ASFPM Chair
Annual Status Report

GLENN HEISTAND, PE, CFM
Introduction

As a mission-driven national professional association, ASFPM continues to be a strong association in 2023. Total memberships hover around 20,000 people, including individual members and chapter members across the nation. The membership trend has been mostly flat during the Covid-19 pandemic years, but training and conference event attendance (with the introduction of remote attendance options) have been on the rise. Annual Conference average attendance of about 1,900 people (including in-person and online participants) in 2021 and 2022 has broken previous ASFPM records, proving the Association’s value to floodplain professionals around the nation. The total number of CFMs grows ever closer to 11,000, as the transition to digital testing has been fully implemented. ASFPM has pivoted successfully through the Covid-19 pandemic and actively strives to improve effectiveness and facilitate positive actions at the national level.

The continuing mission of ASFPM is to promote education, policies and activities that mitigate current and future losses, costs and human suffering caused by flooding, and to protect the natural and beneficial functions of floodplains – all without causing adverse impacts. The Association has done this well, and continues leading efforts to build an adaptable nation, resilient to flooding and prepared for tomorrow’s changing climate.

This important work is supported by 27 staff, directed by Executive Director Chad Berginnis. Chad reports to the ASFPM board, comprised of 19 elected volunteers, including four officers, ten regional directors, and five chapter directors. 38 Chapters partner with ASFPM at the state and local level. It is my privilege to be part of this fine and diverse team.

Key Accomplishments

ASFPM continues to be a trusted and respected voice with policy makers and agency administrators, providing opportunities and relationships to educate and inform important national decisions. ASFPM also stands out for its educational initiatives through the CFM program, webinars, and conferences. States and local communities benefit from all these activities, directly or indirectly. Refer to the Legislative update for details on the many issues that ASFPM has been involved in and continues to pursue. Some noteworthy accomplishments by the Association during FY23 are:

- Bi-partisan policy victories for the FLOODS Act and PRECIP Act, which address flood forecasting and communication of flood events and funds updates to NOAA Atlas-14/15 precipitation estimates.
- Supporting passage of the Water Resources Development Act of 2022 with record federal funding for flood mapping and floodplain management-related concerns.
- Conversations with FEMA to improve the BRIC program.
- Rulemaking discussions with FEMA regarding the NFIP, CRS, and Risk Rating 2.0.
In June 2022, the Senate Banking, Housing and Urban Affairs Committee held a hearing on the National Flood Insurance Program, where Jana Henderson, Mississippi State Hazard Mitigation Officer and current ASFPM Board Secretary was an invited witness.

- Implementation of digital CFM exams, leading to better access, quicker results, and important metrics to improve future exams.
- Implementation of new member management software (MemberSuite), improving member experience.
- Deployment of Floodplain 101 and other courses through ASFPM’s on-demand learning management system (LMS), making training easier and cheaper to attain for local officials.
- No Adverse Impact Legal Guide for Flood Risk Management delivered, providing legal resources to inform the decisions of community representatives and municipal attorneys.
- Deployment of the first ASFPM Repetitive Loss workshop.
- A virtual attendance option for the Annual Conference continues to be provided, making it more accessible and affordable to participate.

Challenges
As we step into FY24, the Association will need to address the flat trajectory of membership and revenue. Demonstrating to members and future members the value ASFPM brings to increasing the nation’s flood resiliency is important. We are positioned well to capitalize on the changes and adaptations to digital platforms and tools that the previous few years have fostered. With in-person collaborations back-in-style, refreshing relationships and continuing trust-building with decision-makers will be important to rebuild social capital.

Priorities
The Ad-Hoc Goals and Objectives committee has refined and prepared the FY24 priorities, based on feedback from the Board during the Annual Retreat. The G&O document considers the strategic plan, the annual budget, and any other priorities, serving as a guidepost for incoming directors and other leadership. Three main categories are identified, refer to the FY24 G&O document for the many specific items listed.

- Identify and address critical issues facing flood loss reduction in the nation.
- Refine existing programs and services to improve floodplain management in the nation.
- Increase the effectiveness and efficiency of the ASFPM operations, management, board of directors and policy committees.

The board also continues to work through the recommendations from the Governance Task Force report published in February 2022. These recommendations were ranked and prioritized by the board based on importance and level of support. Several of the recommendations have already been achieved and the board is committed to marching down the list to accomplish as many as
possible. This will improve the effectiveness of the board and of ASFPM. Active or accomplished tasks include:

- Implementation of a written, running, action item list, updated, and presented to the Board prior to each Board meeting.
- Develop training to help board members understand rules of order, procedure, policies, roles, responsibilities, and history of ASFPM (development of this training is underway).

**Recommended Actions**

ASFPM’s strong cadre of expert volunteers and staff should continue pursuing equitable solutions to identify, educate, and mitigate the nation’s flood hazard threats, recognizing that evolving climate scenarios will require evolving strategies to build resilience against future flood losses.

- Expansion of education & training opportunities through the online learning management system (LMS) should be pursued.
- Refresh and rebuild pre-pandemic social capital through gatherings/meetings with FEMA, Legislators, State Chapters, etc.
- The Association should continue implementing recommendations from the Governance Task Force report, like producing resources for educating board members to improve their abilities to contribute within their roles.
- Executive Director, Chad Berginnis, should continue his effective leadership of ASFPM staff and the initiatives identified in the FY24 Goals & Objectives.