**Strategic Plan Evaluation**

Your Name (First M. Last)

School or Institution Name (University at Place or Town, State)

**Strategic** **Plan** **Evaluation**

The Scottsdale Police Department is proudly serving the city of Scottsdale. It is an innovative law enforcing agency that possesses strong ethical values and is committed to serving the community. The strategic plan of the Scottsdale Police department involved inputs from different areas. The strategic plan is a kind of road map that is to be followed for the next three years by the department. You need to review and update it all the time according to the needs of the community and, it gives the vision that helps develop long term operational goals that will be met through the strategic planning. The success of 2018 strategic plan of Scottsdale police department lies in the sponsorship and accountability of the department. Top-ranked police chef to the line level employees all is included in the strategic plan of the department. The Strategic Plan is assisted by the Planning, Research and Accreditation Division of the Operational Services Bureau. This involves the management of the internal tracking tools, and all the public reports, also it gives the regular updates to the staff. The Mission, vision, strategic directions, objectives, and strategy are all the key components of a hierarchical process of planning. All these items act together and reinforce each other.

The mission is the general purpose of the organization. The mission of Scottsdale police department state that they fully recognize the changing needs of the community and the role of the law enforcement agencies in addressing those roles, and to enhance the quality of life of the citizens, they pledge excellence, initiative, and integrity. Their vision says that they are the employer of choice that wants to make the Scottsdale a more secure and safe place to live, with the help of an engaged community, exemplary services, and exceptional employees. The Strategic Directions and the objectives of the department are connecting with the community, improving organizational effectiveness, strengthening the workforce, enhancing public safety. Under the first strategic direction that is to connect with the community, the second objective is to expand public relations. Three strategic here addresses the technology and social media. The first strategy is to develop a marketing plan that crosses social as well as the mass media. The second strategy states that the departments of social media footprints should be expanded. The third strategy demands the increase in the capacity of video production. The need for social media and modern technology is considered and has been addressed in the strategic plan of the department. The other objective is about increasing accessibility. The strategic initiative includes integrating the texting into the CAD system, purchasing the technology that helps better access of the citizens to the respondents, vigorously promote current online facilities and explore development. For the improvement of the organizational effectiveness, the expansion of web-based reporting and deferred responses to certain categories of CFS. Another strategy is proposed to create to the efficiency of the organization, that the web sheet method used by detectives should be replaced by the tracking software. Keeping I view the importance of technology, there is a wholly objective about the use of technology by the department. The strategic initiatives include establishing a process for ISB to identify all new trends to stay ahead of predators, developing a template for a training plan for technology implementation, creating a method to evaluate new and current technology need. For the public safety program, the surveillance cameras should be explored, and the program should be improved in the remote areas, also the drone program should be enhanced.

The strategic plan is made by keeping in view the previous data and the potential upcoming threats to the security and safety from the individuals. The department devised strategic initiatives to control any future breaching of the law. Some of the strategies are creating awareness among the parents regarding crime, exploring the platform for connecting with youth, and establishing the marketing plans for the platforms of social media. Along with this the plan also focusses on the use of technology for implementation of law and prevention of future crimes, and for the better surveillance. For this purpose, the use of technology, such as drones, CCTV cameras are offered. Recommendations for the areas in which the civilianization could occur are provided. The technology-based strategies are mostly focusing on the things that will be helpful for the department in the future.

The strategies made by the department had solid grounds and the purpose to make them was justified and explicit. For example, the strategies made for the purpose of the engagement with the community depict their causes and aims well, just like the first strategy that states that for the promotion of the greater youth/parent dialogue, a process to educate the parents regarding the crimes should be developed. Now the statement clearly shows that the parents need to be educated related to the crimes so that they have knowledge about the issues and can talk to their children easily about to prevent them from any potential harm and form getting into such stuff.

The department devised the initiatives that made sure that the objective would be achieved. For example, the strategic initiatives for objective, engaging with the community addressed the issue in an operable way. Like educating parents, identifying a platform for connecting and building mutual trust, etc. As the 2017 UCR Crime Clock tells the ratio of the crimes such as an incident of burglary every 10 hours, and that of a motor theft every 36 hours, the department devised the strategies to prevent such crimes in the future by bringing in use surveillance cameras, extending them to the remote areas, and to enhance the drone service. This way the department ensures the follow-through of the crime by taking the adequate steps for the prevention (*Scottsdale Police Department: 2017 UCR Crime Clock*, n.d.)

The strategies are devised by the department in a professional way and they fulfill the purposefully. Still, there are some targets that the department may face difficulty to achieve. The employees that have been working with the manual system the use of new software may not be easier to handle with efficiency. Though it is not a big deal it may take some time for the older employees to get themselves adapted to the new technology.

References

*Scottsdale Police Department: 2017 UCR Crime Clock*. (n.d.). Retrieved from https://www.scottsdaleaz.gov/Assets/ScottsdaleAZ/Police/statistics/2017+Crime+Clock.pdf#search=2017n%20crime%20clock