

DVD Overview



SPECIAL NOTE:

This POST DVD is a tool for the development of school-based public safety Career Pipelines that can assist law enforcement in meeting recruitment challenges and provide an excellent crime prevention tool. The DVD is divided into short segments for a variety of audiences: law enforcement, students, parents, educators, and community members. This flexibility assists in customizing presentations to meet specific audiences. However, when the DVD is viewed in its entirety, the viewer will note that the narrator will repeat a number of topics throughout the segments. To avoid this redundancy, the presenter should carefully consider which segment(s) best fits the audience setting. Those tasked with developing a Career Pipeline should become familiar with the entire DVD. To assist presenters in segment selections, this document gives an in-depth overview of all the segments in a "bullet point" format.



DVD Menu

- Play All** Plays the entire video at one time
- Intro Clip** **Program Benefits** 01:00
- Promo Clip** **Program Highlights for Recruitment** 4:45
- Segments** Shifts to secondary menu of 10 video segments
 - Introduction** 4:30
 - Overview** 12:10
 - Program Highlights for Recruitment** 4:45
 - A Tool for Law Enforcement & Public Safety Professionals** 10:10
 - Benefits to Educators** 12:10
 - Examples of School-Based Programs** 15:00
 - Cadet Program Orientation** 3:05
 - Understanding the Public Safety Selection Process** 5:45
 - Character and Leadership Development Components** 11:30
 - Credits** 2:20
- Documents** DVD Overview, Program Guide UPDATE 2014, Behavioral Traits Handout, Critical Educational Outcomes (Character Counts 4.0), Leadership Guide, and PowerPoint Presentation



Menu Overview

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Intro Clip

Program Benefits 1:00

Comments by Captain Darrin Moody and Police Chief Walt Tibbet, Fairfield Police Department.

What makes the best police officer? We are creating it here.

May not all become peace officers or firefighters, but ultimately they can become valuable members of the community.

This is truly an investment in the future of our communities.

Developing a sense of citizenship and community in our young people.

- This segment works well as an initial opening to a presentation on this topic — once completed, the audience is pretty much hooked and ready for the presenter who can then address the POST Career Pipeline Concept, and the presenter can then incorporate another video segment into their presentation to make a further point on the program

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Promo Clip

Program Highlights for Recruitment 4:45

Same as Segments: Program Highlights for Recruitment.

The clip opens up with the definition of Education (in text format) to music.

Starts with comments promoting the program with testimonials from peace officers, school executives, and students, then shifts to a flag raising ceremony with a student reciting the Cadet Creed, then moves to an up-beat musical collage featuring student action scenes. Finishes up with a student formation and a motivational yell.

- This segment works real well for student / parent orientations and recruitment of new students for the program

Key comments made in this segment:

- Growing our own pipeline, like a minor league baseball team
- Getting students to achieve a sense of self accomplishment
- The early teenage years are very crucial to one's background (application process)
- Helps create students with a greater sense of citizenship and leadership qualities

- There is no excuse for not being able to put together a program like this — it's all done with partnerships
- A new way to connect police officers and kids
- The program teaches kids the importance of focusing on academics, physical fitness, building confidence, and leadership qualities
- This program allows kids to do more “hands on” activities than other school programs
- The Cadet Creed is recited by a 6th grader, Cadet Cook, San Bernardino Public Safety Academy:
 - I strive to achieve academic excellence
 - I exemplify high moral character
 - I work diligently to prepare for the future
 - I know my success in school and life depends on my own effort

Talking points in this segment are made by the following:

- Police Chief Pete Dunbar, Pleasant Hill Police Department (retired)
- Georgina Meza, CSO, Anaheim Police Department
- Officer Henry Robles, Watsonville Police Department
- Officer Jacob Gallagher, Anaheim Police Department
- Assistant Police Chief Sandy Jo MacArthur, LAPD
- Dr. Jacki Cottingim-Dias (retired), District Superintendent / Fairfield-Suisun Unified School District
- Police Chief Walt Tibbett, Fairfield Police Department

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Segments

Introduction 4:30

Opening remarks from Assistant Chief Sandy Jo MacArthur (LAPD) relating that this program produces a student who has an incredible sense of citizenship and leadership.

Marc Bailey, the DVD host, gives a brief overview of the high applicant failure rate and the primary reasons for these recruitment challenges. This challenge was adopted by POST as a strategic planning project and reviewed by a committee of subject matter experts.

POST project work resulted in the creation of a concept of law enforcement developing programs to “grow their own” qualified applicants through the formation of Career Pipelines. These school-based programs can assist law enforcement agencies in the recruitment of qualified candidates for a variety of law enforcement positions (peace officer, dispatcher, community service officer, forensic specialists, etc.).

Host reviews the Career Pipeline components (elementary school through college graduation, Explorer / Cadet programs, college internships) with a special focus on academics, fitness and character development.

Additional components essential to the Career Pipeline success are Character and Leadership Development programs woven throughout the pipeline.

Current pilot programs are showing positive student results.

This DVD is a companion DVD to the POST Building a Career Pipeline, 2012.

This is another tool to assist law enforcement in developing their own Career Pipeline program.

This DVD is divided into small segments so it can be shown to a variety of different audiences. The DVD segments are as follows:

- Overview
- Program Highlights for Recruitment
- A Tool for Law Enforcement & Public Safety Professionals
- Benefits for Educators
- Examples of School-Based Programs
- Cadet Program Orientation
- Understanding the Public Service Selection Process
- Character and Leadership Development Components

This video clip finishes with a comment from retired police chief Sid Smith, a senior background investigator, and a special consultant to POST, commenting on how programs like the Career Pipeline can be very beneficial in getting students to understand how the poor choices they may make in life can eliminate them from future careers in public safety.

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Promo Clip *Program Highlights for Recruitment 4:45*

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Overview 12:10

Opening remark by Captain Darrin Moody, Fairfield Police Department on the high applicant failure rate. Over 90% failing the background process, but not all applicants are necessarily bad people; they just made some bad choices in life.

Host Marc Bailey reviews the benefits of a career in public safety and relates that the career field is experiencing a high applicant failure rate. Involving students in Public Safety Career Pipelines can enhance a student's ability to become successful in a future selection process.

Developing Career Pipelines requires the partnerships of local school districts, community and local government leaders, and law enforcement and public safety agencies.

Host reviews the components of a Career Pipeline.

Short comments on the benefits of these school-based public safety programs by:

- Officer Larry Banks, Cadet Training Officer for the Suisun-Fairfield Public Safety Academy (grades 5-9)
- Sergeant John Amendola, Officer-in-Charge LAPD Career Pipeline (grades 6-14)
- Sid Smith, retired police chief and senior background investigator
- Steve Filson, Cadet Training Officer San Bernardino Public Safety Academy (grades 6-12)
- Police Chief Walt Tibbet, Fairfield Police Department
- Fire Engineer Tom Rubio, San Bernardino Fire Department

Host speaks to the success of such programs are the result of community partnerships that support the program. Additional short comments on the importance of partnerships by:

- Police Chief Ed Dadisho, Suisun Police Department
- Police Chief Walt Tibbet, Fairfield Police Department
- School Superintendent Jacki Cottingim-Dias, Fairfield-Suisun Unified School District

Host identifies additional programs available that can enhance a Career Pipeline. Short comments from leaders in these programs.

- Character Counts – Michael Josephson, President / CEO of The Josephson Institute of Ethics, Los Angeles, CA
- Covenant Leadership Model – Pete Bowen, President / CEO of Servite High School, Anaheim, CA and POST Command College Leadership Instructor
- DARE – Scott Gillman, Director of Training – DARE America
- Police Activity League (PAL) – Gregg Wilson, CA Executive Director

Host comments on how Career Pipelines can inspire students to become focused on school activities and develop character and leadership traits that can assist them in future careers, whether in public safety or any other career. Ultimate goal is to develop good citizens that are well rounded, strong in academics, physically fit, of good moral character and that are actively involved in their communities.

Additional supporting comments by:

- Elizabeth Brown, CAL Fire
- Steve Filson, San Bernardino Public Safety Academy
- Captain Julian Harvey, Anaheim Police Department
- Lieutenant Rich Lawhead, San Bernardino Police Department
- Mayor Pro-Tem Penney Lilburn, City of Highland, CA

Closing comments by host Bailey on how such programs can help meet our community's challenges.

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- This segment works real well for student / parent orientations and recruitment of new students for the program

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- There is no excuse for not being able to put together a program like this — it's all done with partnerships
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A Tool For Law Enforcement & Public Safety Professionals 10:10

Opening statement by Captain Darrin Moody, Fairfield Police Department on the benefits of “growing our own” qualified candidates from within our own communities.

Host Bailey reviews the law enforcement recruitment challenges and how POST addressed this issue through their work in a strategic plan project.

The POST project work resulted in the identification of a tool for law enforcement to address the recruitment challenge – The Public Safety Career Pipeline Concept.

The Career Pipeline Concept can assist law enforcement in growing their own qualified candidate pool for peace officers and other law enforcement positions (dispatcher, community service officer, forensics, computer specialists, etc.).

Key element is the development of school-based public safety programs that can reach students in their early development years. This requires partnerships with school districts and community leaders.

These school-based public safety programs encourage students to focus on their academics, physical fitness, and character development.

Host reviews the components of a complete Career Pipeline

- Elementary school through college graduation
- Affiliations with public safety Explorer / Cadet programs
- Affiliations with college internships
- Essential components in character and leadership development woven throughout the pipeline

Host reviews positive results from current pilot programs.

Host refers audience to one of the pilots, the Fairfield-Suisun Public Safety Academy, a “school of choice” model, grades 5-12, which opened in August, 2012.

Comments by Police Chief Walt Tibbet on the POST concept and how this program benefits the agency and community.

Additional short comments on the benefits of this program by Perry Polk, school board member, Fairfield-Suisun Unified School District, Fire Chief Vincent Webster, Fairfield Fire Department, and Police Chief Ed Dadisho, Suisun Police Department.

Host references the Fairfield school-based program as an excellent model that other law enforcement agencies can replicate in their communities.

Additionally, these programs benefit the community by helping to reduce crime and build a better quality of life.

Supporting comments from Officer Adrienne Quinn and Officer Cade Beckwith, Fairfield Police Department.

Host states building a Career Pipeline takes time but it can be transformational.

Comment by Captain Darrin Moody, Fairfield Police, that their school is a great recruitment program but it is also a great crime prevention tool.

Comment by Captain Julian Harvey, Anaheim Police, about how their school-based program — Junior Police Cadets (grades 3-5) is also a great diversity tool.

Host cites the high failure rate among law enforcement applicants and the top three challenges: weak academics, weak fitness, and a lack of character development.

A school-based public safety program can provide important guidance to students to develop strong character that will help them avoid making poor choices that can ultimately prevent them from passing a public safety selection process.

Comments from Captain Darrin Moody, Fairfield Police, and Sergeant John Amendola, LAPD Career Pipeline, (grades 6-14) on the benefits of these programs in teaching students the importance of making good choices and understanding the value of strong academics and character development.

Host reviews some of the benefits of Career Pipeline programs.

Comments from Lieutenant Rich Lawhead, San Bernardino Police, and Officer Larry Banks, Cadet Training Officer, Fairfield-Suisun Public Safety Academy, (grades 5-9) on the benefits of “home grown candidates” and starting these student programs much earlier (5th grade).

Segments

Benefits to Educators 12:10

Opening remarks by veteran teacher Jean Hull, Fairfield-Suisun Public Safety Academy, Fairfield-Suisun Unified School District, (grades 5-9) on her positive experience with this school format.

Marc Bailey, the DVD host, gives a brief overview of the high applicant failure rate and the primary reasons for these recruitment challenges. This recruitment challenge was adopted by POST as a strategic planning project and reviewed by a committee of subject matter experts.

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Additional components essential to the Career Pipeline success are Character and Leadership Development programs woven throughout the pipeline.

Current Career Pipeline pilots have shown positive results.

Goal is to reach students in their early developmental years and guide them through their educational cycle, ultimately preparing students to meet the California law enforcement selection process.

Additional benefits of the school-based public safety programs is growing a pool of qualified candidates that mirror the demographics of the community.

Brief comments from School Principal Kathy Frazer and Officer Larry Banks, Fairfield Public Safety Academy, (grades 5-9) on the school format and the focus on safety and character development.

Comments by Principal Kathy Frazer that this school environment is slightly different and that teachers here are implementing project based learning in their subjects.

Comments by teacher Will Apostolos that they are developing well rounded citizens.

Their program is moving toward the new Common Core Standards, focusing on the students writing in all their classes, everyday. Important for students to not only know how to solve a problem, but how to justify their answers. This will assist students in not only being college ready but career ready.

Comment by teacher Jennifer McKee-Stickel, San Bernardino Public Safety Academy, (charter school grades 6-12) and the "a-g" curriculum requirements.

Host states that these schools set high expectations and students meet these challenges.

Comment by Kathy Frazer that there is less drama at their school due to the structured school environment.

Comments by teachers Grover and Hull on the structured environment (uniforms, structured discipline, and project based learning).

Host comments on the public safety selection process and the high applicant failure rate (95% statewide) and the challenges causing the failures (academics, fitness and character development).

It is important that students learn at a very young age which character traits can cause them to fail a future selection process.

Comments by Sid Smith, retired police chief and senior background investigator, about how a career pipeline program can help students maximize their opportunities for future success.

Host identifies program benefits:

- Higher academic performance
- Higher student attendance
- Almost non-existent student dropout rate
- Students are motivated and experience less negative peer pressure

Kathy Toy, Principal San Bernardino Public Safety Academy, (charter school, grades 6-12) attributes high attendance and high graduation rates to motivated parents and staff members.

Comment by Sergeant John Amendola, LAPD Career Pipeline, (grades 6-14) on their 95% graduation rate for their 2-year college component (POPP – Police Officer Preparatory Program) and that 50% of their graduates are currently in the LAPD selection process.

Host comments that a school-based public safety program can increase a student’s opportunities in many career fields and it also builds good character and citizenship that will ultimately create viable citizens that will work and serve in their communities.

Comment by Judy Penman, San Bernardino City School Board Member and President of the San Bernardino Chamber of Commerce, on the benefits of “growing our own”.

Comment by Fire Chief Vincent Webster on the benefits of this school program for students and residents of this community.

Additional comments by host, Chief Tibbet, Officer Banks, teachers Steve Hurd, Barbara Guzzo, and Will Apostolos on the benefits of the structured student environment.

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Examples of School-Based Programs 15:00

Host identifies four school-based public safety programs that will be reviewed in this segment. These programs are helping students succeed in life and it prepares students for many career opportunities.

The Anaheim Police Department’s Junior Cadet Program, Anaheim, CA

- A 14-week after school program that meets once per week
 - Currently offered in two settings, a Basic Class and an Advanced Class, each 14 weeks in length (being updated to 24 weeks)
 - Offered in eleven elementary schools in six school districts
 - The program involves children at a much younger age (grades 3 to 6)
 - Students learn about careers in public safety and what character traits are necessary to achieve these careers
 - Program focus is to encourage young students to do well in their academics and develop positive character traits that will benefit them in the future
 - The Junior Cadet Program is also enhanced by the department’s Police Activity League (PAL), also known as the “Cops-4-Kids” program
- This program can be an excellent feeder program for an established school-based public safety middle-school program

- This after school format does not require the dedication of an entire school campus to administer this elementary school component — it is offered at multiple school campuses after school by Anaheim Police Officers and support staff
- The Anaheim Police Department is currently exploring partnerships for the development of school-based public safety programs for middle and high school
- Anaheim Police have an excellent Explorer program for students age 13-21 that involves students in a variety of community activities
- The Anaheim Police Cadet program offers part time (paid positions) for college students — these students are given the opportunity to work through all the police department bureaus while in the college internship program
- Comments by Georgina Meza, “Cops-4-Kids” Director and Captain Julian Harvey, Anaheim Police Department promoting the program

The San Bernardino Public Safety Academy, San Bernardino, CA:

- Independent charter school program (grades 6-12) with over 60% of their students being eligible for “free and reduced meals”
- School program is hosted on the grounds of the old Norton Air Force Base in San Bernardino
- Program has been in operation for 13 years — most of their students come from the local area and reflect the demographics of the community
- School has done well academically and offers an “a-g” curriculum format that assists students with transfer to the UC college system
- Comments promoting the program by:
 - Kathy Toy, School Principal
 - Judi Penman, School Board Member-San Bernardino School District and President of the San Bernardino Chamber of Commerce
 - Mayor Pat Morris, City of San Bernardino
 - Steve Filson, Cadet Coordinator – San Bernardino Public Safety Academy (grades 6-12)

The Fairfield-Suisun Unified School District / Public Safety Academy

- A dedicated school campus located in Fairfield, CA
- Program was opened in August of 2012 as an Alternative School of Choice for grades 5 and up
- Comments by Police Chief Ed Dadisho, Suisun Police Department, on the POST concept (Career Pipeline) and how their county chiefs embraced this concept — he highly recommends this format to other county chiefs, and believes that every county should have such a program to help develop future generations of peace officers

- Comment on how the Solano County Chiefs Association reviewed the San Bernardino Public Safety Academy model and worked with the School Superintendent (Suisun-Fairfield) to develop a comparable model
- Comment by School District Superintendent Jacki Cottingim-Dias on the community partnerships that helped develop their school model
- Additional comments by the Superintendent on the need to prepare our students to become career and college ready and about the importance of bringing them into these programs early so that they learn how to avoid behaviors that may disqualify them from future careers in public safety
- Comments by Principal Kathy Frazer:
 - This is an Alternative School of Choice for students 5th grade and above
 - A public school, not a charter program
 - School is open to all students in and out of the school district
 - School focus is on careers in law enforcement, fire service, and emergency medical technician
 - Goal of the program is to create good citizens that will hopefully serve their communities
 - The program offers an exciting opportunity because it allows students to see how their academics can be applied to a public safety career — a thematic school format
- Comment by Police Chief Walt Tibbet, Fairfield Police Department, that his agency saw this as an opportunity to do something special in their community with this program and time will prove that out
- Kathleen Marianno, School Board President, Fairfield-Suisun Unified School District, highly recommends this program because it gives students an alternative choice to a regular school setting and this program offers a much more structured educational format, which some students need

The LAPD Career Pipeline Program (grades 6-14)

- A 3-way partnership between Los Angeles Unified School District, Los Angeles Community College District, and LAPD
- The Junior Police Academy (magnet school program) offered in two middle-schools and four high-schools
- Interested students are then funneled into a 2-year college degree program, known as POPP (Police Orientation Preparatory Program) that is hosted at the LAPD Ahmanson Law Enforcement Training Center which is affiliated with West Los Angeles Community College — POPP prepares students for careers with LAPD
- Comments by Sergeant John Amendola, Officer-in-Charge of the PAMS (Police Academy Magnet Schools) and POPP:
 - PAMS program was started 15-years ago with three high-schools
 - PAMS expanded to a fourth high-school and two middle-schools

- Goal of the middle-school program is to develop good citizens by encouraging moral and ethical character development
- LAPD Pipeline begins in 6th grade and can continue through grade 14 (POPP / college graduation)
- The POPP program offers students the ability to earn two college degrees — one in Administration of Justice and another in Liberal Studies
- POPP has a 95% graduation rate with 50% of their graduates entering the LAPD application process

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Cadet Program Orientation 3:05

Host explains that most school-based public safety academies offer a cadet orientation or “boot camp” just before the start of the school year.

Purpose of this program is to introduce the academy experience to the students and orient them to the various expectations of the structured program.

Orientation teaches students drill and ceremony, and para-military bearing.

Program also eases any student anxiety or fear of the unknown.

Program promotes team work, leadership, and camaraderie.

Brief comment by Kathy Frazer, Principal / Fairfield-Suisun Public Safety Academy, regarding their “boot camp” experience and expectations.

Brief comment by Steve Filson, Cadet Coordinator / San Bernardino Public Safety Academy, about their 3 day “boot camp” experience.

Additional comment by Officer Adrienne Quinn, Fairfield Police Department.

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Intro Clip *Program Benefits 01:00*

Promo Clip *Program Promotional 4:45*

Document *A detailed PDF Program Guide*

Segments

Understanding the Public Safety Selection Process 5:45

Host Marc Bailey relates that the Public Safety selection process is very detailed and can take several months to complete. The applicant failure rate is very high, approximately 95% statewide.

It is important that students understand this process at their earliest opportunity, so they can make good life choices and avoid derogatory issues that may affect their performance in a future application process. The sooner the students understand the process the more successful they will be in meeting the selection requirements.

Selection requirements differ between the various career paths and from agency to agency.

For law enforcement, California Peace Officer Standards & Training (POST) sets the minimum selection requirements that law enforcement agencies must follow. These minimum requirements include:

- Reading and writing exam
- Physical agility test
- Personal History Statement (PHS, a 27-page application document)
- Background Investigation
- Psychological exam
- Oral interview
- Medical screening

Sid Smith, Senior Background Investigator and retired police chief, reviews the selection process in more depth. Sid Smith feels that a Career Pipeline program can give candidates an advantage to meet the challenges they will face in the selection process.

- Applicants need to understand that there is no such thing as a perfect person or applicant

Host identifies some of the potential applicant disqualifiers:

- Traffic citations
- DUIs
- Public intoxication
- Narcotic use
- Disorderly conduct
- Gang affiliations
- Lack of control and poor interpersonal skills
- Giving false statements

Comments by Craig Ogino, Crime Lab Director, San Bernardino County Sheriff's Department, retired (over 30 years service):

- Due to the many television programs featuring CSI (Crime Scene Investigations), many candidates are interested in the career field
- Candidates need to have completed college degrees in Chemistry, Bio-Chemistry, and/or Biology (a major commitment)
- New applicants are having a difficult time passing the background investigation process for these positions

Additional comments by Sid Smith:

- Everyone has done something in their lives that they wish they could have done differently

- Background investigators are going to look into issues or decisions made by the applicant and what impact those things have on the candidates overall suitability for the position, such as:
 - Stealing from one's employer
 - Excessive traffic citations or collisions
- Background investigator wants to know what the person learned from their negative behavior
- We all have made mistakes and we understand that and some mistakes are not forgivable but many are learning experiences that help prepare an individual for the kinds of issues and people they are going to encounter, if they become peace officers
- Agency is going to be concerned about the applicant's prior use of drugs, and about the applicant's choice of friends, and whether those decisions reflect good choices or possible criminal activity
- If applicant's bad choices are determined to be recent, it will have a very detrimental affect on their ability to pass the background process
- The background process causes many applicants difficulty because they are unprepared, due to inappropriate behaviors in their personal histories
- The Personal History Statement (PHS) is a 27 page application that asks the applicant to address the past 10+ years of his/her life
- Approximately 80% of California law enforcement agencies require applicants to take a polygraph or voice stress analysis (detections of deception examination) based on the PHS

An applicant is shown in a polygraph setting in this segment

- The polygraph examination reviews the questions answered by the applicant in the initial application to confirm that the questions were answered truthfully

Play All Plays the entire video at one time

Intro Clip Program Benefits 01:00

Promo Clip Program Highlights for Recruitment 4:45

Segments Shifts to secondary menu of 10 video segments

Introduction 4:30

Overview 12:10

Program Highlights for Recruitment 4:45

A Tool for Law Enforcement & Public Safety Professionals 10:10

Benefits to Educators 12:10

Examples of School-Based Programs 15:00

Cadet Program Orientation 3:05

Understanding the Public Safety Selection Process 5:45

Character and Leadership Development Components 11:30

Credits 2:20

Segments

Character and Leadership Development 11:30

Segment opens with students in a formation reciting the Cadet Creed:

- I strive to achieve academic excellence
- I exemplify high moral character
- I work diligently to prepare for the future
- I know my success in school and life depends on my own effort

Comment on the importance of using the Cadet Creed by Jennifer McKee-Stickel, English teacher & Character Counts Coordinator for the San Bernardino Public Safety Academy (grades 6-12)

Host Marc Bailey relates that strong character and leadership development are essential components to the Career Pipeline. Also, that a strong moral character is needed to meet the demands and temptations of a public safety career.

One of the most successful character development programs for young people is the Character Counts program, developed by the Michael Josephson Institute of Ethics.

Comments by Kathy Toy, School Principal and Steve Filson, Cadet Coordinator, San Bernardino Public Safety Academy, (grades 6-12) on character development and the 6 Pillars of Character used in their program.

Comment by Scott Gilliam, Director of Training for DARE America, that developing character and skills in children allows them to make better choices and can help them achieve a career in law enforcement.

Comment by Jennifer McKee-Stickel, San Bernardino PSA, that they offer a short course on Character Counts to the students' parents, so that character traits can be reinforced at home. Also, comments on the school's participation in the National Character Counts Week, every October.

Host introduces Michael Josephson, who has expanded the Character Counts program globally to millions of children. Josephson was a law professor and founder of the Michael Josephson Institute of Ethics, and is one of the most noted experts on ethics. He has worked with many organizations and corporations over the years, including California POST.

Michael Josephson opens with, "Teddy Roosevelt once said, to educate a person in the mind and not the morals is to educate a menace to society."

Josephson reviews the concept of his program on ethics and how it is designed to instill values and beliefs that are going to lead to a more ethical society and help children become more successful and effective in their lives. The program has evolved since its inception and now has a greater focus on getting students to understand the value of academics and emotional intelligence.

Josephson reviews the value of the 6 Pillars of Character and how it is used in the program:

- Truthfulness
- Respect
- Responsibility
- Fairness
- Caring
- Citizenship

Josephson also discusses the delivery system used to implement the Character Counts program and the 6 Pillars of Character known as TEAM:

- Teach
- Enforce
- Advocate
- Model

Host Marc Bailey relates that leadership is an essential part of public safety and law enforcement. The public expects strong leadership traits in public safety professionals.

Short comment by Steve Filson, Cadet Coordinator, San Bernardino Public Safety Academy, (grades 6-12) on the importance of leadership in their program.

Host introduces Pete Bowen. He has practiced and taught leadership for over 25 years, and is an expert on leadership, ethics, and organizational culture. He is a graduate of Notre Dame and Duke University. He also served in the USMC as a fighter pilot and instructor. He is now the President and CEO of Servite High School in Anaheim, CA. He has developed the Covenant Leadership program, which is becoming a model program for other schools across the country. And he developed a leadership template for POST that can be used in middle and high school public safety programs that is available in this program guide, which is part of this DVD.

Pete Bowen explains that the Covenant Leadership and Formation Process have a very firm academic foundation. It gives students the best chance to develop academically, so they can be successful in school and college. It also shows students the importance that good character has to one's success in life.

The Covenant Leadership Principal stresses that the good of the individual and the good of the team are the same. The more the individual puts into the team (organization, law enforcement, etc.), the more they are going to grow in their skills, their character, their teamwork, and their leadership. The stronger the individuals get, the stronger the organization becomes.

Pete Bowen believes that if public school administrators can engage in a Covenant Leadership and Formation Process that they will see better discipline, better leadership, and higher academic results in their students.