



2015 - 2020 STRATEGIC PLAN

Annual Conference Update

Strategy Title: **1.1 Grow Membership**

Board Sponsor(s):	Todd Stoker & Maria Garcia-Cunningham
Strategy End Date:	December 2020
Strategy Definition:	To recruit and retain members through active interaction, incentives, and mentoring opportunities.
Measures of Success:	Increased membership and participation by members Partnerships with related organizations

Action Plan & Current Status

1.1.1	Establish an IALEP Membership Drive Committee	In-Progress	Request members sign up for the committee. Have committee send emails to colleagues at other agencies who are not yet members with the benefits of membership.
1.1.2	Explore avenues for gaining and retaining members	Priority	What makes IALEP unique and how has it benefited members?
1.1.3	Assign mentors to new members	Priority	Establish a mentor volunteer list. Determine criteria for mentors (years of service, previous Board or Chapter position, etc.)
1.1.4	Provide membership incentives	In-Progress	Created partnership with Justice Clearinghouse for webinars
1.1.5	Orient new members regarding IALEP resources	Priority	(Part of 1.1.3) Assist with signing up for JCH, website orientation, and completing the skills inventory under "Member Information"
1.1.6	Establish an incentive-based recruitment program	Under review	
1.1.7	Explore membership structure	In-Progress	Create Student Associate

Next Steps

1. Create a Membership Drive Committee sign-up sheet
2. Create a list of members willing to serve as mentors
3. Review the brochures and update as needed
4. Do a mass mailing to North American LE agencies
5. Review fee structure
6. Assign mentors based on location or area of expertise
7. Continue reaching out to colleges with Planning programs, establish connections with professors and interns if possible

Strategy Title: **1.2 Market IALEP**

Board Sponsor(s): Will Werner & Will Davis

Strategy End Date: December 2020

Strategy Definition: To update the organization's electronic presence and logo and to reach out to entities and promote IALEP's members and certification opportunities for others in the field.

Measures of Success: Increased traffic on the website and social media.
Booths at other conferences with a similar clientele.**Action Plan & Current Status**

1.2.1	Redesign IALEP website	Accomplished	New website created with SocialTech Consulting and going live at the conference.
1.2.2	Develop and implement an IALEP marketing strategy and brand	Accomplished	New logo designed and posting on Facebook and LinkedIn, recognition from JCH for IALEP-sponsored webinars
1.2.3	Expand outreach to non-member agencies, including other criminal justice and LE agencies	Priority	Have connections now with the NIJ (Gary Cordner).
1.2.4	Promote IALEP at conferences and expos	Priority	Need to set up a vendor booth/table or distribute literature at other LE-related conferences, such as CALEA, IACP, etc.

Next Steps

1. See about having IALEP brochures passed out with literature/gift bags at other related conferences
2. After the conference, post a link to the website on Facebook page for people to visit
3. Contact IACPnet to offer another option if their members cannot find answers to policy questions or concerns.
4. Check with regional planning commissions about helping with projects

Strategy Title: **1.3 Develop Partnerships**

Board Sponsor(s): Will Werner & Will Davis

Strategy End Date: December 2020

Strategy Definition: To reach out to other organizations and entities in order to create opportunities for IALEP's members to provide or obtain training and collaborate on projects.

Measures of Success: Webinars presented and watched by IALEP members, but also by those in other fields.
Projects initiated and conducted with those in academia and presented at future conferences.**Action Plan & Current Status**

1.3.1	Develop formal, collaborative relationships with academia	In-Progress	Inviting students/professors to the conferences to present their projects/findings.
1.3.2	Establish partnerships with related professional organizations	In-Progress	Teamed up with JCH for webinars, set up meetings with ASEBP/CAN-SEBP membership coordinators and discuss reduced rates for joint memberships. Have connections now with the NIJ (Gary Cordner), Look at PERF, IACP, IACA, IMCA, CALEA, ILEA, etc.

Next Steps

1. Talk to professors at local colleges who teach subjects applicable to planning and distribute literature or advise them of upcoming IALEP webinars
2. Invite them to collaborate on a project at your agency and present at a future conference
3. Attend conferences and seminars and network with the other attendees

Strategy Title: **2.1 Encourage Member Participation**

Board Sponsor(s):	Marg Gloade & Beth Morton
Strategy End Date:	December 2020
Strategy Definition:	To recruit and retain members through active interaction, incentives, and mentoring opportunities.
Measures of Success:	Increased participation by members in Association activities and via the listserv and social media. List of members able and willing to present on a topic at an Annual Conference or Planners' Course.

Action Plan

2.1.1	Expand membership involvement in organization activities	In-Progress	Have members do more presentations at the conferences, act as mentors, and help on committees. Encourage members to attend nearby Chapter meetings when possible or set up new Chapters. Members have signed up to help on Bylaws and Training & Certification/Awards Committees.
2.1.2	Identify Subject Matter Experts in IALEP	In-Progress	With the new website, have members update their information/skills and request help with future conference presentations and webinars. Mark "Speakers Bureau" to indicate willingness to speak on a particular topic.
2.1.3	Use member skills inventory to promote continuous improvement	In-Progress	Have members review the updated list of skills/topical areas and determine training that will help them attain certification. Survey membership to prioritize the skills based on feedback.
2.1.4	Promote IALEP as a consulting resource to other agencies	On-going	Send emails to the Planning/Research/Development Units of non-member agencies and advise them of the resources available as a member. Post information on IALEP's Facebook page about upcoming training and jobs and the skill sets of members. Like other agency pages to get posts viewed.
2.1.5	Update website to enhance communication and information sharing	Accomplished	RFP sent out. Proposal accepted. Website constructed with the assistance of Webmaster Tiffany Anderson and Asst. Webmaster Cathie Gura.

Next Steps

1. Attend Chapter meetings or reach out to other local agencies and set up a regional chapter
2. Have everyone update their information on the new website
3. Create a list of members interested in presenting on a topic either solo or on a panel
4. Send out literature to non-member agencies and explain how the members and/or listserv can be a valuable and time-saving resource
5. Update the website and Facebook postings with new information on a steady basis

Strategy Title: **2.2 Build Organizational Capacity**

Board Sponsor(s):	Barry Horrobin & Teresa Bowling
Strategy End Date:	December 2020
Strategy Definition:	To provide quality training to IALEP members to match the current skill sets required for those in the LE planning field and assess how the training is provided.
Measures of Success:	Input from members on training beneficial to them obtaining certification. Increased number of members achieving certification. Webinars presented by members via the Justice Clearinghouse.

Action Plan & Current Status

2.2.1	Establish an IALEP Training Committee	In-Progress	Created a Training & Certification Committee in 2017 to review certification applications. Created a standardized review form and "report card" to provide feedback to applicants.
2.2.2	Assess current and future skills training needs	On-going	Talk about this topic at the roundtables and send out survey to determine future conference sessions to address in conjunction with prioritizing the skills list.
2.2.3	Develop a training model with recognized educational tracks	Priority	Have the Training & Certification Committee look at the Planners' Course and certification requirements and work toward adding modules to provide training to assist members in attaining certification.
2.2.4	Explore collaborative training with accredited universities	Under review	Hard to select specific universities due to members being spread across North America.
2.2.5	Explore opportunities for e-learning and other new methods of training	In-Progress	Create short tutorials and/or training videos and post to Members Only section of the website. Possibly cover some Planners' Course material or additional information that will assist with attaining certification.
2.2.6	Develop webinar capabilities	Accomplished	Created partnership to offer webinars to IALEP members and other interested parties.
2.2.7	Expand certification to include entry-level "associate"	Under review	Not sure this is needed due to Basic (12/26) and Advanced (18/26) certification structure.
2.2.8	Offer visiting fellowships at member organizations	Under review	
2.2.9	Establish a Planning Code of Ethics	Accomplished	Amended Code of Ethics presented and adopted at the 2015 IALEP Annual Training Conference in Arlington, Texas.

Next Steps

1. Have members prioritize the skills checklist
2. Create a job description for the Training Director and look at succession planning