

PIO and Community Engagement

Closing the gap between Public Safety and the Community

Course Details

Host by: Georgetown Police Department

Location: 3500 DB Wood Rd Georgetown, TX

Dates: 01/15/2018 to 01/16/2018, 8am - 4pm

Cost: \$420.00, \$450.00 or \$475.00 (depending on registration date) Includes training manuals, access to online materials

Register at
www.policetechnical.com

PIO and Community Engagement

The communication gap between law enforcement agencies and the public creates tensions which can cause local incidents to make the national news. Decades in the making, compounded by legal process and policies, this gap reduces a department's effectiveness at serving its community and enforcing its laws. But it's not too late for agencies to take steps toward improving those relationships.

This course provides a fresh look at Community Engagement and the role of public communication within a law enforcement environment. Recent examples show the impact of ineffective policies and practices on public safety, its personnel, and the community.

Built upon historically valid principles and techniques, this course provides proven directions for agencies wishing to improve their interaction with the public.

Agenda

Day One

1. Community Engagement: Post Ferguson
2. Use Social Media to Direct your Message
3. How to Write a Solid Press Release
4. How to do the On-Camera Interview with Maximum Impact
5. Community Meetings that Convey your Message
6. The IMPACT Concept
7. Officer Involved Incidents: Because it Will Happen

Day Two

1. Organizing your Community Engagement Model
2. Using Statistics to Efficiently Inform Citizens on Crime Trends
3. Organizing Community Meetings to Tell your Story
4. How to Manage the Negative Community Engagement
5. Staying Engaged with the Community
6. Holding a Meaningful Discussion with Community Members
7. Hard Questions and Honest Answers: Taking the Next Steps



Instructor: Andy Green

Andy Green is a Lieutenant for an agency in West Central Ohio with 18 years of service. He serves as the First Shift Commander in the Patrol Division, commands the Community Oriented Policing Unit, and is the Public Information Officer. Andy has spent the majority of his career assigned to the Patrol Division and has had numerous assignments as a supervisor and Commander. He was a 12 year member of SWAT and was the Assistant Team Commander when he left the unit. Andy is a Chief Warrant Officer in the Ohio Army National Guard with over 20 years of service. He is proud to have served in the 82nd Airborne Division. Andy is a veteran of Operation Enduring Freedom, having deployed to Afghanistan from 2011 – 2012. Andy is an advocate of using social media to improve relationships between law enforcement and the public. He has consulted with numerous agencies to improve their social media presence and is often called upon as a speaker and consultant regarding social media and government. He has helped agencies across the United States with policy development and social media implementation. Andy is a student at Liberty University where he is studying Public Administration. Andy lives in West Central Ohio with his wife and 4 children.