



# **2017 Action Plan**

## **Update to the**

# **2015 Strategic Plan**

**Revised July 2014**  
**to Update 2015 Strategic Plan**  
**Adopted September 2009**



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## **2015 STRATEGIC PLAN WITH 2017 ACTION PLAN UPDATE**

**G.R.E.A.T. VISION STATEMENT**— Building Safer Communities One Child at a Time

**G.R.E.A.T. MISSION STATEMENT**— Prevent Youth Crime, Violence, and Gang Involvement

**G.R.E.A.T. SLOGAN**—Choose to Be G.R.E.A.T.

Unless specifically noted otherwise, all action items are the responsibility of the National Training committee (NTC) and the National Training Team (NTT), as approved by the National Policy Board (NPB).

### **GOALS AND OBJECTIVES**

**Goal 1. Teach life skills to more elementary and middle school-aged students.**

**Objective 1.1. Increase local, state, federal, and tribal criminal justice agencies' participation in Program delivery.**

*Action 1.1.1. Identify target market.*

*Action 1.1.2. Assess current level of participation.*

*Action 1.1.3. Conduct informational sessions on national and regional levels, to include Indian Country.*

*Action 1.1.4. Exhibit/Present/Sit on a Panel at national and regional conferences.*

- Expand presentations at the National Organization of Black Law Enforcement Executives (NOBLE) conference
- Get G.R.E.A.T. on the agenda for next year's International Association of Chiefs of Police (IACP)
- Get G.R.E.A.T. on the agenda for regional conferences
- Get G.R.E.A.T. bullying presentation added to the National Sheriffs' Association (NSA) conference

- Increase participation with Hispanic Law Enforcement Associations

***Action 1.1.5. Conduct informational sessions for incoming law enforcement agency heads.***

- Work with NTT members to identify when agency heads change (e.g., sheriff, chief of police, etc.)
- Ask G.R.E.A.T. instructors to inform their RA when their police chief changes
- Explore availability of conferences for new agency heads
- Create a “new police chief” letter introducing the G.R.E.A.T. Program

**Objective 1.2. Increase school participation.**

***Action 1.2.1. Identify the target market.***

- Identify ways to increase the number of inner city schools requesting the G.R.E.A.T. Program

***Action 1.2.2. Conduct informational sessions at state and national education-related conferences.***

***Action 1.2.3. Submit interviews/articles to national educational newsletters.***

- Use “Choose to Be G.R.E.A.T.” Week for a media blitz

**Objective 1.3. Maintain current instructor training opportunities.**

***Action 1.3.1. Maximize attendance at scheduled G.R.E.A.T. Officer Trainings (GOTs).***

- Restructure GOT schedule to space out trainings
- Monitor impacts due to reduced funding

***Action 1.3.2. Explore distance learning opportunities.***

***Action 1.3.3. Explore funding opportunities to support instructor training.***

- Pursue alternate funding for officers’ travel to GOTs
- Identify local support as sources of no-cost meeting space to comply with DOJ requirements
- Identify agencies already successful at raising local support

**Objective 1.4. Increase teaching opportunities in alternative settings, such as second-chance schools, corrections programs, and churches.**

*Action 1.4.1. Identify target market.*

*Action 1.4.2. Conduct informational sessions with the leadership of the target market.*

*Action 1.4.3. Coordinate delivery of G.R.E.A.T. components in alternative settings.*

**Objective 1.5. Develop and/or implement other G.R.E.A.T. Program components, as needed.**

*Action 1.5.1. Complete feasibility study for G.R.E.A.T. correctional component.*

*Action 1.5.2. Explore feasibility of replicating structured diversion programs.*

*Action 1.5.3. Explore feasibility of developing additional curricula.*

**Goal 2. Promote public awareness and understanding of the G.R.E.A.T. Program.**

**Objective 2.1. Develop a national marketing plan.**

*Action 2.1.1. Explore resource requirements to engage a national marketing firm.*

*Action 2.1.2. Enlist a national spokesperson.*

- Develop several PSAs instead of using one national spokesperson

*Action 2.1.3. Increase media exposure, including a Web-based presence.*

- Create a G.R.E.A.T. YouTube station
- Develop a G.R.E.A.T. app (game) for kids
- Create and maintain a Twitter account

*Action 2.1.4. Update G.R.E.A.T. presentation tools.*

- Add the “Make It Stick” principles to the presentation
- Use process evaluation results and emerging longitudinal study findings to promote the Program

**Goal 3. Cultivate partnerships in support of G.R.E.A.T.**

**Objective 3.1. Foster financial independence for local programs.**

*Action 3.1.1. Identify alternate sources of funding.*

- Create a PayPal/Grassroots account
- Host a golf tournament
- Seek donations and/or grants from corporations with a local presence
- Hold an Organization Support Night
- Partner with sports franchises in cities that are home to professional franchise and collegiate teams

*Action 3.1.2. Conduct alternative funding workshops.*

**Objective 3.2. Collaborate with professional, civic, and prevention organizations.**

*Action 3.2.1. Evaluate the effectiveness of existing partnerships, e.g., Boys & Girls Clubs of America, the National Association of Police Athletic/Activities Leagues, and Families and Schools Together (FAST).*

*Action 3.2.2. Develop a partnership package.*

*Action 3.2.3. Contact potential partners.*

**Objective 3.3. Support G.R.E.A.T. Foundation initiatives.**

*Action 3.3.1. Disseminate information regarding G.R.E.A.T. Foundation initiatives.*

*Action 3.3.2. Share promotional materials with the G.R.E.A.T. Foundation.*

*Action 3.3.3. Collaborate with the G.R.E.A.T. Foundation on event promotion and execution.*

**Goal 4. Ensure the effectiveness of the G.R.E.A.T. Program.**

**Objective 4.1. ~~Use process evaluation results to assess GOT training.~~**

**Completed**

*Action 4.1.1. Review report findings and recommendations.*

*Action 4.1.2. Determine any recommendations to be implemented.*

*Action 4.1.3. Revise GOT curriculum to be consistent with selected recommendations.*

**Objective 4.2. ~~Use process evaluation results and emerging longitudinal study findings to refine the G.R.E.A.T. curricula.~~ **Completed****

*Action 4.2.1. Review report findings and recommendations.*

*Action 4.2.2. Determine any recommendations to be implemented.*

*Action 4.2.3. Revise G.R.E.A.T. curricula consistent with selected recommendations.*

**Objective 4.3. Ensure conformance to the G.R.E.A.T. Program standards.**

*Action 4.3.1. Review the assessment tool.*

*Action 4.3.2. Develop regional program assessment teams.*

- Work with teams in Canada as U.S. teams are no longer under development

*Action 4.3.3. Follow up with implementation of assessment recommendations.*

*Action 4.3.4. Explore training program restructuring.*

**Objective 4.4. Advance local and regional G.R.E.A.T. networking initiatives.**

*Action 4.4.1. Promote attendance at the G.R.E.A.T. Officer In-Service Training.*

*Action 4.4.2. Explore development of an online forum for G.R.E.A.T. officers and administrators.*

- Make use of the GREATINFO e-mail listserv

**Objective 4.5. ~~Develop regional assistance to support G.R.E.A.T. Program objectives.~~ Completed**

*Action 4.5.1. Identify resource requirements, including funding and personnel.*

*Action 4.5.2. Coordinate efforts with the Federal Law Enforcement Training Centers, and the National Program Office.*

**Objective 4.6. Disseminate best practices throughout the G.R.E.A.T. community.**

*Action 4.6.1. Solicit, collect, and evaluate best practice models.*

- Gather success stories
- Extract stories from GOI discussions

*Action 4.6.2. Develop materials for use in replicating best practices.*

- Incorporate best practices into training materials
- Add FAQs to the Web site

*Action 4.6.3. Establish venues for distribution.*