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BOARD SPOTLIGHT

By Dave McFarland, ISPA Director



Closing in on almost two years since being elected to the Iowa State Police Association (ISPA) Board of Directors, I can truly say I have enjoyed my time on the board and look forward to the next five years. I hope I have done a good job representing the ISPA and working for all its members, and will continue to do so in the future.

When I first joined the board, I took over the day-to-day management of the ISPA website from Past President Rob Burdess. At first there was a large learning curve, but I think I may finally have an understanding of what I'm doing. Over the last two years, the board has made many updates to the website, including:

- News page
- Sponsors page
- Newsletter page — including archive
- Obituary page
- Online membership application and renewal
- Online registration for annual conference
- RSS feeds on most pages

Another change this year was switching from the printed magazine to the digital format newsletter. After sending out several newsletters, I have noticed a decline in our members sending us promotions, retirements, obituaries, stories of their department getting a new K-9, getting new equipment or other positive stories we should be sharing with other members and our communities. I want to remind everyone we are always looking for content and news stories for the website and newsletter. You can send them directly to me at mcfarland@waterloopolice.com.

One of the reasons we decided to switch to the digital newsletter was so that we could add or remove news stories hours instead of weeks before sending it out. And we made changes to the website in order to get content online in a matter of minutes instead of having to wait months for the next magazine.

When doing some research for this article, I was surprised to see how few people are actually reading the newsletters. I won't bore you with all the numbers, but on average, only 32 percent or 512 people are actually opening up the newsletter.

As a board, we are always trying to ensure the newsletter contains relevant and important issues to law enforcement, our families and our communities. We want to be able to use the newsletter to bring these issues to our members, but it's hard to do when only a few are reading them.

One of my goals when joining the board was getting participation from more members to help with issues that benefit not only ISPA members, but law enforcement as a whole. The ISPA Board of Directors is only made up of eight people, whereas we have around 3,180 ISPA members. Just imagine all the knowledge, training and education we all possess. If you as a member, and we as a board, start to use our new communication tools, I think we can accomplish almost anything we set our minds to.

In order to do this though, we have to get more involvement and participation from everyone. The first step in this process is to make sure every ISPA member you know is signed up to receive our emails and newsletter. Just click [here](#) to get them signed up.

I wonder by now how many people are still reading my Pulitzer Prize winning article. Let's find out! Email me your name, department and phone number at ISPA2019@gmail.com for a chance to win a gift card to Brownells, one of our premier sponsors. Make sure you write **"I read the article"** in the subject line. For each person who emails me, I will personally donate \$1 towards the gift card, up to \$100 (one entry per person, please). The deadline to email me is October 1, 2014. I will draw the winner at the ISPA Annual Conference in Ames.

On that note, don't forget about the ISPA Annual Conference October 13–15th in Ames. Click [here](#) for more information. I hope to see you there!