



# ASFPM Certification Board of Regents Status Report 2019

**Association of State Floodplain Managers**

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## Introduction & Overview

This was my first year serving as president, having taken over for **Mark Riebau**. Our primary activities from last year and future priorities are included herein, but in short, our focus this year included kicking off our five-year strategic plan.

The Certification Board of Regents develops and recommends all key certification policies and procedures of the CFM® Program, including establishing eligibility standards and all aspects of exams, including developing, administering, scoring and overseeing the program's operation. CBOR is comprised of 10 regents, three liaisons and one administrative assistant. Over the last year, there were a few changes due to voluntary attrition.

**Erin Cobb** was serving as our FEMA/FIMA liaison from Headquarters. She relocated from HQ back to Region VII and had to step down from CBOR. Erin was a great asset to our team and regularly provided invaluable updates on training programs and offered her unique FEMA perspective. **Charla Marchuk** recently moved from Region VI to HQ and has been appointed as our new liaison. Charla (like Erin) has a great personality and is a fortunate addition to our group. Hopefully, Charla will be with us for many years to come.

Our second change was to our state government regent. **Charlie Banks** of Virginia informed us that he was stepping down. We welcome **Jacob Hoover** from the Ohio Emergency Management Agency as our newest regent. Jacob's first meeting with the group will be in Cleveland, and I'm confident his energy and unique hazard mitigation planning experience will certainly add value to our team.

As we began implementation of the strategic plan, our first major change was organizational. CBOR created a committee structure that directly aligns with the strategic plan. All work performed by CBOR will flow from the committees, and in our first year this reorganization has increased our productivity and accomplishments. In addition to the Exam Workgroup, CBOR now includes the following five committees:

- Governance;
- Educations & Partnerships;
- Recruitment;
- Marketing/CFM Brand; and
- Exam/Training

## Priorities

Our priorities over the next few years include key initiatives in the following areas.

### Education & Partnerships

Investigate/explore mutually beneficial partnerships with other professional organizations such as the International Code Council and American Planning Association. Benefits may include cross honoring of continuing education credits and potential discounted fees for membership or conference

registrations. CBOR is also working with the six accredited chapters to identify ways to improve the relationship with the national organization, as well as potentially learn how to effectively communicate the benefits of ASFPM membership.

## **Recruitment**

CFMs are the lifeblood of the ASFPM organization and it is critical that we annually increase the number of CFMs across the country. Accordingly, we will investigate ways to allow members of other partner organizations to become CFMs, including reciprocity with respect to cost, continuing education requirements, training, etc. We also intend to explore incentives for state chapters to promote the CFM program.

## **Marketing/CFM Brand**

2019 is the 20-year anniversary of the national CFM® Program. CBOR will develop and provide clear benefits of becoming a CFM, and how CFMs use their certifications to improve society. CBOR is also looking at ways to protect the CFM logo from improper usage.

## **Exam/Training**

To assist those studying to take the CFM exam, CBOR recently released the [Exam Study Guide](#). However, better information on the examinees such as years of floodplain experience, education level, etc. is needed to assess what changes, if any, are needed to improve exam scores. Over the next few years, CBOR will look to modernize our program by implementing electronic exam-registration systems, which can be used to perform data analytics. CBOR is also investigating the potential of migrating the paper exam to digital and the associated pros/cons. Lastly, CBOR is exploring the concept of a preferred provider program for continuing education credits.

## **Recommended Actions**

CBOR will focus on the following actions and activities this year:

- Initiate acquisition and planning process for the [Reliability & Validity of the CFM Program](#);
- Create partnerships with other related professions to align and promote our certification program;
- Recruit passionate CFMs to serve as certified floodplain management champions;

- Explore interest from state chapters regarding the concept of state-specific CFM specializations;
- Strengthen the brand by current logo, policies, explore creation of new registered logo
- Promote CFM study guide, including multi-media efforts;
- Develop a brochure (or similar) to explain the benefits of becoming a CFM;
- Create data tracking and credential statistics captured from amended online application; providers and continuing education forms;
- Create partnerships with APA and ICC on exam, CECs, training and others;
- Develop a means to reach out to all CFMs, regardless of membership, via electronic and other means (CFMs in the news)—weekly/monthly.
- Develop a plan for moving toward paper-to-digital as well as R&V;
- Develop and implement a preferred provider program to raise the bar on trainers, provide better training, create accountability and member/partner benefits and provide more comprehensive financial support; and
- Strengthen membership and CFM outreach to millennials through tools and outreach at conferences and other like venues.