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CONTACT: Officer Matt Barnett
Public Information Officer
623-930-3276

Glendale Police Unveil New Mission, Vision, and Values Statements

GLENDALE, Ariz. – The Glendale Police Department is pleased to announce the formation and adoption of new Mission, Vision, Values, and Basic Principles Statements. The statements are provided on the last page of this document.

At the direction of Chief Steve Conrad, a working group met several times to review the existing Mission, Vision, and Values Statements as the department moved forward into a new era of growth and leadership. In addition, Chief Conrad named four basic principles that will guide the actions of department members.

“While policing has become more complex in today’s society, our essential function really hasn’t changed. Our job is to protect people and their possessions,” said Conrad. “We might go about it in a wide variety of ways, but at the end of the day, that is the reason for our existence. We wanted our mission statement to reflect that basic truth,” he said.

The Vision Statement represents the collective feelings of the department’s members regarding who and what we are as an agency, and how we intend to conduct our operations as we move forward into the future. The Values Statement, as the name suggests, lists six core values to which all members of the department are expected to subscribe. The department also looks for these attributes in the

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City of Glendale
5850 W. Glendale Ave.
Glendale, AZ 85301
(623) 930-2960
www.glendaleaz.com

men and women who may seek to join us. The Basic Principles are the cornerstones of effective policing.

Here are the statements:

Mission:

The mission of the Glendale Police Department is to protect the lives and property of the people we serve.

Vision:

During an era of unprecedented growth and development, the Glendale Police Department will focus on preventing crime and maintaining order, while supporting numerous major events.

We recognize the importance of our employees in meeting the challenges of the future. Our growing organization will emphasize the development of professional knowledge and leadership skills within our ranks. We will recruit exemplary men and women who reflect our community. We embrace a progressive mindset that encourages one and all to seek innovative techniques and emerging technologies in order to accomplish our mission.

Community participation in formulating police strategies will be encouraged. Our common goal will be to provide the most effective possible response to law enforcement emergencies, neighborhood problems and the enforcement of traffic laws, ensuring that Glendale continues to be a desirable place to live, raise a family, educate, recreate and do business.

Everything that we do, collectively or individually, will be done in accordance with our values and objectives.

Values:

- Courage
- Integrity
- Excellence
- Respect
- Dedication
- Compassion

Basic Principles:

- Crime Prevention
- Crime Control
- Community Involvement
- Fair and equitable treatment

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