

**Strategic Perspective 2: Business Processes**

Strategic Objective 2.4

Inform the Public and Market the Department

Strategy 2.4.3

Seek out and use opportunities to market the Department

Background/Purpose:

The Department must continue to project itself in a leadership role around current community issues, through effective marketing of our services, resources and our people. This also includes marketing the Department within the profession as a leader in current policing practices.

FY14 Action Plan:

- The Public Information Office is working to involve more department staff in media and marketing efforts throughout the year.
- The Chiefs Diversity Council will help identify and facilitate FCPD presence at community events, which will enhance marketing opportunities.
- Agency marketing efforts will revolve extensively around the Department's 75<sup>th</sup> Anniversary celebration, and the World Police and Fire Games – both will take place in 2015.

Timeline:

- ✓ Ongoing

Limiting Factors:

- ✓ Available staff time to develop and promote stories, and to participate in outreach.

Success Measures:

- ✓ To be determined.

Performance Tracking:

- ✓ Reporting from PIO and various entities.

Key FY14 Results:

- ✓ Numerous staff members participated in media stories and public events about Department programs/initiatives.
- ✓ Two sessions of the Citizen's Police Academy were held.

Related Strategies:

- 2.4.1, 2.4.2, 2.3.2, 4.3.4

*Strategy Last Updated: September 5, 2014*