

2011-13 Strategic Plan

Vision

Ensure safe, resilient communities for the residents and businesses of Iowa.

Mission

Strengthen the capacity of Iowa to prevent, prepare for, respond to and recover from disasters through public-private collaboration.

Strategic Goals

- Strengthen the **communication network** for information sharing between public and private entities to carry out the Safeguard Iowa Partnership mission.
- Develop **educational opportunities** focused on facilitating business continuity and leveraging community resources.
- Provide opportunities to enhance **growth and value** of Iowa businesses and communities.
- Support a **business disaster recovery** framework.

Objectives

- **Communication Network**
 - *Objective #1:* Implement a **functional communication system** to distribute disaster preparedness, response and recovery related information to a minimum of 150 businesses and to ensure coverage in each of the six Iowa Emergency Management Association districts.
 - *Objective #2:* Develop and implement a plan and procedures for **information sharing** between critical infrastructure and key resources and the State of Iowa Intelligence Fusion Center.
 - *Objective #3:* Expand the **Safeguard Iowa Partnership Emergency Operations Center liaison program** into each of the six Iowa Emergency Management Association districts.
 - *Objective #4:* Populate the **business resource registry** with a minimum of 25 key resource contacts.
- **Educational Opportunities**
 - *Objective #1:* Complete at least four **training opportunities** per year.
 - *Objective #2:* Complete at least one **exercise** per year.
- **Growth and Value**
 - *Objective #1:* Increase **business and government involvement** in disaster preparedness initiatives through 80% (70) retention of current Safeguard Iowa partners and 25% (18) participation of representatives in Safeguard Iowa initiative teams and activities.
 - *Objective #2:* Increase **business and government involvement** in disaster preparedness initiatives by increasing the number of Safeguard Iowa partners by 30% (26).
 - *Objective #3:* Expand **business and government awareness** of Safeguard Iowa disaster preparedness initiatives through issuing four quarterly publications and an annual report to current and prospective partners, making at least 12 presentations to organizations annually, and issuing press releases prior to each scheduled event.
- **Business Disaster Recovery**
 - *Objective #1:* Participate on the **Business Disaster Case Management Task Force**.
 - *Objective #2:* Evaluate and determine Safeguard Iowa Partnership's **advocacy role in business disaster recovery**.