

## TRIP REPORT- NATIONAL CONFERENCE- HOUSTON 2019

*If I were to narrow down my takeaways, they would be understand your mission in a way that you can quickly express it and ensure that your member and community engagements track straight back to the mission.*

- *Respectfully submitted, Betsey Krause*

### OVERVIEW

The program, the networking, the facilities and the information were all excellent. Although one could use the expression, "Houston hit it out of the park," being a space center town, it would be more apt to say, "They hit it out to the moon and back." Everything expressed below reflects my experience. I look forward to reading Susan and Gary's impressions to see how they align.

The presentations were somewhat general, with most information gleaned from one on ones, tabletop discussions and our Region 1 meeting. I learned as much at offsite dinners with other chapters as I did at the formal events. It was valuable meeting our Region 1 colleagues, especially Springfield and Cleveland, and other chapters, specifically Tampa, Phoenix, Anchorage and Las Vegas, and St. Louis, where we discussed things like Chapter structure, membership, fundraising, engagement and programming. These discussions reinforced the things that Cincinnati is doing VERY right and showed where we could continually improve and engage.

A very space focused event, it ended with a banquet at Space Center Houston, the gateway to the Johnson Space center, where we dined with astronauts and flight commanders such as Astronaut Captain Fred Haise and Flight Director Glynn Lunney of the ill-fated Apollo 13. At my table? Astronaut Captain Mike Coats, who piloted three space shuttles before serving as Director of Johnson. My takeaway from the evening? Wow, these guys are visionary and articulate, even with some being of advanced age. (For example George Abbey, Space Center Director until 2001, age 86 and Walt Cunningham, Apollo 7, age 87. Also featured was Col. Randy Bresnick, who has served as the International Space Station Commander and has flown a Shuttle and on a Soyuz.

### GENERAL PROGRAM INFORMATION

Meeting programming included an overview of the Tree of Life case, which has not yet been adjudicated, by the Pittsburgh SAC Robert Jones, who spoke about Religious Community/ FBI engagement ("Every congregation should have an FBI Special Agent on call") and a chronology and discussion of the solving of a cold case, 19 years later, of the child abduction, molestation and attempted murder of Jennifer Schuett in Dickenson, Texas. The story showed how cooperative investigation between a victim, and Local, State and Federal authorities can make a difference. The crime was heinous. The cooperation was inspiring. Chief Tim Cromie, Nassau Bay Police, SA Richard Rennison, Houston Field Office.

The banquet discussed above (in Overview) had a definite WOW factor. I sat with Las Vegas, from whom I got great ideas for multi-cultural engagement. I also got to speak with people that are truly made of the "right stuff." Incredible.

## NATIONAL SPECIFIC PROGRAM INFORMATION

### Awards:

The Chapter of Distinction and Chapter of Excellence Awards recognize the achievement (and reporting) of key elements. Cincinnati received a Chapter of Distinction award, along with Baltimore, Detroit, Indianapolis, Las Vegas, San Antonio, San Francisco. Chapter of Excellence winners, whose metrics included about twice the Distinction requirements: Birmingham, Boston, Buffalo, Cleveland, Denver, Norfolk, Houston, Los Angeles, Milwaukee, Minneapolis, New Haven, New Orleans, Omaha, Phoenix, San Diego, Springfield, Saint Louis.

My opinion: This award reflects tracking and reporting best practices and annual goals. There are chapters who did not get the award who do great things. We should ensure that we use the laundry list of requirements as a goal of achievement, not the other way around.

### Other Awards:

- Charlotte for a special program where they worked with tribal leaders in NC on Human Trafficking concerns and issues.
- Minneapolis for working with a child advocacy center that minimizes trauma, by collecting a “truckload of” supplies for the organization. (Basically appropriate “go” bags.)
- [Pittsburgh for their partnership with the Pittsburgh Penguins that engaged students to avoid opioids. \(The HOPE program.\)](#)
- St. Louis for an auto theft program where they provided funding for the St. Louis Police to purchase anti-theft devices for communities of need.
- Star Awards: best Practices in Community Service
  - Newark (Rising Star) increased engagement
  - Honolulu- Community Outreach
  - Springfield- For bringing positive change to their community
  - Milwaukee- All round excellence
  - Denver- Sack lunches for homeless and stop the bleed for teens.

**Discussion Question: What do the awards mean to us and how can we use them to drive excellence? Are planned activities and engagements driving excellence? If no, why are we doing them?**

### Training:

They are updating the training to record completion automatically. It is not yet complete. As such, no training will be required for 2019 awards. THAT SAID, they STILL consider taking this training best practices to spur discussion and put all board members on the same page. As such, they recommend taking it, even without the credit. In 2020, the training will be required, even if one has taken it before. There are 6 modules.

Board Effects is not yet up and running because of some file transfer challenges. As soon as it is, there will be chapter training and access for two users.

**Discussion: How are we going to use the training to drive consistency and excellence? Does everyone need the training? What is your opinion of the training or does it even matter? Some chapters bring in laptops and do the training in groups with discussion. Any interest?**

**National survey:**

Requested copy from Stacy Irvin. Budgets are \$4,000- \$10,000 annually.; Generally dues are \$50, although there are some that are \$100, annually. Life time member dues range from \$350- \$1000. One chapter offers \$750 for new grads and \$1,000 later.

How do we define membership?

**Governance:**

70% of chapters have 2 year terms with 2 terms being the maximum number of terms. Discussed this with other chapters who are adapted this to keep the board fresh.

Most chapters have a membership Coordinator who maintains the database and keeps the forms.

Only 5% of the chapters have more than 10 Board members.

Expect more standardization across chapters. They will be coming out with standardized membership forms that we can “slightly” customize. New Chapter affiliation agreement to be released. Basic tenets: Work toward the greater good; Support law Enforcement through service; Aim for stewardship of our own communities.

**Discussion: is our dues structure working for us? Is there a way to maximize \$\$ and members? Do we even want to discuss this at this time?**

**Discussion: Why are we each on the Board? What is it about the mission that draws us to inclusion?**

**Branding:**

**New Logo!! High resolution images will be available soon. Why the change? Noonne had the original art, which made getting high resolution images for reproduction impossible. They changed the eagle, who now looks forward instead of back. Each element has meaning: Red stands for courage, white for light, truth peace. There is one more red stripe than white. The fringe ties it to the FBI emblem. (Personally, I like it better than the FBI emblem.)**

**OLD**



**NEW**



**FBI**



**Implementation will be tiered.**

1. **Digital asset**
2. **Replace items with new logo**
3. **Full implementation and replacement.**

**Discussion: How we will implement these changes? Do we want to offer branded merchandise to members? To Alumni? What about the Life Member Pins?.**

#### Discussion of Mission:

**All engagement and activities should tie to the mission.**

#### **National Mission statement:**

“The Citizens Academy Alumni Association established in 2005, (also known as FBI Citizens Academy Alumni Association or FBICAAA), is a community-based and supported organization, distinct and independent from the Federal Bureau of Investigation. The FBI Citizens Academy is composed of a cross-section of community leaders and is designed to inform, foster understanding and promote a safer society through a process of educating all elements of the community about law enforcement, with a particular emphasis on the mission, resources, and limitations of the FBI. Each member of the FBI Citizens Academy is a graduate of an FBI appointed and conducted FBI Citizens Academy curriculum with a focus on the Federal Bureau of Investigation, relevant federal law enforcement issues and future challenges.

As FBI Ambassadors we connect with our communities and fellow citizens, bringing greater awareness through transparency, dialogue and community involvement, the work that the FBI and all Law Enforcement Agencies perform – Ensuring the Safety, Security and Freedom of all.

**Albuquerque, for example, posts their mission [on their website](#):**

#### **Mission Statement**

The Albuquerque Chapter of the FBI Citizens Academy Alumni Association is a community-based and support organization, distinct and separate from the FBI, designed to promote a safer community through community service projects and programs which educate business, labor, media, medical, minority, religious, government, senior citizens, students, community leaders and other citizens about law enforcement, with particular emphasis on the mission, resources and limitations of the FBI. The Albuquerque Chapter seeks to accomplish its mission through promoting partnerships and transparent communications between local FBI field office and local constituent groups.

“We are only as successful as we are accountable.”

“Never settle. Always reach.

## Incoming President Alicia Wades:

Need to turn concept into action.

Why are we here?; What is our Purpose? What are our Values? It is our job to be ambassadors in the community to assist the FBI. We do this by:

Assisting the FBI in their mission

- Inform the public about the FBI
- Demystify false concepts of the FBI
- Encourage community to report.

**Discussion Question: How can we use our mission statement to drive our operations. Can we use the mission statement to stay accountable?**

**Discussion: Can we point out examples of how we have settled? How we have reached?**

## Community Engagement

Gary can fill in on Red Cross.

### Little Free Library

3/5 of prisoners cannot read; 85% if juvenile offenders have trouble reading. One way to impact our community is by supplying books and encouraging reading. (Two years ago, approached Columbus Police, who had no interest in the program.) Libraries can go anywhere. We WON a library! Going to use it to engage our members. Will ask for volunteers to assemble and a subcommittee to determine where it should go and how to maintain it. (I have an idea of a good place, if none are presented- Jordan's Crossing, Ohio Department of health person of the year, whose mission it is to support people in the Hilltop, many of whom have been affected by substance abuse. Lots of little kids go there to eat. They could also read there.)

**LAW Enforcement/ Fire EMS scholarship idea-** Sales plan and presentation to a sponsor- thinking Cam Atkinson, Blue Jacket, who has a law enforcement-based foundation. Kids and Law enforcement- a winning deal. He can fund it; we can do all the work. The Cam Atkinson/ FBICCAA Public Safety Scholarship.

## FUNdraising

(Cleveland Table Top Discussion- shared planning sheets.)

1. Identify your issue. (Cleveland- Elder Fraud) (Determine by asking the FO or RA what priorities THEY want us to drive. What pressing needs does your community have?) – SHARE WITH MEMBERSHIP to drive engagement.
2. Find other partners who have that same mission by checking out CSR statements. Need to align.
3. Does our goal align with their CSR? What is their budget? AND.. what is their cost? Sometimes you just need their name, not their money.
4. Is this event consistent with FBI standards?

**Top golf very popular.-** Norfolk table Top- Shared planning sheets

1. 6 golfers/ 4 non golfers per bay. (different admission prices)
2. Driving range on steroids.
3. Profit is in sponsorships, silent auction and 50/50 raffle.
4. They have committee meetings at the venue, to energize. Everyone called it an “easy fundraiser.” Trick is doing it better than what other people do.

### The importance of the elevator speech:

Need to be able to express the impact of our work, not just our programming. EXAMPLE: Our mission is to .... to bring an additional level of safety to our community.

Need it for every :

- fundraiser
- event
- Engagement.

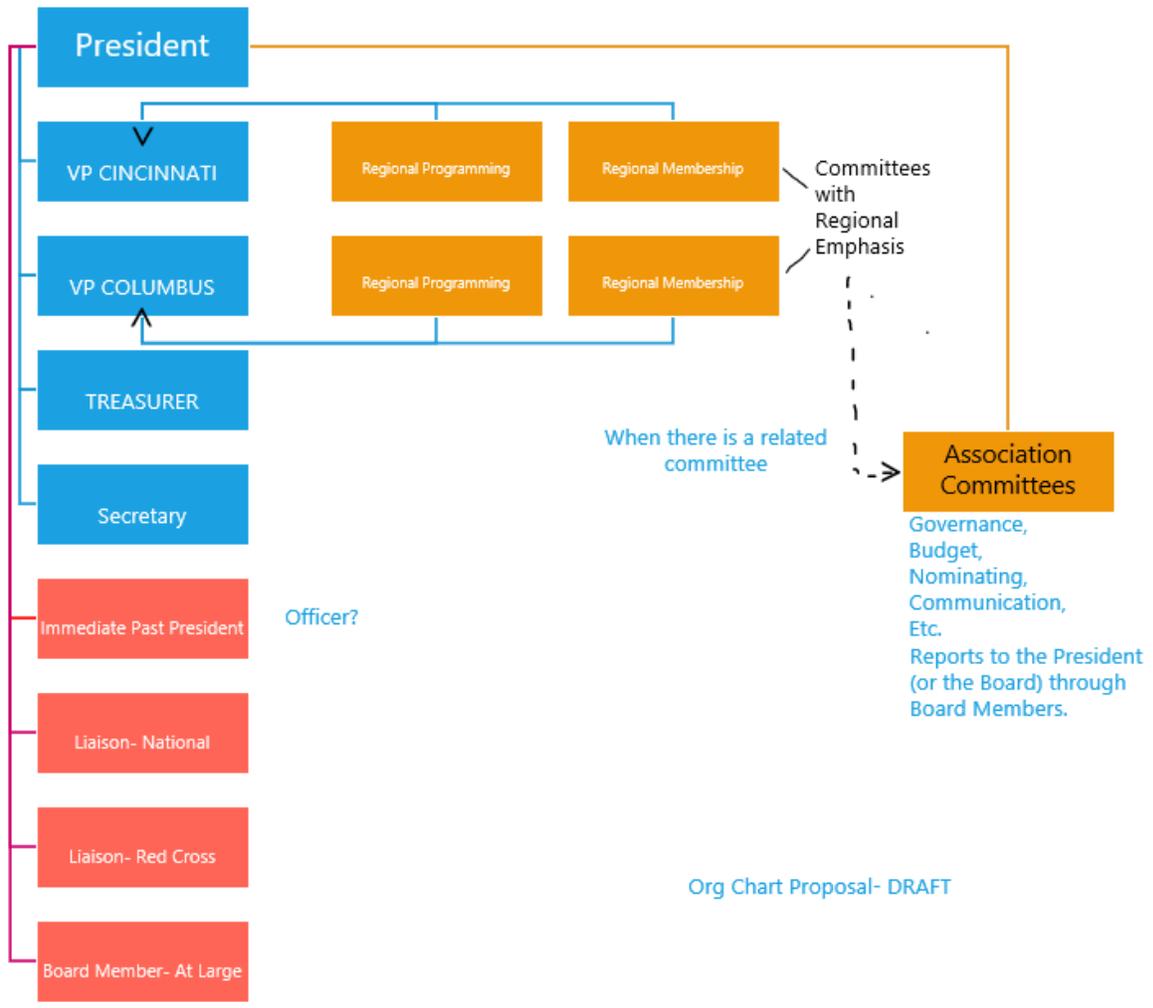
**Discussion: Should we work toward a reserve fund for feeding/ supporting law enforcement in case of community event? Should we (at least) have a plan?**

### OTHER THINGS NOT LISTED ELSEWHERE

- (Detroit)
  - Participates in the city’s memorial day parade. All you need is a banner, matching shirts and a handout.
  - Hosted a collegiate and a Teen academy
- Youth based programming, because finding sponsors is easier.
- GRANT WRITING GRANT WRITING GRANT WRITING- Super important way to get funds.
- Milwaukee does a chili cookoff at a brewery; they invite local restaurants, police, fire departments to participate. Money made in ticket price, sponsorships, silent auction and 50:50. Would want to attend similar event for notes.
- Many chapters do an Unsung Hero event- Susan has Milwaukee’s program.
- Alumni range day
- Strong need for cross community engagement. Do we know how to help other communities in crisis? (for example, Sihks?) What are our in roads to these communities? Consider strong partnerships.
- You can send out invoices straight from Quickbooks.
- Some chapters use Netsuite for membership tracking
- Todd is universally respected by the other POSs. That, or they are very good actors.

Does your organizational structure make sense? (Attached a sample org chart based on discussions.)

Other F.O.s with strong Ras? Phoenix/ Tuscon; New Orleans/Baton Rouge.



Org Chart Proposal- DRAFT

Discussion: Where do you see opportunities? What are our challenges? Thoughts on the Org chart?