



## MCPA Tactical Action Plan – 2015

**Goal: Enhance leadership skills for all levels of the profession**

| <i>Desired Outcome(s) by ETI 2016</i>  |   | <ul style="list-style-type: none"> <li>• <i>Cost effective quality training, including leadership training, on a regional basis</i></li> <li>• <i>Sustainable, revenue-positive training, including new advanced academies</i></li> <li>• <i>CLEO Certification participation reaches 15-20% of MCPA membership</i></li> </ul> |  |  |  |                           |
|--|---|--|--|--|--|---------------------------|
| Key Actions  | Lead Person or Committee  | Board Meeting Report or Update   |  |  |  |                           |
|  |   | June & July 2015   | Sept 2015  | Dec 2015   | Feb. 2016  | July 2016                 |
| 1. Create Professional Development Committee<br><i>(Merger of E &amp; T Committee and CLEO Task Force)</i> | Exec. Director & Professional Development Director                | Hire professional development director<br><br>Create & convene Professional Development Committee  | Identify and discuss scope of training, curriculum and instructors for new academies | Finalize curriculum, format and continue to work on partnerships for academies in 2016 | Finalize instructors and schedule for first new academy with goal of holding two new academies in 2016 | Evaluate and refine plans |
| 2. Market MCPA Professional Development options  | MCPA Communications Director & Professional Development Committee | Continue marketing existing 2015 academies thru C-Notes  | Create marketing plan for advanced and new academies in                              | Highlight in Winter Chief's Mag<br><br>C-Notes (on-going)                              | Region meetings<br><br>ETI General Session   |                           |

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|  |   |   | 2016  | Website (on-going)  |  |  |
| 3. Identify logistical and funding partners to support trainings | Exec. Director and Professional Development Director            | Reach out to Foundation and other potential partners, including higher ed, LMC and vendors like Motorola, Target  | (on-going)  | Confirm partners for 2016 academies (on-going)  |  |  |
| 4. Examine on-line component to training                         | Exec. Director and Professional Development Director, Committee | Review LMC's PATROL Leadership modules to be released this fall<br><br>Explore online video conferencing/training capabilities, including testing with Region Reps and other Committees | Determine if LMC and/or other organizations, such as Higher Ed institutions, are interested in developing exclusive MCPA curriculum | Finalize and purchase video conferencing solution<br><br>Finalize any online partnership and curriculum |  |  |

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|                         |  |   |   |  |   |  |
| 5. Additional Trainings | Executive Director, Professional Development Director, Committee | Media Training in Faribault and Plymouth<br><br>Hiring workshop | On-going discussions)   | Media Training in Marshal (on-going discussions)                   | On-going assessment of need   |  |
| 6. CLEO Certification   | Professional Development Director and Committee                  |   | Discuss certification renewal process and conduct a survey on membership knowledge, thoughts on certification | Identify training opportunities applicable to CLEO Cert (on-going) | Finalize renewal process + application<br><br>Create special section on website to highlight trainings w/weekly link from C-Notes | Examine progress and assess next steps |



## MCPA Tactical Action Plan - 2015

**Goal: Redesign/recommend approval of bylaw changes in order to grow engagement and better represent the diversity of membership needs statewide**

| <i>Desired Outcome(s) by ETI 2016</i>  |                          | <ul style="list-style-type: none"> <li>Greater engagement and better representation of the diversity of membership</li> </ul> |              |          |          |           |
|--|--------------------------|---|--------------|----------|----------|-----------|
| Key Actions  | Lead Person or Committee | Board Meeting Report or Update  |              |          |          |           |
|  |                          | August 2015   | October 2015 | Feb 2016 | May 2016 | July 2016 |
| 1. Review and assess need for bylaw changes and redesign/recommend approval. | XXXX                     | XXXX  | XXX          | XXX      | XXXX     |           |



## MCPA Tactical Action Plan - 2014

**Goal: Expand and improve the quality of police applicants, thus making policing better in Minnesota**

| <i>Desired Outcome(s) by ETI 2016</i>   |   | <ul style="list-style-type: none"> <li>• An alternative way to recruit diverse and high quality applicants is in place</li> <li>• Diversity may include college-educated, mature candidates (e.g. second career) as well as ethnic and gender diversity.</li> </ul> |  |                                  |            |           |
|---|---|---|--|----------------------------------|------------|-----------|
| Key Actions   | Lead Person or Committee                | Board Meeting Report or Update  |  |                                  |            |           |
|   |   | June & July 2015  | September 2015                                 | Dec 2015                         | March 2016 | July 2016 |
| 1. Work with POST on creating new entry options   | XXXX                                    | XXXX  | XXX  |                                  |            | XXX       |
| 2. Identify best practices and solutions to address lack of diverse (racial, ethnic, and gender) candidates | Chief McPhee<br>Diversity Working Group | Hold diversity workshop   | Develop and distribute best practices document | Publish and share best practices |            |           |
| 3. Improve screening of current candidates (psych, physical, ethics, motivation)                            |   | XXXX  |  |                                  | XXX        | XXX       |



## MCPA Tactical Action Plan – 2014

**Goal: Provide strong professional and personal support to CLEOs**

*Desired Outcome(s) by ETI 2016*

- All new CLEO's are contacted within 30 days to welcome and provide resources
- A peer outreach program is established and interacts with new and transferred CLEO's
- Better connected membership

| Key Actions  | Lead Person or Committee                          | Board Meeting Report or Update   |  |  |  |   |
|--|---|--|--|--|--|---|
|  |   | June & July 2015   | September 2015   | Dec 2015   | May 2015   | July 2015   |
| 1. On-line Forum /Chief's Chat   | Communications Director, Communications Committee | Solicit topics from Communications Committee and members                     | Identify potential "Guest chatters"  | On-going   | On-going   | Assess progress                                     |
| 2. Develop and market Critical Incident Peer Support Team (CIPST) for current and retiring CLEOS in crisis                               | Dan Carlson, Executive Director                   | Convene Ad-hoc committee to develop the makeup and responsibilities of CIPST | Identify members of CIPST on statewide level and examine a process for members to use the system | Marketing CIPST thru Region Meetings, Chief's Magazine, C-Notes, webinar | Continue marketing efforts<br><br>General Session topic at ETI | Assess progress and develop next set of key actions |
| 3. Encourage regional reps and members to notify us of new and transferred Chiefs; place phone calls to new chiefs; send welcome packets | Chief Seurer; Jeff Tate, MCPA staff               | On-going   | Revise and update new Chiefs packet  |  | On-going   |   |

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| 4. |  |  |  |  |  |  |
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## MCPA Tactical Action Plan - 2015

**Goal: Have a greater impact on legislation by establishing strong legislative connections**

| <i>Desired Outcome(s) by ETI 2016</i>              |                          | <ul style="list-style-type: none"> <li>• 2/3 of responding membership has established basic contact with their local legislator (handshake, exchange of business card, contact info)</li> <li>• 15-20 members are ready and able to give testimony on behalf of MCPA when needed</li> <li>• A direct link to the Governor's Office is in place beyond DPS</li> <li>• Able to point to 2-3 specific examples of how MCPA impacted public policy</li> </ul> |                                   |  |            |  |
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| Key Actions  | Lead Person or Committee | Board Meeting Report or Update  |                                   |  |            |  |
|  |                          | June & July 2015  | Sept 2015                         | December 2015  | March 2016 | July 2016  |
| 1. Start Lawmaker recognition (not an endorsement) | Legislative Committee    | Seek nominations for legislators to be recognized (Leg Committee and Board)<br><br>Plan and confirm Legislator recognition event  | Hold Legislator recognition event | Promote Legislators recognized in Chief's Magazine and C-Notes |            | Seek nominations for legislators to be recognized (Leg Committee and Board)<br><br>Hold 2016 recognition program at Foundation event in Fall |
| 2. Inform membership on key issues and events      | Executive                | Write a   | Region Meetings                   |  |            | Assess progress  |

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| from 2015 Legislative Session   | Director,<br>Legislative<br>Chair(s) and<br>lobbyist      | legislative wrap-<br>up for C-Notes,<br>the website and<br>summer's chief's<br>magazine<br><br>Post on website |   |   |  | and develop<br>next set of key<br>actions |
| 3. Update membership on Legislative Agenda                                    | Executive<br>Director,<br>Legislative<br>Chairs, lobbyist | (Region meetings<br>– on-going)  | Hold first of<br>three Legislative<br>Committee<br>meetings | Conduct live<br>webinars (3)<br>over a three-<br>week period<br>where<br>members can<br>ask questions,<br>etc.<br><br>Post finalized<br>agenda in<br>members only<br>section of<br>website with<br>talking points | Organize and<br>host Lobby Day<br>with MSA |   |
| 5. Identify 1-2 key areas that we need to push for or defend and be proactive | Leg.<br>Committee,<br>Lobbyist                            |  | Identify key<br>items from Leg<br>agenda                    | Identify<br>authors for<br>bills  |  |   |



| <b>Key Actions</b>  | <b>Lead Person or Committee</b> | <b>June &amp; July 2015</b> | <b>Sept 2015</b> | <b>Dec 2015</b> | <b>March 2016</b> | <b>July 2016</b> |
|---|---------------------------------|-----------------------------|------------------|-----------------|-------------------|------------------|
| 6. Identify contacts in the Governor's office and establish contact | Executive Director              |                             | (Ongoing)        |                 |                   |                  |



## MCPA Tactical Action Plan - 2014

### Goal: Enhance the MCPA Brand

| <i>Desired Outcome(s) by ETI 2016</i> |  | <ul style="list-style-type: none"> <li>• MCPA becomes a valuable resource for information to members, peers and the press</li> <li>• Association profile is significantly raised at the capitol and in traditional and social media</li> <li>• Lawmakers, stakeholders, media and others seek our opinion and expertise on topics impacting public safety</li> </ul> |  |  |   |   |
|---------------------------------------|--|--|--|--|---|---|
| Key Actions                           | Lead Person or Committee                                       | Board Meeting Report or Update   |  |  |   |   |
|                                       |  | June July 2015   | September 2015                                       | December 2015  | March 2015  | July 2015   |
| 1. Quarterly virtual member updates   | Communications Director, Executive Director and Communications | Exploring online video conferencing options  | Test options with various committees and region reps | Hold first quarterly virtual online meetings<br><br>And legislative committee updates<br><br>Finalize and purchase video conferencing solution (as needed) | On-going  | Assess progress and develop next set of key actions   |
| 2. Explore ETI Mobile App             | Communications Director, Communications Committee              | Identify app developer, content for app and potential costs  | Secure vendor and begin the process of building app  | Continue working with vendor to build app  | Finalize app and provide it for download to members by mid-Feb. | Assess app and determine if mobile app for membership |

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|  |  |   |   | Market app in C-Notes, Region meetings |   | makes sense |
| 4. Increase sponsorships/Partnerships and secure event management company        | Executive Director, event management company, MCPA Board | Promoting new sponsorship levels for both private and public sector (higher institution) for ETI, academies, C-Notes, website and Chief's Mag<br><br>Redesign MCPA marketing prospectus<br><br>Re-write and agree to new contract with event management company, including sales metrics<br><br>Seek MCPA Board approval on ETI management company contract | Secure new partners<br><br>Finalize MCPA marketing prospectus | On-going                               | Secure a 50% increase in sponsorships from 2015 |             |
| 3. Grow social media presence– Twitter and Blog for media and lawmaker relations | Communications Director and Executive                    | Implement strategies to grow social   | On-going  | Secure 50 MN Media followers, 50       | Explore the potential to launch                 |             |

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|  | Director                                       | media following  |   | legislators and more than 600 overall followers    | additional social media platforms |  |
| 4. Put stories out and feed the media – awards, certifications, events, issues, etc. | Communications Director and Executive Director | This includes surveying membership on variety of issues, writing reports/press releases and proactively contacting media |   |  |                                   |  |
| 5. Continue to establish media connections and relationships                         | Executive Director and Communications Director | Meet with key capitol press corps and public safety reporters  | (Ongoing)                                 |  |                                   |  |
| 6. Ensure that Foundation succeeds and is able to raise \$\$ to support MCPA efforts | Executive Director, ????                       | Explore new structure, fundraising options and events for Foundation   | On-going<br><br>Support 2016 Gala efforts | Assist in identifying and securing donors/partners | (on-going)                        |  |