

Investing in and Engaging with our Members

Member Input & Feedback

- Conduct needs assessment focus groups
- Increase survey participation
- Live voting on program ideas at ATS.

Member Experience

- Review and update EDC courses and requirements.
- Prioritize developed strategic priorities and expand core training programs.
- Provide dedicated PIO/crisis communication support.
- Shift ATS/EDC offerings toward motivation and career development rather than retirement focus.

Member Engagement

- Bi-annual refresher communications on member resources.
- Region Rep quarterly engagement with County Chiefs Groups.
- “Board Member to Member” video series.
- Expand communication tools: video library, on-demand training, new CPCA app, podcasts, and other channels.

Communication & Branding

- Provide more timely legislative information in the form of talking points, FAQs, letters, and educational resources.
- Conduct a Brand Communication Assessment



Strategic Plan 2025-2027 Summary

California Police Chiefs Association

Strengthening Collaborative Connections

Advocacy & External Relations

- Expand localized stakeholder advocacy via Region Reps.
- Submit to present at the League of California Cities Conference and exhibit at future conferences.
- Develop stronger partnerships with CPOA, CSSA, ICMA, and allied groups.
- Launch a CPCA podcast series by 2026.

Accreditation

- Outline accreditation scope, requirements, cost, and ROI.
- Launch CPCA’s California-focused accreditation program (October 2025).
- Aim for 10% of CPCA agencies enrolled in the first year.

Executive Influence

- Build CPCA’s reputation as a trusted partner in law enforcement leadership.
- Encourage Region Reps to attend at least one county meeting annually.
- Explore joint tradeshow with allied associations (CPOA/CSSA in 2026).

Advancing Professional Development

Training & Education

- Refresh and modernize EDC programs and course catalog.
- Develop a framework for new multi-day courses.
- Pilot a “Chief Bootcamp” at ATS.

Mentorship & Leadership Development

- Establish formal mentorship programs, including assigning mentors to new chiefs.
- Expand leadership development opportunities for command staff and those preparing for promotion.

Institutional Knowledge & Onboarding

- Develop a Rapid Response training channel for emerging issues.
- Build an “associate bench” of future CPCA leaders.
- Formalize onboarding for members, employees, and board leaders.
- Set clear expectations and priorities for Region Reps through a Region Rep Playbook.

Guiding Emerging Technology Strategies

Technology Information Sharing

- Develop a statewide “Yelp list” for technology used by agencies.
- Create a directory of tech categories and agency usage.

Member Access to Tech Enterprise

- Create a CPCA tech “expert user” group for peer-to-peer support.
- Establish an electronic forum for exchanging tech ideas and questions.

Events and Evaluation

- Host a statewide technology conference (Oct 2025).
- Collect member input through a tech use survey (pre-conference).
- Develop an intentional process for evaluating technology and AI (through a Tech Committee + AI Subcommittee).