

# FARB 2021-2024 Strategic Plan

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*Mission: To advance excellence in regulation of the professions in the interest of public protection.*

*Vision: As the premier convener of the professional licensing community, members thrive through the sharing of knowledge, information and best practices and the public is well protected through relevant, agile, and adaptable professional licensing standards.*

**Goal 1: FARB will demonstrate its value proposition by fostering knowledge sharing and community through education, networking, and resources.**

*Assigned to: Connect and Educate Team*

<b>Strategies</b>	<b>Tactics</b>
<p style="text-align: center;"><b>Education</b></p> <p style="text-align: center;"><i>Deliver conferences and trainings to ensure members have the knowledge necessary to fulfill their public protection mission.</i></p>	<ul style="list-style-type: none"> <li>• Assess current offerings</li> <li>• Identify new offerings               <ul style="list-style-type: none"> <li>○ Board member training</li> <li>○ Executive Director training</li> <li>○ FARB 101</li> <li>○ Strategic thinking</li> </ul> </li> </ul>
<p style="text-align: center;"><b>Networking</b></p> <p style="text-align: center;"><i>Provide opportunities and methods for connection and conversations among members.</i></p>	<ul style="list-style-type: none"> <li>• Create opportunities for Governing Member staff members to learn from each other</li> <li>• Utilize technology to provide communication vehicles</li> </ul>
<p style="text-align: center;"><b>Resources</b></p> <p style="text-align: center;"><i>Publish quality tools and references for members to fulfill their public protection mission.</i></p>	<ul style="list-style-type: none"> <li>• Develop a speaker database</li> <li>• Review/update/add to model documents</li> <li>• Provide a clearinghouse for information               <ul style="list-style-type: none"> <li>○ Legislation</li> <li>○ Case Law</li> <li>○ News</li> </ul> </li> </ul>

**Goal 2: FARB will fulfill its mission by increasing organizational capacity to achieve a greater impact.**

*Assigned to: Resources and Operations Team*

<b>Strategies</b>	<b>Tactics</b>
<i>Increase FARB membership to provide financial and volunteer resources.</i>	<ul style="list-style-type: none"> <li>• Conduct analysis of stakeholders, their needs and how FARB can create value</li> <li>• Develop marketing and branding campaign</li> </ul>
<i>Build strategic partnerships to increase organizational capacity.</i>	<ul style="list-style-type: none"> <li>• Target outside groups to build relationships</li> <li>• Identify resources of GMs that can be leveraged</li> </ul>
<i>Build capacity through use of technology.</i>	<ul style="list-style-type: none"> <li>• Conduct technology audit</li> <li>• Identify new opportunities</li> </ul>

**Goal 3: FARB will expand its role in advocacy to provide a stronger voice for regulation.**

*Assigned to: Awareness and Outreach Team*

<b>Strategies</b>	<b>Tactics</b>
<i>Connect members of the community to find opportunities to work together.</i>	<ul style="list-style-type: none"> <li>• Sponsor monthly government affairs meetings</li> <li>• Build relationships with groups like NCSL, NGA, etc.</li> </ul>
<i>Provide a unified voice for FARB members.</i>	<ul style="list-style-type: none"> <li>• Determine FARB message</li> <li>• Identify opportunities to interject our message</li> <li>• Create an external communications plan</li> </ul>
<i>Advocate for professional licensure.</i>	<ul style="list-style-type: none"> <li>• Define public protection and how it is achieved through licensure               <ul style="list-style-type: none"> <li>○ Consumer choice</li> <li>○ Economic growth</li> </ul> </li> </ul>

**Goal 4: FARB will equip its members to advance 21st century regulation and ensure relevance of licensure in the public's interest.**

*Assigned to: Future Focus Team*

<b>Strategies</b>	<b>Tactics</b>
<i>Position FARB appropriately to support members in responding to (or adapting to) current issues affecting the regulatory community.</i>	<ul style="list-style-type: none"><li>• Define FARB's role regarding facilitating licensure mobility</li><li>• Identify what FARB can do to assist with uniformity within occupational professions</li><li>• Identify the role and voice of FARB leadership regarding DEI in licensure systems and processes</li></ul>
<i>Provide information, insight, and connections for members on trends and the future of professional licensing.</i>	<ul style="list-style-type: none"><li>• Monitor legislative actions and executive orders for trends addressing: compacts, mobility, services, deregulation</li><li>• Provide communication tools to members to educate their members and licensees</li></ul>