

## AHPA “We are DPS” – Personnel Reform Campaign

### **\*BACKGROUND:** Governor Brewer’s Agenda – Personnel Reform

During the 2012 [State of the Union address](#), Governor Brewer touched on her reform agenda entitled ["The Four Cornerstones of Reform: Centennial Edition"](#). Essentially, the Governor would like all state employees to be treated the same, including one or fewer merit system councils. As of 1/23/12, no bill has been introduced related to removing DPS civilians from their current structure.



### AHPA’s Position Statement on Personnel Reform

It is the position of the Arizona Highway Patrol Association that law enforcement should be not generalized with all professions. We have expressed our opposition to the Governor's office and members of the legislature. It is our hope that civilians and sworn personnel can stay under the current system, specific to DPS police services.

### **\*Campaign Details: “We are DPS”**

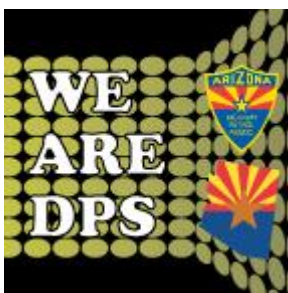
Few members of the legislature have taken advantage of agency tours. So, AHPA is taking DPS to our delegates. A full encompassing education campaign will highlight units from our department while profiling some impactful civilian employees and their duties. Date to begin the role out of this campaign will begin by the advisement of the board. The details of this campaign include:

1. Tagline: Together, We are DPS

Recent civil movements have encouraged many different types of people to come together and as one expressed ideas and public needs. AHPA is taking advantage of this “collective” sentiment. Our tagline encourages the legislature and the public to think of DPS employees as one – all equally providing essential law enforcement services to citizens. *\*\*Members are asked to include the tagline and logo when addressing the public or legislature. The two help provide a unified look and message to our audiences.*

2. Logo: “We are DPS” logo was created. It demonstrates a progressive feel through a forward moving graphic (yellow circles). The logo was modified for different applications and usage. *\*\*Members are asked to include the tagline and logo when addressing the public or legislature. The two help provide a unified look and message to our audiences.*

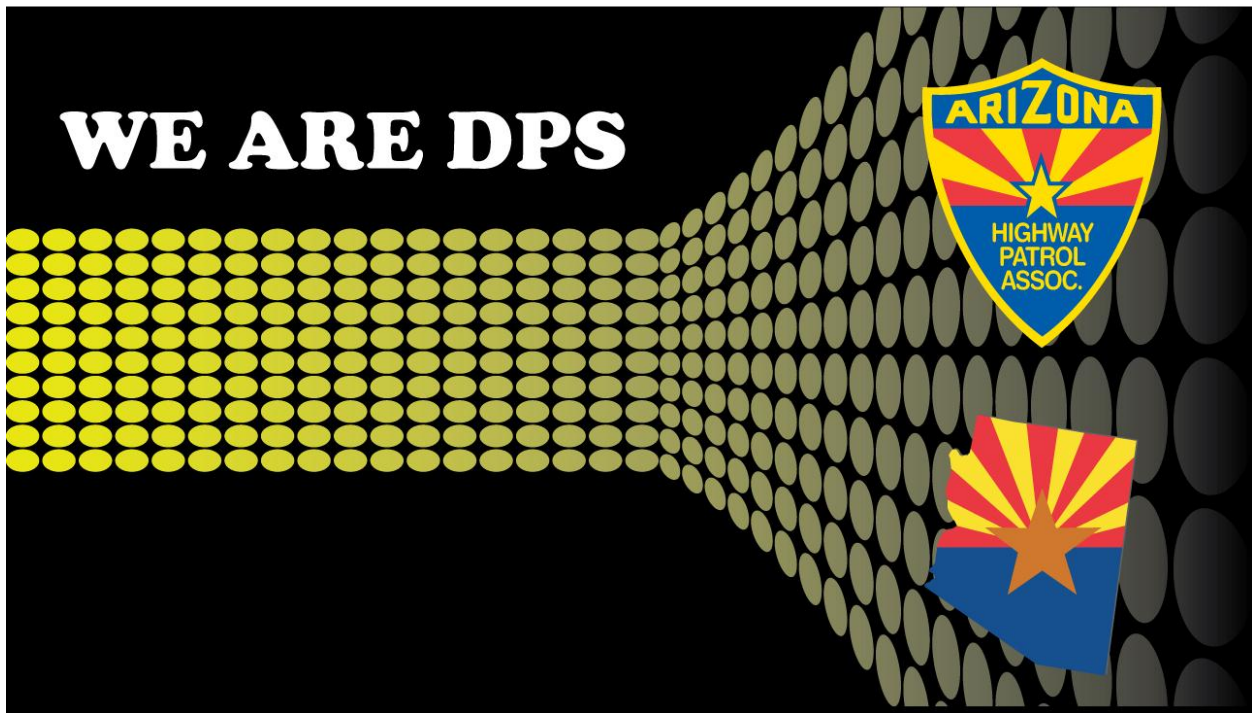
Box:



## Horizontal - Letterhead



Video – Text additions can be added in to this graphic, like titles, etc.



3. Videos: Scripts were written and approved by AHPA civilian member committee. Video and photos were taken of each unit's work and interviews were conducted with employees. Voiceovers with Kelsey and Jimmy are being scheduled as we speak. Most production for the videos is already completed. One introduction video talks about the campaign and three videos profile:

- Photo Lab
- Crime Lab
- Dispatch/Communications
- Reference to DPS employees regarding Medical Marijuana and their liability to the new law.

4. Letters to Legislature: A sample letter was created for employees to consider when writing to the legislature. AHPA civilian member committee edited and approved the text. This is a general letter that attempts to encompass all civilian employees. All members will be reminded that they should not write their legislator while at work or from DPS email addresses. The letter will be accessible for downloading from our website and Facebook page. It will also be emailed to members, accompanied with an explanation on how to contact their legislators.
5. Social media: Our social media applications the general public. Short messages would ask the public for support. Our message is simple: allow all DPS employees to be accountable to the same law enforcement standards. Acknowledging current or creating new (i.e. #WeAreDPS) social media trends would help promote the campaign. Interactions with legislators regarding DPS services will also be announced on these platforms, as many delegates actively use the same social media sites.
6. Media Interviews: Profiles on agency work will help create an increased awareness of DPS' support staff and their responsibilities. Not all story suggestions specifically address personnel reform, but instead show the people behind DPS' responsibilities. Some interviews will require the corporation of the agency and employees that are associated with DPS duties. Opinions related to any media story will only be conveyed by AHPA's president.
  - a. AHPA's position on personnel reform if legislation is introduced.
  - b. Suicide: increased calls, resources, Kelly's testimonial and suicide prevention work.
  - c. Pinal County: major area for unidentified bodies or missing persons. Our state's location related to the border has increased the likelihood of LE to encounter more unidentified bodies than most other states. The crime lab specialists are called to remote areas in order to try and identify a body.
  - d. Kid Hero Award: reconnecting a civilian DPS employee with a kid hero.
  - e. Photo lab profile: (see deadly scenes more than most officers do their whole career, child abuse, photos help investigations - can provide new or missed information, two civilians are 24/7 on-call, respond to about half the state)
  - f. Dispatch: Most humorous calls over the last few years – lead in for a profile on DPS communications.
  - g. Increase of violent crimes in Arizona requires many DPS services to solve crimes.
  - h. Dispatchers are increasingly being named in lawsuits. DPS dispatchers have been cleared through investigations and never found at fault in a lawsuit.
7. Letter to the editor from AHPA President: This letter is a general appeal to the public to contact lawmakers about personnel reform. Our message is simple: allow all DPS employees to be accountable to the same law enforcement standards. The call to action would encourage contacting elected officials to protect the integrity of police services. An approved letter can be sent out to publications in efforts for web and print distribution.

8. Committee Presentation - Powerpoint: Kelsey expressed the idea of asking for presentation time during a law enforcement related committee hearing. This would allow Jimmy the opportunity to highlight civilian units within DPS. A Powerpoint presentation can be created with graphics, pictures and video clips of DPS units/employees, while expressing AHPA's main talking points related to civilian reform.
9. eBlasts to members – Regular emails would provide a status update to members related to civilian reform. There will also feature suggested call to actions in order for members to contribute to the campaign.
10. eBlasts to legislative members – An email complimented with a video and talking points will help message our legislators. The first eblast would be a link to the intro video in order roll out the education series. It would be followed weekly with a new profiled unit.
11. One page informational sheet- Approved messaging, graphics and pictures provide a quick informational piece on the duties all civilians perform at DPS. The broad overview is good for solely quick messaging, comparable to an advertisement. This would be used in print and email forms for members of the legislature and public.

## **\*MESSAGING**

Timing is important in this campaign because personnel reform legislation has not been introduced. It is suggested to avoid using words related to personnel reform and focus on the impactful services civilians provide. Once legislation has been introduced, stronger language can be used to point out specific problems related to the verbiage used.

Audiences to consider in messaging:

1. Legislature (All parties and their affiliations)
2. General Public (most in private sector, some unknowledgeable of LE profession)
3. Civilian Employees (all state and DPS)
4. Sworn officers (DPS and other agencies)

Suggested AHPA messaging to legislature before civilian reform legislation is introduced:

*Arizona's Department of Public Safety (DPS) is a first class police agency, primarily due to all the dedicated employees. Law enforcement is a very specialized field, and it is commonly generalized that sworn officers conduct most of its business. However, our civilian staff makes up almost half of our agency and asked to perform some of the same duties as officers. They pass rigorous background checks, entrusted with sensitive information, and help protect the public. Sworn officers and civilians, together, provide citizens essential law enforcement services.*

*The Arizona Highway Patrol Association (AHPA) hopes to profile for the legislature some of the most impactful civilian units in our department. From the scientists in our nationally recognized crime lab to the highly skilled photographers that process crime scenes, AHPA hopes to show Arizona delegates how all DPS employees, sworn officers and civilians, face criminals together.*

*Together – WE ARE DPS.*

Suggested AHPA messaging to legislature after civilian reform legislation is introduced:

*It might surprise some that about half of the Department of Public Safety are civilian employees. The agency requires civilians to pass some of the same rigorous hiring tests required from police officers. Law enforcement handles sensitive information and performs according to strict trainings. Integrity is measurable in law enforcement and it is demanded and evaluated by everyone in the justice system. Rightfully, all DPS employees (sworn and civilian) must be accountable to one standard of police services.*

*Over the years, increased law enforcement related duties have been mandated to DPS and some of those responsibilities have been passed on to our exemplary support staff. Each specialized employee contributes a significant job to a unit within our multi-faceted department. From the DNA scientist that provides crucial evidence about a missing child to the investigator that tracks a sex offender, civilians are vital roles in DPS' elite police network.*

*Nationwide, law enforcement has seen record number line of duty deaths, accidents and assaults. DPS police officers and civilians face the industry's deadly statistics together. Civilians take precautions to preserve their life and others around them. It is important that Arizona assists all our DPS first responders, regardless of job class.*

*Law enforcement is a profession that should not be generalized with all state agencies. Our state must protect the integrity of our police services. AHPA does not support the separation of law enforcement personnel. One merit system council for DPS employees provides one standard of service within a specialized industry.*

*Together – We are DPS.*

Suggested talking points for DPS civilian employees to legislature before personnel reform is introduced (include logo and tagline in correspondence):

- a. Thank legislator for their support to DPS and law enforcement.*
- b. Introduce yourself and members of your family.*
- c. Allow them to contact you as a resident in their district and a resource for police services.*
- d. Describe your job at DPS, responsibilities and how long you have been with the agency.*
- e. Note your accomplishments and awards.*

- f. *Tell a story about how you assisted the public. Be sure to focus your testimonial on how your work impacts Arizona and its citizens. Did you assist in solving a crime? Did your testimony, research or report of an incident help a victim or case? Do you make a suggestion about operations that helped improve DPS services?*
- g. *Encourage the delegate to tour all the DPS units and meet the people that provide services to the public.*
- h. *Together- We are DPS.*

Suggested talking points for DPS civilian employees to legislature after personnel reform is introduced (note: template letter is already completed – use logo and tagline in correspondence):

- a. *Law enforcement is a diverse, specialized field and should not be generalized with other state departments.*
- b. *Civilians are a cost-saving resource for law enforcement and are asked to perform some of the same duties as our sworn officers.*
- c. *DPS civilians have promised their integrity to Arizona citizens. They pass the same criminal background checks, polygraphs and drug testing as officers before being hired. Few qualify.*
- d. *Civilian are subject to the same legal liabilities as those in the sworn ranks. We have been individually named in lawsuits and ordered to testify on behalf of the state for actions taken while on duty.*
- e. *Governor Brewer is seeking legal opinions regarding the liabilities state employees face when dealing with medicinal marijuana. Law enforcement will play an important role with its enforcement. DPS support staff could interact with suspects or possibly collect, analyze and report evidence related to medicinal marijuana. The actions of a DPS civilian or a sworn officer are accountable to the same laws, and could face the same legal ramifications (subject in investigations or lawsuits). How would two merit system councils evaluate civilian employees and sworn officers the same, or save the state money? [References can be found in media interviews related to the lawsuit filed by Arizona related to the new medical marijuana bills]*
- f. *State government should protect the integrity of police services. ONE merit system council provides ONE standard of service in a specialized industry.*
- g. *Together- We are DPS*