



NCPAA CONFERENCE

Chief Jim Williams
Staunton (VA) Police Department



Engaging Our Communities – with help from CPAAAs



Introduction - Biography

- Chief Jim Williams is a distinguished law enforcement professional known for his exceptional leadership and dedication to community safety. Serving as the head of the Staunton Police Department, Chief Williams has left an indelible mark on both the department and the community it serves.
- With a career spanning several decades, Chief Williams has amassed a wealth of experience in various law enforcement roles. He has demonstrated an unwavering commitment to upholding the highest standards of professionalism and ethics. Throughout his tenure, he has been instrumental in implementing innovative strategies that have contributed to enhancing public safety and improving police-community relations.
- Chief Williams is renowned for his visionary approach to policing, advocating for community-oriented initiatives that foster collaboration and mutual understanding. Under his leadership, the Staunton Police Department has embarked on numerous community engagement programs aimed at building trust and open lines of communication between officers and residents.
- His emphasis on continuous training and development has resulted in a well-prepared and skilled police force capable of effectively addressing the evolving challenges of modern policing. Chief Williams' commitment to equipping officers with the tools they need to succeed reflects his dedication to both officer well-being and community safety.
- Furthermore, Chief Williams has played an active role in forging partnerships with community organizations, governmental agencies, and nonprofit groups. These collaborations have not only enhanced the department's ability to address complex issues but have also contributed to the overall well-being of the community.
- Chief Jim Williams' legacy extends beyond his professional achievements. His genuine concern for the welfare of the community, coupled with his approachable demeanor, has endeared him to both officers and residents. His impact is evident in the improved quality of life for Staunton's residents and the strong sense of unity that permeates the community.
- As a leader, Chief Williams has demonstrated that effective policing goes beyond law enforcement; it entails building relationships, fostering trust, and actively working towards a safer and more harmonious society. His contributions have left an indelible mark on the Staunton Police Department, making Chief Jim Williams a true exemplar of dedicated leadership in the realm of law enforcement. (Courtesy of ChatGPT August 21, 2023).

Another Day at the Office



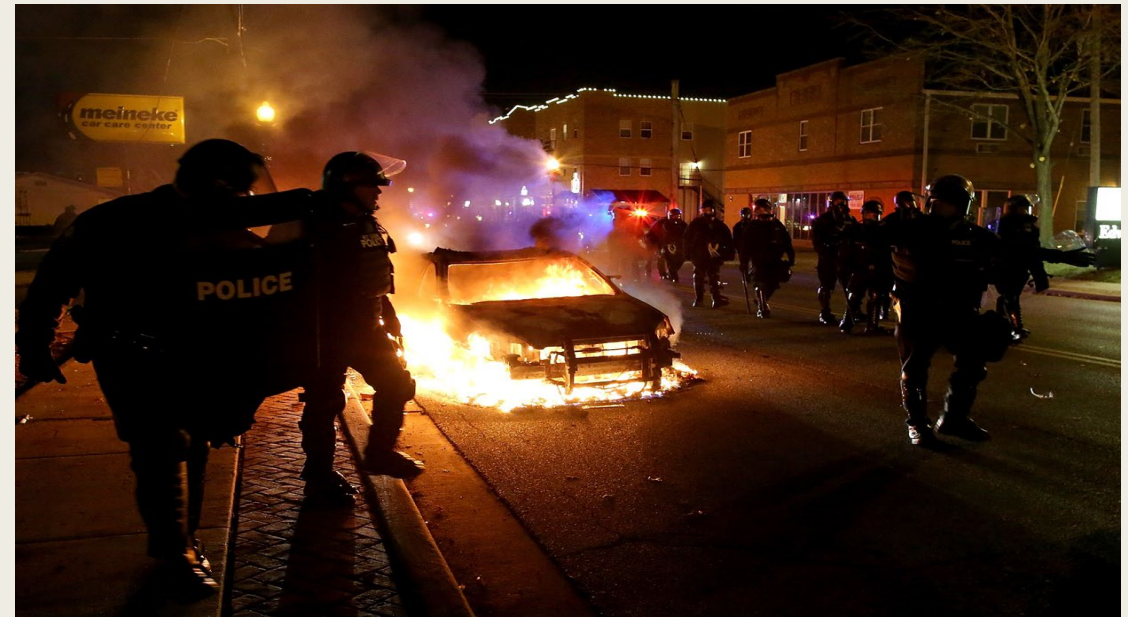
Policing and the Community



- 1829 – Sir Robert Peel – *“To recognize always that the power of the police to fulfill their functions and duties is dependent on public approval of their existence, actions and behavior, and on their ability to secure and maintain public respect.”*
- 1964 – Robert F. Kennedy – *“Every society gets the kind of criminal it deserves. What is equally true is that every community gets the kind of law enforcement it insists on.”*
- 2015 – President’s Task Force on 21st Century Policing - **Build Community Capital**
 - Trust and legitimacy grow from positive interactions based on more than just enforcement interactions.
 - Law enforcement agencies can achieve trust and legitimacy by establishing a positive presence at community activities and events, participating in proactive problem solving, and ensuring that communities have a voice and seat at the table working with officers.

Significant Events - Policing in the United States

- March 3, 1991 – Rodney King incident, Los Angeles
- August 9, 2014 – Officer-involved shooting of Michael Brown, in Ferguson, MO
- May 25, 2020 – Murder of George Floyd by uniformed police officers in Minneapolis



Current State of Law Enforcement in the United States

- There are more than 18,000 different law enforcement agencies that employ more than one million officers and civilians.
- Recruitment and retention of officers is the number one topic that police administrators are currently concerned with.
- Some large agencies have permanently reduced the number of sworn positions as it has become apparent that they will never be filled.
- According to the IACP, nearly 80 percent of agencies have reported difficulty in recruiting qualified candidates, 75 percent of agencies report that recruitment is more difficult than it was five years ago, and 50 percent of agencies reported having to change policies in order to increase the chances of gaining qualified applicants.



Primary Recruitment Barriers for Law Enforcement = Public Perception

- Scrutiny of the police
- Cellphone recordings of interactions between the police and public
- Media coverage
- Popular entertainment portrayals of police
- The majority of police officers feel their jobs have gotten more difficult since high-profile use-of-force incidents have dominated the national conversation
- Line-of-duty deaths have also increased and are more highly publicized

Your Community Matters

- Is there a difference between the national narrative and your local, hometown law enforcement agency?

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ENTERTAINMENT

Paint Staunton Blue celebrates National Police Week

Monique Calello mcalello@newsleader.com
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STAUNTON – In 1962, President Kennedy proclaimed May 15 as National Peace Officers Memorial Day and the calendar week of May 15-21 as National Police Week. Established by a joint resolution of Congress in 1962, National Police Week pays special recognition to law enforcement officers who have lost their lives in the line of duty for the safety and protection of others.

"We thought it was time to make this week known and do something for our police and law enforcement," says Kim Metje and Gail Brown, the event organizers for the celebration.

"To commemorate National Police Week, we are painting Staunton blue to honor all law enforcement personnel," shares the event's committee which includes Metje, Brown and the Citizen's Police Academy Alumni Association.



Safety Pup Sam will be at Sunspots Pavilion on Sunday, May 21 for National Police Week. *Kim Metje/Submitted*

Your Community Matters

- What happens in your community is of paramount importance.
- How does your local law enforcement agency engage the public? Is there room for improvement?
- Pay attention to your personnel.



Our Experience – Citizen Police Academy program

- 1994 – First Citizen Police Academy program in the history of the Department
- 1996 – Staunton Citizen Police Academy Alumni Association formed – 501 c (3)
- 1998 – First Police Department Spouse's Academy held
- 2000 – First Youth Police Academy formed in local middle school
- 2017 – Staunton Police Foundation formed

Development of Citizen Police Academy Alumni Association

- Expect some “growing pains”
- Be sure to involve the agency head or designee
- What happens if there is a disconnect between the CPAAA and the police administration?
- Find the “why” for the organization



Development of Citizen Police Academy Alumni Association

- Find the “why” for the organization



Impact of Successful CPAA Programs

- Strengthened police-community relations
- Enhanced community engagement
- Volunteerism and support
- Educational initiatives



Operations of CPAA Programs

- Regular meetings and communications
- Community outreach and education
- Partnership with law enforcement
- Advocacy and public education
- Volunteer activities



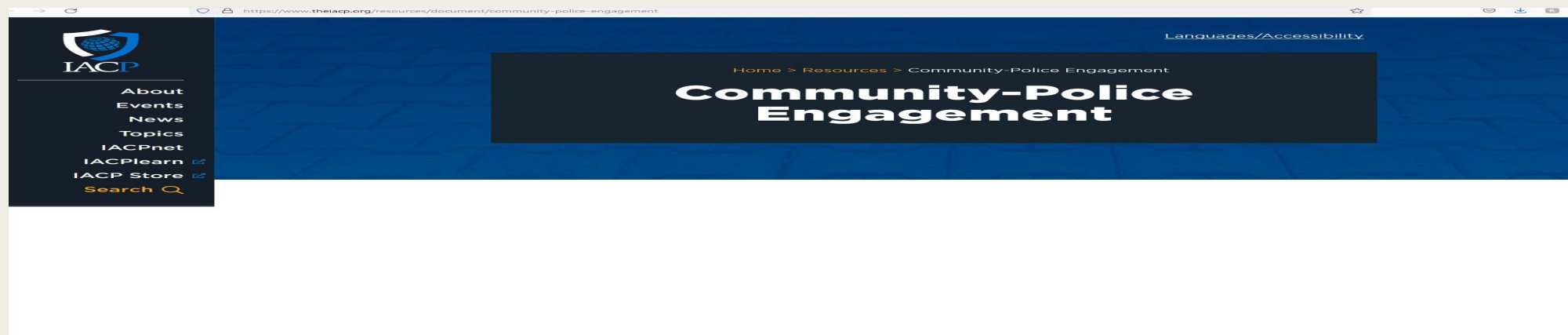
IACP Trust Building Campaign

- The campaign seeks to enhance trust between a community and their police agency to promote safe, effective interactions and ensure police agencies and communities have the collective capacity to prevent and reduce crime, and to improve the overall well-being and quality of life for all.
- To join the campaign, police agencies must pledge, over the next 36 months, to implement key policies and adopt promising practices in six key focus areas that are essential to enhance trust and collaboration between a police department and its community. These key areas are:
 - Bias-Free Policing
 - Use of Force
 - Leadership and Culture
 - Recruitment, Hiring, and Retention
 - Victims Services
 - Community Relations



IACP Resources

- Community Engagement page at www.theiacp.org
- This webpage is continually updated with IACP's most recent resources related to community-police engagement, and includes materials related to specific topic areas of interest.
- Agencies interested in starting or enhancing their community engagement efforts can visit this site for helpful resources on bias free policing, leadership, culture, recruitment, victim services, and cooperative safety solutions.
- Beyond providing information on these subjects, resources also offer guidance on action steps to better focus initiatives and increase effectiveness.



IACP Resources

- Community Participation and Leadership
(https://www.theiacp.org/sites/default/files/2018-11/IACP_PMP_Community%20Leadership.pdf)
- This document provides recommendations for community-police engagement strategies. These include:
 - *Collaboration from the beginning of the program*
 - *Embracing diversity*
 - *Prioritizing transparency*
 - *Listening to the needs and desire of the community*
 - *Identifying and removing barriers to participation*
 - *Pursuing partnerships with community organizations*
 - *Promoting mutual participation*
 - *Encouraging empathy through education*

IACP Resources

- Elevate Blue (<https://www.theiacp.org/projects/elevate-blue>)
 - *Online training curriculum that includes a module on Community Police Engagement and Trust*
 - *The purpose of this course is to provide the law enforcement profession with tangible and practical tools for building positive relationships with the community; communicating effectively to enhance trust and transparency; empowering community members through problem-solving initiatives; and engaging with youth in age-appropriate and trauma-informed ways.*



Questions/Comments?

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