MCPA STRATEGIC GOALS + outcomes (2014-2016)

1. Enhancing Leadership Skills for all levels of the profession

- *Cost effective quality training, including leadership training, on a regional basis*
- *Sustainable, revenue-positive training*

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

Greater engagement and better representation of the diversity of membership

3. Expand and improve the quality of police applicants, thus making policing better in Minnesota

- *An alternative way to recruit diverse and high quality applicants is in place*
- *Diversity may include college-educated, mature candidates (e.g. second career) as well as ethnic and gender diversity.*
- *Fewer applicants "washing out" during background checks*

4. Provide strong professional and personal support to CLEOs

- *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*

5. Have a greater impact on legislation by establishing strong legislative connections

- *2/3 of responding membership has established basic contact with their local legislator (handshake, exchange of business card, contact info)*
- *A direct link to the Governor's Office is in place*
- *Able to point to 2-3 specific examples of how MCPA impacted public policy*

6. Enhance the MCPA Brand internally and externally

- *MCPA becomes a valuable resource for information to members, peers and the press*
- *Association profile is significantly raised at the capitol and in traditional and social media*
- *Lawmakers, stakeholders, media and others seek our opinion and expertise on topics impacting public safety*