

# Association of State Floodplain Managers, Inc.

575 D'Onofrio Dr., Suite 200, Madison, WI 53719

Phone: (608) 828-3000 | Email: asfpm@floods.org | Website: www.floods.org

## Executive Office Administration Report

Ingrid D. Danler, CFM, Deputy Director May 2015

**Executive Summary:** For FY15, the EO completed its last year of implementation of the three-year deficit reduction plan, as well as year three of the five-year revenue enhancement plan. Internal operations continued to focus on innovating base programs, establishing further refinements to our financial systems and reporting, and adding new programs. We successfully completed a federal single audit and a FEMA Region V audit with no findings. Membership and online payment and renewal processes continue to expand. With the success of last year's webinar pilot, we provided more offerings in FY15 and plan further expansion in FY16. The EO continues to lead efficiencies with CBOR so that the nation's CFM pool will continue to grow, their CEC requirements will remain easy to maintain, and the EO creates mechanisms for easy tracking and logging records.

The narratives listed below are arranged under our operational structure:

1. Membership Services
2. Executive Office Services
3. Conference and Event Services
4. Science Services
5. National Policy Services

This report covers the first three, with the last two in stand-alone reports. The person listed by each activity is the team leader for that program.

### A. Membership Services:

#### A. Certified Floodplain Manager (CFM<sup>®</sup>) Program – Anita Larson

The EO continues to provide all administrative support for the CFM program, including all exam administration, database management, renewals, CEC submittals review and credits, and fee collection. As is the annual trend, this program continues to grow since the initial certifying exam was conducted in 1999. The exam was offered 111 times in 2014/15 nationwide, and we currently have more than 9,200 CFMs in the nation, which includes those through our six accredited states-- Arkansas, Illinois, New Mexico, North Carolina, Oklahoma and Texas. ASFPM continues to administer the Illinois and North Carolina Certification Programs.

The EO also provides all administrative support for CBOR, manages the cooperative agreement that supports the CFM program and the regents, and implement the policies of CBOR and the Board of Directors. The regents meets three times a year in person and hold conference calls every other month. Current projects include revisions to policies, governance issues, training gaps, core competencies, and targeting areas with under-represented CFMs. They are participating in annual audits of accredited chapters along with the EO.

B. Chapters & States – Kait Laufenberg

In FY15, ASFPM scheduled three “All Chapters” conference calls/web meetings to discuss issues such as the State Flood Risk Symposia, how to recruit new board members, garnering employer support for chapter volunteers, ASFPM bylaw compliance, state and federal annual compliance requirements, HUD’s National Disaster Resilience Competition, NOAA’s Digital Coast, chapter events at ASFPM conference, chapter newsletters, and ASFPM’s multi-committee riverine erosion discussion paper, and other useful items. ASFPM continues to host quarterly conference calls with state floodplain managers and mitigation officers following a model similar to the quarterly chapter calls. Regular communications continue as chapter and state alerts regarding multiple policy issues, opportunities for continuing education, grants, and non-profit administration resources. ASFPM welcomed the Connecticut Association of Flood Managers as our 36th chapter in February 2015. At this year’s conference, ASFPM will recognize the third chapter to receive the Outstanding Chapter Award this year at the awards luncheon in Atlanta. The Oklahoma Floodplain Managers Association is this year’s award recipient.

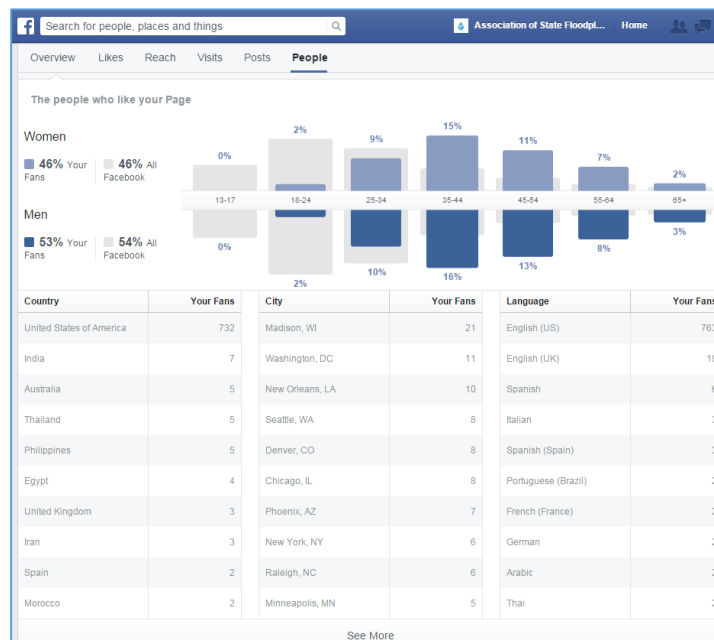
The 2015 chapter meeting will be held at the conference in Atlanta June 3, from 1:30–3 p.m. to discuss chapter interests, issues and needs.

C. Membership – Vacant

We currently have a vacancy for the membership coordinator, however, other staff are managing the renewals and our membership and total members remain within range of 2014 numbers (currently 76 renewals short of 2014 at 4,755 as of May 1). Online renewals continues to grow annually with more than 50 percent of our renewals being renewed in this manner. Our corporate/partnerships have trended down, however, indicating that attention needs to be given to this in FY16. We also intend to move forward with moving more member services to the online environment, which should make memberships more valuable.

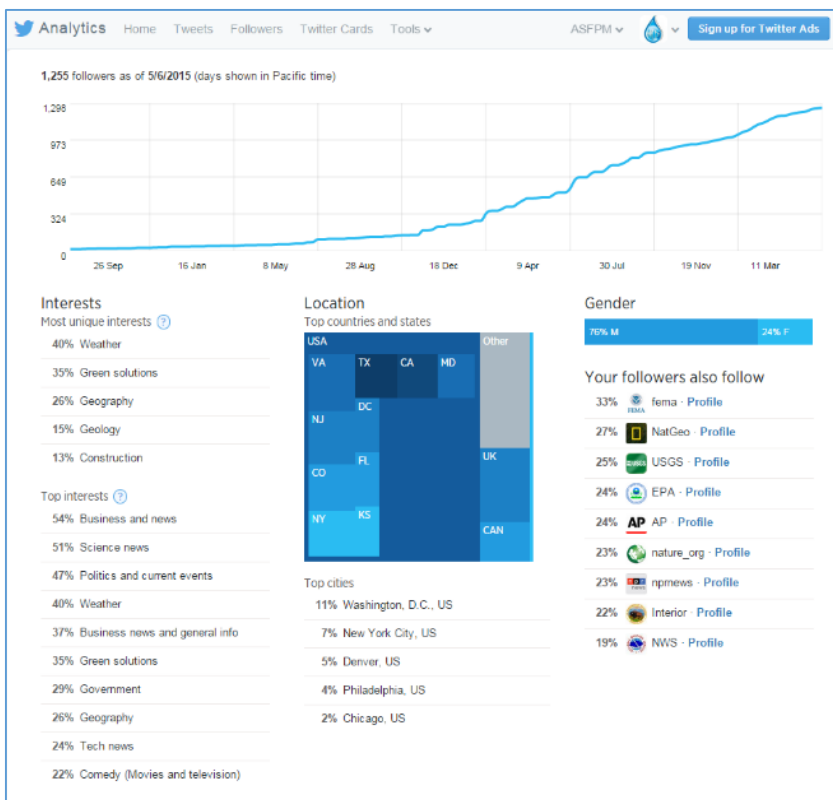
D. Public and Media Relations, Technical Editor and Social Media - Michele Mihalovich

ASFPM’s social media sites continue to grow. The **Facebook** page, which had 538 “likes” when Michele first started, is now 809 (as of May 7, 2015). What has changed this past year is more engagement from



people who follow us. More people are commenting, liking and sharing posts, and treating the page as a community. Michele included a snapshot of our Facebook demographics. The ASFPM **Twitter** page hit a major milestone this year, finally pushing the 1,000 followers mark. When Michele started, the page had a meager 145 followers. Today it has 1,288. A snapshot of Twitter for this March shows we sent 116 Tweets, experienced 29.6K Tweet impressions, 1,085 profile visits, 67 mentions and garnered 54 new followers. Michele also included the analytics of our Twitter followers.

ASFPM's **LinkedIn** page has grown from 1,700 members this time last year, to 2,512 members today. This remains "the" place for our members to go in very thoughtful and technical discussions on floodplain



management practice or the issues facing national policy today.

In the past year, we've also added a **Google+** page, and a **YouTube** channel. The G+ page was more of a strategic decision, as it ensures that ASFPM turns up more in Google searches. The YouTube channel has made it much more user friendly for anyone wanting to watch our videos, either from our national conferences or the FEMA listening session filmed in Ames, Iowa. This year, Michele plans to film lots of video footage of the "Mitigation on My Mind" conference in Atlanta, so that a two-minute promotional video can be made for advertising our Michigan conference in 2016, as well as other future conferences.

Monthly newsletters remain a valuable tool and we have made changes to the overall look and content. "News & Views" will continue to be distributed to our broader database, which contains many of our partners, whether or not they have an individual membership. This target group is currently at more than 16,200 and is delivered to via email, with an average 30 percent "open" rate. "The Insider" continues to be our premier members-only newsletter. It features ASFPM activities, opportunities for members, upcoming training, CFM program information, and legislative updates, and has an average 35 percent "open" rate. Michele had incorporated more feature-like stories, and new columns suggested by board members, in both publications with valuable information floodplain managers can use in their own communities.

Since the public outcry after BW-12 implementation, ASFPM has become a more familiar name in the **media**. The office receives at least two interview requests per month. Michele continues to build on our media contact database. In addition to reporter inquiries, Michele has received multiple requests from communities for "some sort of framework for communities to improve its resilience." After directing people to our NAI Toolkit and How-to Guides, the feedback has been incredibly positive. Michele is also

receiving requests from attorneys about NAI legal issues. Her goal always is to increase our media exposure and promote ASFPM's mission message.

E. Partnerships - Diane Brown

Requests throughout the nation and internationally continue to come into the executive office, from professionals and individuals seeking information on how to reduce flood losses or establish contacts in their area to get help. ASFPM coordinates with our federal agency partners, numerous related non-profit associations, media and press members, and alliance groups on shared issues and concerns. Of note this year is our memorandums of understanding with FLASH and the USGS.

<b>B. Executive Office Services:</b>
--------------------------------------

A. Policy Committees – Ingrid Danler

The 14 policy committees, along with their 28 co-chairs, saw many changes and shifts this fiscal year. Individually, all 14 committees have active conference calls, meetings, and produce papers and other materials for the board or general distribution. In August 2014, the annual ASFPM committee co-chair retreat was held in Madison. The format was different in that all committees actively weighed in to fold board goals and objectives, as well as priority items, into their workplans. All policy committee annual reports for FY15 are available on the ASFPM website, as well as the current status reports of workplan activities.

B. Financial Management – Suzanne Gillingham

Fiscal 2014 continued to build on the cost-center based allocation and report structure for revenue and expenses begun in FY2012. The chart of accounts and project lists were revised to improve tracking of revenues and expenses, and facilitate financial reporting. Monthly income and expense, and balance sheet reports are generated for executive office management which allows them to monitor budget to actuals more closely. Quarterly income and expense, and balance sheet reports are generated for the ASFPM Board of Directors and ASFPM Foundation Board of Trustees. The biggest accomplishment was the completion of the FY2011, FY2012, FY2013 and FY2013 A-133 audit for the association and the FY2013 audit for the foundation. This was the first time we had to do an A-133 audit, which is based on receiving more than \$500,000 in federal funds in a year, and was a learning process for everyone. FY2015 will continue to improve these items and begin revision of the financial policies and procedures manual.

C. Foundation – Diane Brown/Larry Larson

ASFPM continues to provide support to the Foundation's activities and meetings. Coordination of this program is largely managed by Diane Brown and Larry Larson, with financial support and reporting through the ASFPM finance office. A major activity this year was the roll out of the Larry A. Larson Speaker Series. The intent of this series is to create opportunities for interaction among the nation's thought leaders on flood risk reduction policy that will support community resilience. This inaugural event was held March 17 at the National Building Museum with featured speaker Ali Zaidi, Associate Director for Natural Resources, Energy and Science Programs, Office of Management and Budget, Executive Office of the President. Associate Director Zaidi discussed "Protecting Federal Investments through National Flood Risk Management Standards", highlighting the Administration's



efforts with partners to reduce the costs and suffering from floods. The Foundation also sponsored three more Flood Risk Management States' Symposia this fiscal year, in Florida, Illinois and Arizona. We encourage you to view President Doug Plasencia's report at the Tuesday, June 2nd Keynote Luncheon at the national conference in Atlanta or on the ASFPM Foundation website at <http://www.asfpmfoundation.org> under Inside the Foundation/President's report in PDF.

**D. IT/Website – Jason Schneeberger**

IT and website activities occur within the executive office and Science Services Department. As such, duties and purchases are tracked separately, financially, however are often collaborated and shared in practice. FY15 was a year which we are pretty much right on budget. The association continues to seek out grants and purchase IT equipment direct from wholesalers to offset the IT expenses. In FY15 the association has received software licensing from Microsoft totaling \$84,236.00, down from \$91,842 in FY15. Each year this program is in jeopardy due to cutbacks at Microsoft. However this year we have been informed the licensing will be available to ASFPM in FY16 thru the CA Department at MS with the possible expansion to hardware components. IT will continue to be an investment for our association as a means to communicate and share information most effectively with our leadership and membership. We are currently working with science services to revamp the association's website with the expectations to start the first phase in FY16. Currently we maintain 12 websites hosted in house and elsewhere. Hosting is down due to chapters moving to hosting alternatives and we continue to support the 18 servers in our in house server facility and an offsite facility.

<b>C. Conference and Event Services:</b>
--

**A. Conferences – Vacant**

After ASFPM's 2014 annual conference in Seattle did not meet budget projections, an effort by the EO and the Long-term Finance Committee of the board restructured the conference fees and exhibitor/sponsor opportunities going into the 2015 Atlanta conference. It was imperative that we maintain the quality of the conference, cover the expenses of the event, and meet budget targets, which are an important source of revenue for ASFPM operations functions. Steve McMaster of Ideation, Inc. will continue to serve as our program chair.

Future annual conference locations have been determined through 2017, and we are currently submitting RFP's for 2018 and 2019. The next two conferences are: 2016, Grand Rapids, MI and 2017, Kansas City, MO.

As we move into future conferences, we will be changing our processes over the next year. A key will be to assure that within the partnership with the chapter there is a commitment of volunteer resources as well as adequate finances to fulfill the needs for hosting prior to agreeing to book a future city.

<b>D. Training &amp; Webinars:</b>
------------------------------------

**A. Webinars – Kait Laufenberg**

ASFPM webinars offered in FY15 served 1,092 registrants, 1,011 attendees, and 144 non-members, and grossed more than \$47,000 in revenue for the association. Each webinar grosses an average of \$3,963 for the ASFPM. Webinar topics included: Developing & Implementing Dam Removal Projects, Lender-Based Flood Zone Determinations, Ethics for Floodplain Managers, Introduction to Social Media for Floodplain Managers, Nonstructural Flood Proofing, Liability and Takings Issues in Floodplain

Management, and Finding that Base Flood Elevation with ASFPM Subject Matter Experts, U.S. Army Corps of Engineers, National Flood Determination Association, and American Rivers as presenters.

Summary of Webinar Evaluations:

- 96 percent of attendees said they would attend another ASFPM webinar
- 88 percent rated the webinar a 4 or higher on a 5 point scale
- 95 percent rated the presenter a 4 or higher on a 5 point scale
- 87 percent rated the webinar software a 4 or higher on a 5 point scale

ASFPM will continue to offer monthly webinar topics on a variety of “hot topics” led by nationally-recognized subject matter experts.

**B. G273 Course Deployment – Kait Laufenberg**

ASFPM was asked to field deploy FEMA’s 273 course as a “G” course (no FEMA instructor required) in all 10 FEMA regions under our cooperative agreement. In FY15 ASFPM deployed nine G273 courses in AK, AR, CA, CT, MO, NY, OH, OR and TX. These courses collectively served 250 attendees, and resulted in 74 new CFMs.

In FY15, nine courses were held serving 273 registrants, and resulting in 74 new CFMs:

<b>G273 Courses Offered</b>	<b>Number of Classes</b>	<b>Registered</b>	<b>Attended</b>	<b>Took Exam</b>	<b>New CFMs</b>
<b>Q3, 2014</b>	2	65	57	15	13
<b>Q4, 2014</b>	3	83	73	39	35
<b>Q1, 2015</b>	4	125	120	32	26

FEMA has been pleased with the results to date, and ASFPM anticipates offering three classes in Q3 of calendar year 2015.

**C. Science Services: \*see separate report**

**D. National Policy Services: \*see separate report**