



2015 Strategic Plan

Revised September 2009



BJA

Bureau of Justice Assistance
U.S. Department of Justice

2015 STRATEGIC PLAN

G.R.E.A.T. VISION STATEMENT— Building Safer Communities One Child at a Time

G.R.E.A.T. MISSION STATEMENT— Prevent Youth Crime, Violence, and Gang Involvement

G.R.E.A.T. SLOGAN—Choose to Be G.R.E.A.T.

GOALS AND OBJECTIVES

Goal 1. Teach life skills to more elementary and middle school-aged students.

Objective 1.1. Increase local, state, federal, and tribal criminal justice agencies' participation in Program delivery.

Action 1.1.1. Identify target market.

Action 1.1.2. Assess current level of participation.

Action 1.1.3. Conduct informational sessions on national and regional levels.

Action 1.1.4. Exhibit at national and regional conferences.

Action 1.1.5. Participate in gang investigator associations.

Action 1.1.6. Conduct informational sessions for incoming law enforcement agency heads.

Objective 1.2. Increase school participation.

Action 1.2.1. Identify the target market.

Action 1.2.2. Conduct informational sessions at state and national education-related conferences.

Action 1.2.3. Submit interviews/articles to national educational newsletters.

Objective 1.3. Increase instructor training opportunities.

Action 1.3.1. Maximize attendance at scheduled G.R.E.A.T. Officer Trainings (GOTs).

Action 1.3.2. Explore distance learning opportunities.

Action 1.3.3. Explore funding opportunities to support instructor training.

Objective 1.4. Increase teaching opportunities in alternative settings, such as second-chance schools, corrections programs, and churches.

Action 1.4.1. Identify target market.

Action 1.4.2. Conduct informational sessions with the leadership of the target market.

Action 1.4.3. Coordinate delivery of G.R.E.A.T. components in alternative settings.

Objective 1.5. Develop and/or implement other G.R.E.A.T. Program components, as needed.

Action 1.5.1. Complete feasibility study for G.R.E.A.T. correctional component.

Action 1.5.2. Explore feasibility of replicating structured diversion programs.

Action 1.5.3. Explore feasibility of developing additional curricula.

Goal 2. Promote public awareness and understanding of the G.R.E.A.T. Program.

Objective 2.1. Develop a national marketing plan.

Action 2.1.1. Explore resource requirements to engage a national marketing firm.

Action 2.1.2. Enlist a national spokesperson.

Action 2.1.3. Increase media exposure, including a Web-based presence.

Action 2.1.4. Update G.R.E.A.T. presentation tools.

Goal 3. Cultivate partnerships in support of G.R.E.A.T.

Objective 3.1. Foster financial independence for local programs.

Action 3.1.1. Identify alternate sources of funding.

Action 3.1.2. Conduct alternative funding workshops.

Objective 3.2. Collaborate with national professional and civic organizations.

- Action 3.2.1. Evaluate the effectiveness of existing partnerships with Boys & Girls Clubs of America, the National Association of Police Athletic/Activities Leagues, and Families and Schools Together (FAST).
- Action 3.2.2. Develop a partnership package.
- Action 3.2.3. Contact potential partners.

Objective 3.3. Advance local and regional G.R.E.A.T. networking initiatives.

- Action 3.3.1. Promote attendance at the G.R.E.A.T. Officer In-Service Training.
- Action 3.3.2. Develop materials for use in replicating best practices.

Objective 3.4. Develop opportunities for collaboration with other prevention programs.

- Action 3.4.1. Evaluate effectiveness of existing collaborations.
- Action 3.4.2. Develop a collaboration package.
- Action 3.4.3. Contact other prevention programs.

Objective 3.5. Support G.R.E.A.T. Foundation initiatives.

- Action 3.5.1. Disseminate information regarding G.R.E.A.T. Foundation initiatives.
- Action 3.5.2. Share promotional materials with the G.R.E.A.T. Foundation.
- Action 3.5.3. Collaborate with the G.R.E.A.T. Foundation on event promotion and execution.

Goal 4. Ensure the effectiveness of the G.R.E.A.T. Program.

Objective 4.1. Use process evaluation results to assess GOT training.

Action 4.1.1. Review report findings and recommendations.

Action 4.1.2. Determine any recommendations to be implemented.

Action 4.1.3. Revise GOT curriculum to be consistent with selected recommendations.

Objective 4.2. Use process evaluation results and emerging longitudinal study findings to refine the G.R.E.A.T. curricula.

Action 4.2.1. Review report findings and recommendations.

Action 4.2.2. Determine any recommendations to be implemented.

Action 4.2.3. Revise G.R.E.A.T. curricula consistent with selected recommendations.

Objective 4.3. Ensure conformance to the G.R.E.A.T. Program standards.

Action 4.3.1. Review the assessment tool.

Action 4.3.2. Develop regional program assessment teams.

Action 4.3.3. Follow up with implementation of assessment recommendations.

Action 4.3.4. Explore training program restructuring.

Objective 4.4. Disseminate best practices throughout the G.R.E.A.T. community.

Action 4.4.1. Solicit, collect, and evaluate best practice models.

Action 4.4.2. Develop materials for use in replicating best practices.

Action 4.4.3. Establish venues for distribution.

Objective 4.5. Develop regional assistance to support G.R.E.A.T. Program objectives.

Action 4.5.1. Identify resource requirements, including funding and personnel.

Action 4.5.2. Coordinate efforts with the Federal Law Enforcement Training Center and the National Program Office.