membership and select the winners for these prestigious awards; FARA's highest honor. The committee will identify ways to expand the number of nominations submitted for all FARA awards.

### **2010 Status**

Awards given at 2010 Symposium. Few Nominations are submitted. Articles in newsletters and appeals at meeting continue.

### **2011 Plan**

Awards committee will gather nominations from the general membership and select the winners for Norma. C. Beaubien Public Safety Member of the Year and W. Rex Bell Associate Member of the Year Awards.

## **Communications Committee**

### **2010 Plan**

The Communications Committee is responsible for developing and creating new publications and updating existing ones, publishing a bi-monthly newsletter, maintenance and upgrade of the FARA web site, and all other communications related activities of the association. The Committee has a robust strategic plan, so it is possible that not all initiatives will be completed. As such, the Committee has prioritized initiatives as follows: triennial review of FARA publications, newsletter, website, and any other issue that arises and requires immediate communication. The rest of the initiatives listed below are needs identified by FARA members, which the committee will work on in the future as time allows.

### False Alarm Bulletins

The committee will develop additional informational one-page bulletins, which will be placed on FARA's web site and can be used as educational materials, hand outs at training sessions, bill stuffers, etc. While numerous bulletins have already been developed, the committee will continue to develop new ideas, as well as take suggestions from the membership, for additional bulletins on an on-going basis. The committee will also review and revise, as appropriate, sixteen (16) different bulletins as part of our triennial review of documents.

### New Manuals/Guides

1. How to Write a Standard Operating Procedure manual
2. Officer and Dispatcher Training manual – correct procedures to follow
3. Alarm Administration Outsource Vendor Best Practices guide - The committee will create a best practices guide for alarm administration outsource vendors that promotes coordination and open communication when administering a false alarm program. FARA already has an extensive guide on how jurisdictions can contract with an outsource vendor to run its false alarm program, but there is nothing in that document that deals with the actions of the outsource vendor in bringing that program to fruition.

### NFPA 731-Standards for the Installation of Electronic Premises Security Systems-2005 Edition

NFPA published standards for commercial security alarm systems, which was endorsed by FARA. The standard covers the application, location, installation, testing, and maintenance of commercial systems only, including their components. The standard, as written, can be confusing both in content and in interpretation. This committee will review the standard and create a guide explaining the provisions.

### Community Outreach Guide

FARA's Training and Certification Committee will develop a presentation to show members how to implement outreach initiatives to the communities in which we live and work. This committee is charged with monitoring the progress of the T&C's project and creating a guide about how to perform that outreach, what components should be included and providing suggestions on specific content materials to include.

### Web-Based Alarm User Awareness Courses

We are all being asked to do more with less. Development of initiatives that provide value to our citizens without increasing associated costs and resources is one way to accomplish that mandate. The Training and Certification Committee is working on a web-based alarm user awareness school. This committee is charged with the development of a manual on how to use the web-based program in your jurisdiction after the course is completed.

### Standard for Reporting Zones

As public safety false alarm reduction professionals, we have all struggled with the manner in which alarm signal activations are called into our 9-1-1 Centers (PSAP-Public Safety Answering Point), particularly as they relate to zone information. Reporting to a PSAP that Zone 1 activated provides no useful information and adds to the level of frustration our call takers and dispatchers experience. As such, the committee will develop a standard for how zone information should be provided to the PSAP.

### Model Alarm Ordinances

FARA will perform a complete overhaul of how our model burglar, fire, mobile security devices and smoke emitting device alarm ordinances are created and disseminated. The goal is to provide the ordinance in a format that will allow each jurisdiction to customize their own ordinance using pre-loaded verbiage for the various provisions they want. The FARA Fire Committee will provide amendments to the model fire alarm ordinance, which will be posted by this committee in the same format as listed above. The committee will revise the Model Burglar Alarm Ordinance Executive Summary based on revisions made to the model.

### Triennial Review of FARA Manuals and Publications

The Communications Committee reviews all FARA manuals and publications once every three years to determine whether they should remain part of the FARA library, and if so, to recommend updates and amendments based on the false alarm issues present at the time of review.

The Committee will complete all Phase 3a documents and will begin review of Phase 1b documents. Included in those reviews are:

- A Consumer Guide to Purchasing an Alarm System
- Verified Response Position Paper
- Five False Alarm Prevention Brochures
- Sixteen Bulletins
- How to Calculate False Alarm Dispatch Rates
- Working with Third Party Administration Companies
- False Alarm Strategies White Paper
- Residential Security: Helping Residents Reduce Criminal Opportunity

### Web Site

The Communications Committee will continue to identify needs for maintenance and updates to our web site, [www.faraonline.org](http://www.faraonline.org) and will convey those needs to the Executive Director for implementation. The committee will also work to develop new ways in which to streamline the process of updating the web site in an effort to keep it more current.

### Newsletter

The committee will poll the membership to determine if the new weekly InfoLink format meets their needs and what other features or information they would like to see in the newsletter. The committee will continue to reach out to members and non-members for articles. A continued goal of the committee is to increase participation and to have "reporters" from throughout North America submit newsworthy articles for publication.

## **2010 Status**

- New Manuals/Guides *On Hold*
- NFPA 731-Standards for the Installation of Electronic Premises Security Systems-2005 Edition : *On Hold*
- Community Outreach Guide : *On Hold*
- Web-Based Alarm User Awareness Courses- *On Hold*
- Standard for Reporting Zones : *On Hold*
- Model Alarm Ordinances - *FARA Model Burglar Alarm Ordinance revisions approved. Executive Summary revisions approved.*

### Triennial Review of FARA Manuals and Publications

- A Consumer Guide to Purchasing an Alarm System- **Status** - *Revised*
- Verified Response Position Paper- **Status** - *Revised*
- Five False Alarm Prevention Brochures- **Status** – *Revised Spanish Version pending*
- Sixteen Bulletins – **Status** –
  - *Enhanced Call Verification- Revised*
  - *Appropriate Use of Duress, Hold-Up and Panic Alarms- Revised*
  - *6 in progress, others pending*
- How to Calculate False Alarm Dispatch Rates - **Status**- *Pending*
- Working with Third Party Administration Companies - **Status**- *Pending*
- False Alarm Strategies White Paper - **Status**- *Pending*
- Residential Security: Helping Residents Reduce Criminal Opportunity - **Status**- *Pending*

Web Site- Pending decision on new web database

Newsletter - *Reporters assigned, new Info Link being emailed every month*

## 2011 Plan

The Communications Committee is responsible for developing and creating new publications and updating existing ones, publishing a bi-monthly newsletter, maintenance and upgrade of the FARA web site, and all other communications related activities of the association.

Triennial Review of FARA Manuals and Publications has taken a majority of the committee's time. In line with the new plan to effectively utilize volunteers, several tasks will be assigned to coordinators who will complete projects and seek guidance from the committee and board as required.

- **Newsletter**- An editor will be appointed to work with reporters assigned by the board and each committee.
- **Website**- A webmaster will be appointed to work with the Executive Director to revise, update and maintain the website.
- **Bulletins** – An editor will be appointed to review the existing bulletins that are up for Triennial review and identify any changes required by changes in technology or evolution of member opinion on the topic. Stylistic and formatting changes are not a priority. Changes made will be reviewed and approved by the full committee.
- **Manuals** - An editor will be appointed to review the existing manuals that are up for Triennial review and identify any changes required by changes in technology or evolution of member opinion on the topic. Stylistic and formatting changes are not a priority. Changes made will be reviewed and approved by the full committee.
- **Ordinance** - An editor will be appointed to review the existing ordinances that are up for Triennial review and identify any changes required by changes in technology or evolution of member opinion on the topic. Stylistic and formatting changes are not a priority. Changes made will be reviewed and approved by the full committee.

### Transferred Tasks

- **Web-Based Alarm User Awareness Courses** - Responsibility will be transferred to the Training and Certification Committee.
- **Position Papers** - Responsibility will be transferred to the Board of Directors.
- **Model Fire Alarm Ordinance** - Responsibility will be transferred to the Fire Committee.

### New Manuals/Guides

The reorganization will allow the committee to focus on development of new publications. The committee will develop a plan to complete or recommend removal of the following publications from the project list.

- **How to Write a Standard Operating Procedure manual**
- **Officer and Dispatcher Training manual** – correct procedures to follow
- **Standard for Reporting Zones** – The committee will develop a standard for how zone information should be provided to the PSAP.
- **Alarm Administration Outsource Vendor Best Practices guide** - Create a best practices guide for alarm administration outsource vendors that promotes coordination and open communication when administering a false alarm program.
- **NFPA 731-Standards for the Installation of Electronic Premises Security Systems-2005 Edition** - Review the standard to determine if any subject matter would be appropriate for creation of FARA bulletins.
- **Community Outreach Guide**  
Develop a presentation to show members how to implement outreach initiatives to the communities in which we live and work. Create a guide about how to perform that outreach, what components should be included and providing suggestions on specific content materials to include.

## Conference Committee

### 2010 Plan

Following the conclusion of the symposium in Buffalo, NY, the committee will develop an agenda, create and establish educational seminars and workshops, select instructors, approve a registration packet, and determine activities involved with holding our 15th annual training symposium in San Antonio, TX in 2011. The committee will submit a budget for the Symposium to the Board for approval. The committee will continue to develop sponsorships for the FARA Institute that will maximize FARA members' ability to attend future symposiums and will reach out to prospective members regarding the excellent opportunities the training symposium, as well as FARA, has to offer. Where needed, the committee will also look ahead to any adjustments that might have to be made for the 2012 training symposium once a location has been decided upon.

### 2010 Status

Registration Packet at printer- Work continues on class assignments and promotion.

### 2011 Plan

The Conference Committee has responsibility for the Symposiums and the FARA Institute.

Specific Objectives Include:

- Develop an agenda, create and establish educational seminars and workshops, select instructors, approve a registration packet, and determine activities involved with holding our 15th annual training symposium in San Antonio, Texas in 2011.
- Submit a budget for the 2011 Symposium to the Board for approval.
- Continue to develop sponsorships for the FARA Institute that will maximize FARA members' ability to attend future symposiums.
- Reach out to members and prospective members to market the training symposium.
- Develop an agenda, create and establish educational seminars and workshops, select instructors, approve a registration packet, and determine activities involved with holding our 16th annual training symposium in Albuquerque, New Mexico in 2012.
- Submit a budget for the 2012 Symposium to the Board for approval.
- Recommend a site for 2013 to the Board of Directors in time for the Mid-year meeting in October of 2011.

## Fire Committee

### 2010 Plan

The FARA Board and General Membership are committed to addressing false fire alarm management issues facing fire departments across the country. Recruitment of a committee chair is ongoing. A meeting of interested committee members was held in October, 2009. The attendees began work on developing and implementing initiatives to reduce the huge numbers of false fire alarms and the cost to municipalities to respond to those false alarms. They also by identified ways to expand the number of agencies that join FARA, which manage fire alarms as well as other associated fire groups that FARA could possible liaise with. Several FARA programs and publications were identified that could be revised to included fire alarm reduction or used as templates for separate publications.

#### Model Fire Alarm Ordinance

The Fire Committee will review the model fire alarm ordinance and provide recommendations for revisions to the Board for final approval. Once approved, the committee will work with the Communications Committee to ensure the amendments are posted on-line and are included in the initiative to get all model ordinances on-line with the ability to customize them to best suit the needs of the individual jurisdiction.

## Fire Alarm Publications

The committee will review member needs for publications to support agencies that regulate false fire alarms and will create whatever manuals, guides, bulletins, etc. they deem necessary to further that goal.

### 2010 Status

- New chairs appointed – await first meeting.
- Model Fire Alarm Ordinance – Pending
- Fire Alarm Publications – Pending

### 2011 Plan

The Fire committee will develop and implement initiatives to reduce the huge numbers of false fire alarms and the cost to municipalities to respond to those false alarms.

Specific objectives include:

- Identify ways to expand the number of agencies managing fire alarms that join FARA.
- Liaison with fire groups.
- Review member needs for publications to support agencies that regulate false fire alarms.
- Review and recommend revisions to programs and publications to include fire alarm reduction or use them as templates for separate publications or programs.
- Create manuals, guides, bulletins, etc. to support agencies that regulate false fire alarms.
- Review and revise the model fire alarm ordinance.

## Membership Committee

### 2010 Plan

The Membership Committee will undertake the following initiatives for 2010:

- Facilitate monthly membership committee teleconference meetings.
- Create incentives for recruiting new members.
- Ensure the continued execution of the mentor program.
- Continue to reach out to those who do not renew their membership.
- Explore the use of geographical data to target areas of the country that we should concentrate our membership drive efforts.
- Explore methods for membership retention.
- Recruit membership committee members.

### 2010 Status

- Facilitate monthly membership committee teleconference meetings. **Status**– Ongoing
- Create incentives for recruiting new members. **Status**– Pending
- Ensure the continued execution of the mentor program. **Status**– Ongoing
- Continue to reach out to those who do not renew their membership. **Status**– Ongoing
- Explore the use of geographical data to target areas of the country that we should concentrate our membership drive efforts. **Status**– Pending
- Explore methods for membership retention.

*Status – Completed several items*

- *Revised and included FARA Committee descriptions and meeting times in the new member packet.*
- *Major phone campaign to contact all previously expired members in an attempt to retain and regain membership.*
- *Drive to increase attendance at annual symposium.*
- *Renewal Process & Website Denial procedure was created, published and implemented.*
- *Renewal reminder email drafted and ready to be sent out at the end of September.*

- *Drafted two documents outlining the extensive benefits of FARA. One highlights benefits for the prospective new FARA member and the other highlights benefits geared towards the current member or those who have not renewed. The latter, titled 'You Need FARA...Now More Than Ever' was mailed with this year's renewal notice.*
- *Thanks to the efforts of the membership committee FARA has joined FACEBOOK with 66 people who 'Like' us to date!*
- *Taking larger part in contributing to monthly Infolink newsletter*
- *Implemented a spreadsheet on Google docs to track processing of new members*
- Recruit membership committee members. **Status**– Ongoing

### 2011 Plan

The Membership Committee is responsible for recruiting and retaining members.

Specific objectives include:

- Recruiting
  - Create incentives for new members to join.
  - Create programs to recognize and reward members that recruit members.
  - Develop and revise materials to recruit new members.
- Retention
  - Continue phone campaign to contact all previously expired members in an attempt to retain and regain membership.
  - Continue contact with existing members to:
    - increase attendance at annual symposium
    - encourage renewals
    - identify member needs
  - Continue Mentoring program

## Training and Certification Committee

### 2010 Plan

The Training and Certification Committee is responsible for the development, enhancement, coordination and implementation of all FARA training programs. The committee will further develop and implement the Professional Certification Program, adding a technical exam, and will coordinate efforts to present FARA's regional training course, as well as develop outreach protocols that can be used by law enforcement and the alarm industry to better educate citizens about false alarms and reward those who make a difference.

#### Essentials of False Alarm Reduction Course

The committee will hold as many Essentials of False Alarm Reduction courses as is practicable and will maximize its reach to local jurisdictions throughout North America. The committee will continue its current work to review marketing methods, including use of the existing video, to increase the number of training courses delivered on an annual basis. Committee will attempt to review the entire course to determine if the length can be modified to allow the course to be completed in one day.

#### Train the Trainer Course

The committee will continue to hold as many Train the Trainer courses as it can to increase the number of qualified, certified instructors for the Essentials of False Alarm Reduction course. Train the Trainer courses could be run in the same places at the conclusion of any Essentials courses that are given.

#### On-Line False Alarm Prevention Courses for Alarm Industry Professionals

In conjunction with FARA's contractual agreement with Elite CEU, the committee will develop false alarm prevention courses that will be hosted on-line by Elite CEU with FARA content. The classes will be one-hour in length. Classes will cover false alarm prevention and reduction and is geared to alarm installers, sales people and monitoring center employees and will meet CEU requirements to maintain certification.

### Community Outreach

The committee will develop outreach protocols that can be used by law enforcement and the alarm industry to better educate citizens about false alarms and reward those who make a difference or show improvement in reducing false alarms. The outreach protocols will be recommendations only and will provide avenues to explore, segments of the community to target, and ways in which rewards can be made. The committee will create a presentation for alarm users that alarm administrators and/or alarm industry professionals can use as a training tool. The presentation will include suggested handouts and course material.

### Web-Based Alarm User Awareness Course

Many alarm ordinances contain a provision whereby alarm users are either required to or can volunteer to take an alarm user awareness class when they have false alarms. Some jurisdictions provide a waiver of one false alarm fine to those alarm users who take the class. The committee will develop alarm user awareness course material and create an exam, which can be taken over the Internet in lieu of attending the awareness class in person.

### **2010 Status**

- Essentials of False Alarm Reduction Course – *Ongoing- Class scheduled in MD on 10/26/10*
- Train the Trainer Course - *Pending*
- On-Line False Alarm Prevention Courses for Alarm Industry Professionals- False Alarm Reduction 101 Causes and Effects of False Alarms course is at partner for final development. Outlines developed for 200 series courses.
- Community Outreach: *Pending*
- Web-Based Alarm User Awareness Course: *Pending*

### **2011 Plan**

The Training and Certification Committee is responsible for the development, enhancement, coordination and implementation of all FARA training programs.

Specific objectives include:

- Convert the Essentials of False Alarm Reduction Course for online delivery.
- Develop Web-Based Alarm User Awareness Course
- On-Line False Alarm Prevention Courses for Alarm Industry Professionals-
  - Implement and promote False Alarm Reduction 101
  - Develop False Alarm Reduction 200 series

### **Transferred Tasks**

- Community Outreach: Responsibility will be transferred to the Communications Committee.

## **Professional Certification Sub-Committee**

### **2010 Plan**

#### Professional Certification Program

The committee will continue implementation of the FARA Professional Certification Program and will develop additional aspects of the program, such as web-based certification testing, exploring additional venues in which to offer the certification program, such as offering the exam at the regional training classes, and finalizing and implementing the advanced level technical certification. The committee will explore the various technical programs that have already been developed by others and determine if successful attainment of other technical tests would/could/should constitute successful attainment of the FARA advanced level technical certification. The committee will also maintain the renewal certification process for maintaining existing Professional Certification.

The subcommittee will explore whether FARA's Professional Certification Program can be part of a CALEA or other law enforcement accreditation standards program and if the CEU program can be offered online.

FARA strongly believes that alarm unit employees must have a working knowledge of the alarm industry, the various types of alarm equipment in use, what causes false alarms and how they can be avoided, the general business practices of companies doing business in their jurisdiction, ordinances in effect on a local and state level, as well as a myriad of other information. To that end, the committee will continue to update the existing Professional Certification Program, based on new issues and technological advancements in the electronic security field.

#### Public Safety Tips

The committee will develop additional informational one-page public safety tips that will address issues important to public safety alarm professionals, but which do not lend themselves to full-blown manuals or guides. Ideas for future public safety tips will be developed by the committee, as well as by the general membership.

### **2010 Status**

Public Safety Tips- Exam Reviewed and revised. Tips reviewed and revised.

### **2011 Plan**

The Professional Certification subcommittee is responsible for the FARA Professional Certification Program.

Specific objectives include:

- Develop web-based certification testing.