

FAPPO Branding Task Force



TEAM MEMBERS:

CHRIS COGHILL, CITY OF GROVELAND

BROOKE GREEN, LEE COUNTY

BARBARA GRILLI, TAMPA INTERNATIONAL AIRPORT

NICK CANJAR, CITY OF PALM BAY

CARLA BYRD, CITY OF POMPANO BEACH

DAVID WHEELER, ORANGE COUNTY SCHOOLS

OBJECTIVE

- High-Level report-out
- Provide recommendations for compelling new programs
- Provide recommended timelines for consideration
- Provide an opportunity for high-level questions at the end
- Allow the Board time to digest, discuss and fine-tune the recommendations, and respond with detailed questions/approval for the Task Force in the near future

THAT “ONE THING”

- Preliminary presentation at annual conference
- Report was provided to the Board in June as requested
- Board requested the identification of a key activity
- Board is looking for a 3–5-year plan to rebrand
- Board stated that plan activities would “rise to the top of the budget”
- Committee: our ONE THING is a campaign to promote refreshed activities WITH A UNIFIED TAGLINE:

FAPPO: *The Authority on
Sourcing in the Sunshine
since 1968.*

Campaign

- The tagline establishes our unique offering to FL procurement
- Will require a creative budget of \$1,000 max (logo refresh and tag + branding guide)
- Use with all Committee's recommended activities
- Priority/ Status – ASAP Upon budget approval



THESE ARE THE RECOMMENDED ACTIVITIES UNDER THE CAMPAIGN

FOUR COMPELLING PROGRAMS :

- Online guide to Florida Statutes Procurement Pros need to know
- Social Media Presence and promotion of List Discussions and Job Board
- FAPPO “Champion” Program (KEY)
- Education and Certification

Legislation



- Unique Member Benefit: Add the “at a glance” Statute Guide to the website in the password-protected Legislation area.
- Priority/Status – ASAP, no cost, easy add, Board approves, Craig to add to website, promote through the branding activities

Social Media



- Discussion Push: promote discussions with Florida Public Procurement colleagues! *UNBURY FAPPO List Serve and FAPPO Connect and Promote them (use tagline)*
 - Priority/Status – ASAP, No Cost
- Website Refresh - more user-friendly, new Florida colors, new Logo
 - Priority/Status – FY25 budget, \$5k-\$10K est, Complete FY26
- Revive Facebook and Instagram Pages. Utilize “#’s” and picture of the day, support tagline
 - Priority/Status – Establish team, start posts in 30-60 days

Marketing & Branding



- FAPPO “Champion” Program - Recap

- Board appointed or nominated by region.
 - Suggestion: 4 Regions, Panhandle, North, Central, South

DUTIES:

- A brand ambassador that promotes FAPPO’s unique platform. Use tagline
- Network with local agencies to help encourage FAPPO participation.
- A touchpoint for all things FAPPO:
 - Mentorship, Engagement, Source of Concierge Services for Members

Marketing & Branding (Continued.)



- FAPPO “Champion” Program
 - Provide presentations to local agencies to discuss Florida “Hot Topics”.
 - Engage State DMS through unique offerings of List Serve discussion and Job Posting (they recruit through a single contract, which limits their reach in this challenging market!) Possible future partnering on training webinars (Revenue?)
 - Attend local events with local agencies to help encourage engagement in FAPPO.
 - Send FAPPO Ambassadors to Tallahassee for Lobbying & Legislative Events to stay current on what is up-and-coming.
 - Create content for the Website and Webinars for Free Florida Topics to help survey FAPPO member interest. *FAPPO Cares is underway!*
 - Cybersecurity Legislation
 - Sunshine Law Legislation

Marketing & Branding (Continued.)



- Priority/Status
 - ASAP: Board appoint 1 or 2 FAPPO Champions to start and create online content to engage FAPPO members. Design unified presentation.
 - FY24: Establish budget for 4 Regional FTF Meetings & present for approval by year end
 - FY24/25: Assess meeting outcomes, adjust, create a 3–5-year task force to create a strategic plan and budget through FY27-28
 - Future: promote the education initiative once available

EDUCATION & CERTIFICATION

- Presently there is no professional development or training opportunity offered to LOCAL public agencies in Florida on the nuances of Florida-specific statutes, rules, and regulations that govern the procurement functions in cities, counties, school districts, and special agencies.
- Recommendation: develop training to fill this gap as a unique FAPPO member benefit, *exclusive to FAPPO members*



EDUCATION & CERTIFICATION (CONTINUED.)

- There is an opportunity to evolve this training into a state-specific certification or credential on an LMS platform.
- **This is a revenue-generating opportunity**
- Committee has identified potential topics



Topics of Consideration Overview

- Ethics and Procurement
- Procurement and the Sunshine
- Exceptions To Competitive Procurement
- Procurement and public records
- Consultants' Competitive Negotiation Act (CCNA),
Architect And Engineering Professional Services
- Public Construction Contracting
- Bid Protests Under Chapter 120
- Cybersecurity and E-Verify in Florida



EDUCATION & CERTIFICATION (CONTINUED.)

- **Priority/Status:**

- By Next Board Meeting - Committee Leads to develop task force to determine courses for the program and present for Board consideration
- FY24 - Develop budget and online program course material for Board approval, modeled after NASPO Procurement U (including cost to members) <https://www.naspo.org/procurement-u/courses-available/>, select LMS and implement
- FY25 – Pilot the first online course, develop entire course pack (3-4 classes)
- FY26 – first members will receive credential, refresh material as needed, plan additional course as needed



THANK YOU