MCPA Tactical Action Plan – 2017

Goal: MCPA will build a comprehensive branding platform to promote a positive image of our profession (and to counter the negative images), to yield an enhanced view of policing as a career path.

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<th>Desired Outcome(s) by ETI 2019</th>
<th>Key Actions</th>
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Planning Session Notes:

Potential Measurements
- Increase in enrollment in law enforcement programs
- Number of POST test takers
- Improved quality of candidates in the program (survey)
  - How many are passing tests and getting hired?
- Survey public / youth - comparison
- Track number of views on social media
- Stronger youth outreach
  - Career interest tests and survey
  - Focus groups
**Potential Strategies**

- Proactive and assertive messaging
- Citizens Academy
  - Public
  - Youth
  - Media
  - Special interest groups
- Comprehensive brand strategy
  - Counter negative messages
  - Promote positive
  - Build consensus
- Try to enhance professional standards
  - Create a positive way to get good cops into profession
  - Also want to get rid of bad cops
- Hire a marketing consultant
  - Identify and promote the FACTS
  - Work in conjunction with other stake holders
  - Figure out a way to set stage to dispel negative ideas with facts
  - Build common talking points on difficult issues; get unifying messages out to the public

**Key actions to get started**

- Put together committee to enhance brand of law enforcement. Go beyond MCPA – include MSA, DPS, etc.
- Value proposition – this is a vocation and there is a calling to the work. There is honor in what we do
- Use a professional facilitator
- Create baseline status with surveys, focus groups, etc.
- Create a value-driven approach for why you would want to join the team
- Institute a timeline with mile markers to determine success
- Project Plan Outcomes
  - Goals, objectives
  - Who is responsible
  - The Campaign – professional: multimedia
  - Value generation / promotion
  - Vocation / calling
Goal: Increase engagement and participation of smaller agencies through mentoring, quality training opportunities, professional growth, and geographic reorganization/re-mapping.

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Planning Session Notes:

**Strategies**
- Use Survey Monkey for specific information
  - Define a small agency
  - Dig into what agencies really want and need
- Phone calls
- Face-to-face
- Increase mentors within MCPA
  - Do we have the capacity to do this?
- Expand on re-organization and re-mapping to capitalize on natural connections
  - Geographically
  - Operational
- Offer POST accredited courses
- Re-focus strategy of regional meetings
- Have Chiefs from like-size departments reaching out to other Chiefs
**Tactical Discussion Notes: Increasing Regional Engagement**

- Do not meet just for the sake of meeting
- Every meeting should include training credits
- Set up 4 sessions in 4 corners of the state each year
  - Include updates on association and regions
  - Provide training
  - Schedule on weekends to allow overnights with spouses for networking, connections, and relationship building
  - Group people in regions for lunch to create connection
  - Do it once per year with quality experience instead of quarterly
- Make sure regional reps are reporting back on what is happening in their regions
# MCPA Tactical Action Plan – 2017

## Goal: Expand and promote MCPA training successes to be recognized as a regional training authority

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### Planning Session Notes:

**Strategies**
- Targeted marketing strategies outside of MN on a regional scope
- Increase number and topics of training
- Develop specific training topics based on audience
  - City
  - Administration
- Pursue collaborative agreements with other professional associations
- Expand ETI committee
- Balance of local and national topics
- CLEO and Command is a good primer
  - Develop and offer post CLEO and Command executive training
  - Provide a track series to get an executive level certificate
## MCPA Tactical Action Plan – 2017

**Goal:** Create a comprehensive staffing plan that includes
- Developing an organizational plan for succession, support, and training
- Developing a compensation philosophy and plan that attracts and retains talented staff
- “Right-sizing” staff time to focus on the best use of their time to move the organization forward.

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### Planning Session Notes:

**Strategies**
- Analyzing and evaluating association activities that we ask them to perform, to determine if they are still a fit with our direction.
- Analyzing, evaluating, and prioritizing staff time (Including services, committees, and board assignments) based on association goals
- Determine where Association members need to take on more volunteer assignments
- May need a vote of support for additional staff if needed

**Tactical discussion**
- Analyze, evaluate and prioritize
  - Eliminate services that don’t align with core functions
  - Identify services/products that align with core functions
  - Identify ways for membership to support goals and opportunities for Chiefs to be involved
  - Have staff identify their needs and a staffing plan.
    - What do they need to support the goals?
    - What skills do the need from new staff? Examples: project management, marketing, revenue generation, legislative support
o Compensation
  ▪ Let membership know who the staff is and what they do – brag about the staff and their skills
  ▪ Look at contract length
  ▪ Determine our pay philosophy: Are we going to pay at market rate to get quality staff?
    ▪ Market comparison +/-
  ▪ Look at the benefit package

o Succession, support and training
  ▪ Continuity plan – redundancy – what is the backup plan if we lose the staff?
  ▪ Office support
    ▪ Executive assistant
    ▪ Administrative tasks
  ▪ Training plans for staff