Executive Office Administration Report
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Executive Summary: With an unsteady federal administrative climate, many of our goals have shifted with shifting national, state and even local priorities. From an operational level, this has put an extra focus on communications and travel and outreach, while also continuing to evolve our cornerstone base programs. Meeting the needs of our members and CFMs, as well as grantors and projects, continues to be our highest priority, and as such, we have hit another record membership year, CFMs are increasing nationwide, and our social media interactions—direct communications with our members—continues to increase. The new branding of Science Services to the Flood Science Center is bearing fruit with more projects in the pipeline and increased funding with our other partners. And, with a launch of our first Annual Report at conference, we will be prepared to tell our story well to all. Operations remains solid with A+ compliant audits, a new Personnel Handbook, and improved HR and other benefit changes, in line with attracting talent. We are well prepared, operationally, to move into FY19.

The narratives listed below are arranged under our operational structure:

A. Membership, Certification and Outreach Services
B. Executive Office and Leadership Services
C. Conference and Event Services
D. Training and Webinar Services
E. Flood Science Center (formerly Science Services)
F. National Policy Services

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

A. Membership and Outreach Services:

1) Membership – Jim Dunham

Membership continues its steady growth. Membership continues to increase with more than 60% of our renewals being entered online with new memberships joining online at about 10% of new members. Preliminary investigations have begun and will continue into offering new membership benefits in FY19. Three years of steady growth continue to keep memberships in the 6,000 range with confidence to break the 7,000 member mark in FY19. Memberships continue to be driven by our Certified
Floodplain Manager program, annual conference, workshops and training opportunities. Our corporate and agency partnerships have dropped in FY18 for a myriad of reasons, and we will be investigating partnership benefits in FY19.

2) **Certified Floodplain Manager Program – Anita Larson**

   As is the annual trend, this program continues to grow since the initial certifying exam was conducted in 1999. The exam was offered nationally 142 times in 2017, and we currently have more than 10,200 CFMs in the nation, which includes those in 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 continues to administrate the CFM program, including all exam administration, database management, renewals, CEC submittals review and credits and fee collection.

   For the Certification Board of Regents, the EO continues to provide executive leadership, administrative support, and grants management for CBOR equal to a combined full-time position, which includes administration of the Cooperative Agreement with FIMA that supports the CFM program and the regents, as well as implementing the policies of CBOR and the board. The regents meet three times a year in person and every other month by phone. In addition, the EO coordinates the annual in-person meeting of the separate exam workgroup. Current projects include completion of the 2018-2023 Strategic Plan, the CFM Exam Study Guide and continual revisions to policies, governance issues, training gaps and core competencies.

3) **Chapters & States – Gigi Trebatoski**

   In FY18, Kait Laufenburg left our employ after a successful 10 years at ASFPM, and we welcomed Gigi in April 2018. In between, other staff held two “All Chapters” conference calls/web meetings to discuss issues such as the upcoming webinars and chapter conferences, chapter newsletters, chapter renewals, chapter lobbying issues, membership recruitment and retention, national policy updates, chapter events at ASFPM conference, 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.

   The 2018 Chapter Meeting will be held at the ASFPM annual conference in Phoenix, AZ on June 20, from 1:30–3:30 p.m. to discuss chapter interests, issues and needs. In lieu of the Chapter Directors’ luncheon, ASFPM’s Ethics for Floodplain Managers Train-the-Trainer Session for Chapters will be held preceding the Chapter Meeting as a “bring your lunch” session from 12:30 - 1:30 p.m.

4) **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 at 1,539 (as of 5/15/18) and has a weekly reach of 5,000. 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. The ASFPM Twitter page has reached 3,662 followers (with an avg. 65.2K impressions in a 28-day period. When Michele started, the page had a meager 145 followers.

ASFPM’s LinkedIn page has now reached 3,364. It is interesting that what used to be “the” place for our members to go for thoughtful and technical discussions on floodplain management, seems to have moved to Facebook and Twitter.

In 2016, ASFPM 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, and currently has had 26,825 views.

New focus in 2017 was to promote our Flickr page. We only have three followers, but a few of our members are really good about sharing their photos with us. They range from everything from wetlands photos; to best practice, including elevation and relocation; examples of training and outreach; bad examples of shoreline development; and cities in flood. Hopefully more people will start to share their photos. It has been a great resource for ASFPM for use in publications and social media.

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 nearly 23,000 and is delivered to via email, with an average 30 percent “open” rate (industry standard is 17 percent). “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 36 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.

5) **Outreach and Partnerships** - Michele Mihalovich

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 alliance groups on shared issues and concerns.

ASFPM also hosts a free, quarterly state webinar/call for state floodplain managers and state hazard mitigation officers. During the past fiscal year, we’ve hosted four calls, bringing in special guests such as: Luis Rodrigues, spoke about FEMA HQ Engineering and Modeling and mapping program; Diane Howe, CFM, Risk MAP lead in FEMA Region 6, talked about mapping; David Stearrett, director of the Office of the Flood Insurance Advocate, discussed the recently released OFIA Annual Report; Julie Grauer, program analyst/CAP-SSSE Grant Program manager in D.C., spoke on CAP-SSSE changes; Bruce Bender, ASFPM’s Flood Insurance Committee co-chair, talked about the pros and cons of flood insurance privatization expansion; FEMA’s Rachel Sears updated on the status of the fix to CIS database; and Bill Nechamen explained ASFPM’s new State Mentoring Program.

**B. Executive Office Services:**

1) **Operations** – Ingrid Wadsworth

We have spent several years evolving the ASFPM infrastructure, including moving towards a paperless office, digitizing essential business records, and identifying policies in need of update or due to changing laws. This continual reassessment process is now part of our daily operations. FY18 was also a year with multiple HR changes. We lost staff either due to medical issues and retirement and are in the process of retraining and documenting, which has been important to ramp up new staff. We have also identified staffing gaps which the FY19 budget proposes to fill. Our improved processes in hiring, benefits management and payroll, as well as the revised and digital Personnel Manual made and will make this more efficient than in the past. Refining processes such as elections, online CFM renewals, programming for automatic CEC crediting and banking/electronic payments will also continue into the next calendar year.

2) **Financial Management** – Suzanne Gillingham

The focuses for the finance office during FY18 has been policies and procedures and audits. There has been an ongoing update of our financial policies and procedures that will continue for a few years. The Financial Accounting Standards Board (FASB) has put lots of new regulations in place that will affect us over the next few years. These are all to help with transparency. It is something that really needs to happen for much larger organizations than ours. Think multi-billion dollar companies. For us it will mean changes in how our financial statements look, extra work on the part of the auditors and the financial people, updating financial policies and procedures with little or no impact on the
important part-our bottom line.

The association had their normal federal and organization wide audits late last fall which went very well as always. The ASFPM Foundation also requested an audit for FY17, which was held at the same time as ASFPM’s audit. It also went very well.

Another focus this year has been the continuing work on digitizing ASFPM’s financial records.

3) **IT/Website – Jason Schneeberger**

IT and website activities occur within the EO and Flood Science Center. As such, duties and purchases are tracked separately, financially, however are often collaborated and shared in practice. The association continues to seek out grants and purchase IT equipment direct from wholesalers to offset the IT expenses. For FY18 the association has received software licensing from Microsoft totaling $127,932.00 up from $119,288.00 in FY17. Again as we have been informed in the past, this program is in jeopardy due to cutbacks at Microsoft and changes in licensing procedures. IT infrastructure 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 a website developer to redesign/update the association’s website with the expectations to start the month of June. Currently we maintain multiple websites hosted in house and elsewhere and we are continuing to work to migrate existing services to the cloud to reducing hardware liabilities and ongoing maintenance costs.

4) **Policy Committees – Ingrid Wadsworth**

The Policy Committees implement many of the board’s annual Goals & Objectives, and are supported by the EO. FY18 saw some changes to both co-chair leads and to titles. Since training is an EO priority, that policy committee has changed its title (and focus) to “Risk Communication and Outreach” and about one third of the 14 committees saw a change in one or both co-chairs. All committees track their work and resources via their “work plans,” which are available on each committee’s page on the ASFPM website. Much of the work of discussion and white papers comes through the committees, as well online lunch-n-learns and regular calls. Each committee also prepares an annual status report and will be having morning and afternoon sessions Monday at the conference to go over accomplishments, gather issues to work on for FY19 and to invite participation.

5) **Foundation – Diane Brown/Suzanne Gillingham/Larry Larson/Gigi Trebatoski**

The ASFPM Foundation was created in 1996 to focus attention on sound public policy and promote the resolution of issues critical to sustainable flood risk management. ASFPM continues to provide support to the foundation via staff members Diane Brown, Suzanne Gillingham, Gigi Trebatoski and Larry Larson.

The foundation undertook a major step in support of the flood risk management profession in instituting a new “Future Leaders Scholarship.” This will award up to
$25,000/year for the junior and senior year of a student in an accredited college system with and interest in flood risk management. The first scholar recipient has been selected, who will be introduced at the Phoenix annual conference Tuesday lunch.

The foundation added George Riedel in a part time position of donor coordinator. He will work with donors to help them with understanding a recognition of their donations to the foundation.

Our third annual Larry A. Larson Speaker Series was conducted in conjunction with the Natural Hazards Workshop hosted by Univ. of Colorado at Boulder July 9, 2017. The panel featured, Professor Emeritus of Sociology Dr. Dennis Mileti, University of Colorado Boulder and Director Emeritus of the Natural Hazards Center, who highlighted observations of how community factors such as connectedness, political climate, resources and catalysts can impact floodplain management and community resilience. The Fourth Speaker Series event will be in conjunction with the FMA (California, Nevada, Hawaii Association on Sept. 5 in Reno, Nevada with a focus on the use and misuse of “big data.” The foundation also co-sponsored another very successful Flood Risk Management States’ Symposia this year in Connecticut. Planning for the 6th Gilbert F. White Flood Risk Forum is underway for spring 2019 with a focus on urban flooding. Stay tuned for the date and location!

The foundation continues to provide opportunities for college students to submit papers on research projects they are doing. Three students are selected from all the abstracts submitted to attend the conference as our guest and present their papers. They also receive cash awards based on the judge’s placement! This also allows them to network with over a thousand professionals to further their career.

C. Conference and Event Services:

1) **Conferences – Jenny Seffrood**
FY18 will produce two national events, the National Floodproofing and Mitigation Conference took place in August and the the 42nd Annual National Conference will take place later this month.

The floodproofing workshop had a total of 166 participants, 16 exhibitors, 3 technical field tours, 4 half-day workshops, 42 concurrent presentations, 5 general sessions and received some great feedback. 94% of participants who partook in the survey agreed they were satisfied with the workshop overall and 90% of them said they would probably attend another NMFPW in the future. Andrea Taylor of the Cherokee Nation stated, “Of all the workshops I have attended over my career of 20 years, this has been the most
helpful by far without even a close second.”

Numbers are looking good for Phoenix with more than 950 registered to date.

Future annual conference locations have been determined through 2021, and we are currently finalizing the contract for 2021. The following years’ conferences are: 2019, Cleveland, OH; 2020, Ft. Worth, TX and 2021, Raleigh, NC.

D. Training and Webinar Services:

A. Webinars – Jenny Seffrood (for Kait Laufenburg)
ASFPM offered six paid webinars in FY18. ASFPM also offered free webinars as co-hosts with APA and ASWM. Webinar topics included: Ethics in Floodplain Management, After the Disaster: Mitigating Infrastructure Against Flooding Using 406 Mitigation Assistance, No Rise, No Problem!, Finding that Base Flood Elevation and more!

ASFPM will continue to offer regular webinar topics on a variety of “hot topics” led by nationally-recognized experts. ASFPM will also continue to co-host webinars with other partners such as the free Natural Floodplain Functions Alliance webinars with the Association of State Wetland Managers.

B. G273 Course Deployment – Jenny Seffrood (for Kait Laufenberg)
ASFPM was asked to field deploy FEMA’s 273 course as a “G” course (no FEMA instructor required) under our Cooperative Agreement. In FY18 ASFPM deployed five G273 courses in the following states: NY, RI, UT, VT and WY. These courses collectively served 151 attendees, and resulted in 34 new CFMs.

E. Flood Science Center Services: *see separate report

F. National Policy Services: *see separate report