

TEXAS ASSOCIATION *for* CRIME STOPPERS

Purpose

Texas Association for Crime Stoppers, Inc., a 501(c)(3) organization, exists to promote and encourage member Crime Stoppers organizations by providing developmental and operational support and guidance, and serving as an advocate for all Texas Crime Stoppers programs.

Membership Questions

At TX4CS.com, you'll find answers to many of your questions concerning the Association and membership. Additionally, you may submit your questions to info@TX4CS.com

Board of Directors

Jeff Daniels, Chairman

Rick Dorman, Vice-chairman

Estela Quintanilla, Secretary

William Heuberger, Treasurer

Brian Bohn

Susan Rogers

JB Smith

Legislative



Wishlist

JB Smith

Executive Director, Crime Stoppers of Lufkin

TX4CS provides its member organizations developmental and operational support and guidance, and serves as an advocate for all Texas Crime Stoppers programs. The current TX4CS Board, consisting of coordinators, executive directors, and trainers—each with a decade or more of Crime Stoppers experience—is ideal for these duties. Still, the board cannot perform its duties without input from members.

As you know, the Association has been working on improving the statutory language of §414, Texas Government Code, and member feedback and suggestions are guiding the Association's efforts. In May, members submitted their §414 wish lists in hopes that the Association's work will be combined with that of the state's advisory committee.

After parsing the language and joining similar requests, the compiled legislative wish list looks like this:

• Secure 20% and Excess Funds

By banding together, local Crime Stoppers organizations prevented the passage of House Bill 3690, introduced March 2017, which would have changed how 20% and Excess funds are calculated and expended, effectively eliminating both sources of operating capital for CS organizations. Many members wish action to be taken to secure 20% and Excess funds as a means of preventing future changes that would fundamentally alter the way organizations have operated for decades.

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Membership Benefits

Membership benefits of the Texas Association for Crime Stoppers for member organizations include (see membership welcome packet for complete list of benefits with examples and restrictions):

- **Legal advice** to Member
Organizations from attorney Richard W. Carter, formerly: Arlington Municipal Court Judge, Chair of Texas Crime Stoppers Advisory Council, General Counsel & Executive Director of Crime Stoppers International; and current Director of Legal Services for Crime Stoppers USA.
- Operational and procedural **advice, guidance, and training** from JB Smith, Executive Director, Crime Stoppers of Lufkin, Inc. and Past Chairman, Texas Crime Stoppers Council.
- **Access** to this quarterly newsletter.
- Access to the "**Members Only**" area of www.TX4CS.com with its growing list of resources.
- **Voting rights:** each adult member and member program may vote as a member of the organization and have direct influence over its direction and operation.
- **Legislative influence;** monitoring, reviewing, and suggesting changes to Crime Stoppers-related legislation is a major portion of the Association's work to protect the rights as each Texas Crime Stoppers organization to continue to operate as independent, nonprofit entities. Members will have many opportunities to help guide Texas Crime Stoppers towards a more successful future.

★ Reward Payment Authorization

While reward payments are authorized by statute, the authorization is found scattered across §414 and leaves questions about rewards from non-certified organizations and for non-criminal conduct, such as school rule violations. Members rightly pointed to that the authorization should be clearly stated in statute. It's not difficult to imagine a bureaucrat deciding that paying cash to an unidentified person violates some act or presents a security concern.

★ Protect Tips

§414 makes tip information and the identity of a tipster confidential, but the wording leaves a lot to be desired. A concern repeated by many members is that of protecting tip information regardless of who holds the information or in which form it is held. Additionally, members asked for tip information to receive the same explicit exemption from the Public Information Act that Occupations Code 1701.661 affords body camera videos.

Any statutory changes should state, explicitly, that it is an offense to reveal the contents of a tip or the identity of a tipster to a person not employed by a law enforcement agency, regardless of how the releasing person obtained the information.

★ Define Crime Stoppers

In Texas statutes, a clear definition of what a Crime Stoppers organization is does not exist. Without the definition, many schools and law enforcement agencies across the state present themselves as "crime stoppers" and state they will accept criminal activity reports anonymously. In truth, information reported to the public school or to a law enforcement agency is not protected from release, but many point to Government Code Chapter 414 and the use of the "crime stoppers" name as their protection for the "anonymous" reports.

A clear definition is also necessary to prevent multiple CS organizations operating on top of each other and creating confusion for those we serve. Under the current statutes, nothing prevents three persons creating a nonprofit corporation, calling it a CS organization, and receiving criminal activity reports. Such persons should be encouraged to create the corporation in an area not currently

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served by a CS organization, but they also could choose to create it inside the operating area of another CS organization (e.g.; creating "Anytown Crime Stoppers" without regard to the 30-year existence of "Crime Stoppers of Anytown"). When multiple CS organizations attempt to operate in the same area, tipsters are confused and the statutory protections are stretched, if not obscured, by watering down the meaning of Crime Stoppers.

★ *Excess Funds Calculation*

Members want a clear method for calculating excess funds and seek something as simple as; "If the amount of funds received by a crime stoppers organization under Government Code §414.010 exceeds the total amount of rewards paid by the organization during the preceding three fiscal years, the organization may deposit the excess amount of funds in a separate account..."

★ *Excess Funds Expenditures*

To most members, clarification for how they may expend Excess funds is high on their list. Members asked for easily understood language and authorization that would keep them from worrying that their organization might be told to repay their restricted funds account after an expenditure. Something like; "Excess fund may be used for crime solving and crime prevention purposes of the organization.

★ *Territorial Jurisdictions*

At present, certified organizations have an identified area of operation, but nothing prevents another CS organization operating in the same area. Members asked for certified organizations to have "jurisdiction" over their area of certification and said the area should be held until their certification ends, either through expiration, relinquishment, or decertification.

The last two items requested by members are secured by current statute but it is worth pointing out here that members feel strongly about the provisions and do not want changes made.

★ *Appointment of Director*

Members stated the Texas Crime Stoppers Texas Crime Stoppers Council must continue to be included in the process of selecting and directing the actions of the Director of Texas Crime Stoppers. Government Code §414.004, Director, directs that the executive director of the criminal justice division of the governor's office, with input from the council, shall designate a person to serve as director, and that the CJD executive director shall consult with the council to define the director's authority and responsibilities.

★ *Council's Rules*

Members want the Texas Crime Stoppers Council to retain its authority to certify organizations and to make necessary rules for carrying out its duties. Government Code §414.006 gives the council this rule making authority and only restrict them by stating the council's rules may not interfere with CJD's grant-related rules.



Keep the feedback and suggestions coming and we'll keep advocating for all Texas Crime Stoppers organizations. By working together, we can ensure that Crime Stoppers in Texas continues to be a model for the rest of the world.

Robertson County Sheriff's Office



Hello everyone. I have been honored with an invitation to write this article for our associations' newsletter. Although I am experienced at writing countless reports and narratives during my law enforcement career, I must confess this is my first rodeo at "Journalism".

I would like to reach out to you on the subject of the importance of associations. Personally, I belong to a number of associations such as the National Sheriff's Association, Sheriff's Association of Texas, Texas Association of Counties, Central Texas Police Chiefs and Sheriffs Association as well as our very own Texas Crime Stoppers Association, to name a few.

If you have ever heard the old sayings "there is strength in numbers" or "there is safety in numbers" you can bet the farm there is truth and validity in these phrases. Case in point, the last time I checked with the association headquarters I am proud to report that the Sheriff's Association of Texas enjoys 100% membership of all 254 Texas Sheriffs. Could it be that all of our Sheriffs see the importance and benefits of belonging to their association? Associations are the foundations of many professional and non-professional organizations.

I view our Texas Crime Stoppers Association as a positive towards the present and future of Crime Stoppers programs here in our state. We are most fortunate to be comprised of seasoned Crime Stoppers people as well as newcomers to our programs. Crime Stoppers runs deep in my veins as I have been a part of this family since 1989. Yes, next May is my 30th anniversary. I have been blessed to be a part of my home program for this amount of time. I have also assisted in guiding several neighboring communities in organizing their Crime Stopper programs. Some are still running successfully and sadly some have folded.

Crime Stoppers here in Texas has been successful over the years in having legislation introduced and passed that promotes and protects the overall health of our programs. This in itself is paramount and speaks volumes as to not only our Crime Stoppers family but even that our House and Senate members recognize how our programs make our communities and our state a better place for us all.

With this said, if you and your Crime Stopper program are a member of our Texas Association of Crime Stoppers, I commend you. Together we will continue our heritage, mission and success in the quest to solve crimes and assist in the capture of the bad guys.

If you are not a member, then I respectfully appeal to you with hat in hand and graciously extend the invitation to join. With your inclusion Crime Stoppers in Texas will strengthen even more so to the betterment of our communities, our state and our people.

Who is with us?

In Service to You,

Gerald Yezak, Sheriff

Robertson County, Texas



Millennials, Generation Z...

Who Are These People?

How to engage with and market to new Generations

Susan Rogers

Executive Director Odessa Crime Stoppers

So, it seems like Millennials have taken over the world and just when you think you might understand, along comes Generation Z. Generation Z.... What????? Who are they and most importantly how do they affect my Crime Stoppers program?



Let's start with the Millennials. The term Millennials generally refers to the generation of people born between the early 1980s and early 2000s. They are the teens, young adults and 30 somethings.

Millennials love the internet; after all they've grown up with it. Both of my millennial children can still remember getting our first computer and those slow dial up connections. I bet that sound is going through your head right now!

With the oldest of this generation being about 38 years old, they are currently the largest share of the U.S. workforce. What does this mean to Crime Stoppers? They have the money to give! And millennials are willing to take action for causes they feel passionate about.

Now you know who they are and what they're doing. Truthfully, if you're not already catering to this generation, you're a little behind. So, let's take a look at how to market your program and fundraising efforts to this generation.

Social Media, it doesn't get any more millennial than this. Make sure your program is all over this! Use all forms of it! Facebook, Twitter, Snapchat...they use it all. I was recently told by a group of high school students that Facebook was for their parents. Thank you, Generation Z; I'll get to you in a few minutes.

This proves my earlier statement that many millennials are in their late 30's. Make sure your program relates to this generation by telling a story about Crime Stoppers to which they can feel personally connected. This will make them more likely to volunteer, engage, and donate.

Transparency, all people like to know where their money is going. This is especially true with millennials. It helps to build trust and create loyal supporters. During and after your fundraising campaign, let your donors know how you use their donations. Highlight solved cases, success stories, and programs or projects in which your organization is involved.

Millennials share! If they believe in your organization, they will encourage friends and colleagues to support and donate as well.

Cashless! Yes, I said CASHLESS! Nobody carries cash anymore, especially millennials. And they rarely use checkbooks. Make sure your Crime Stoppers program is set up for online donations and have a way to

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take cashless donations in person at your fundraising events. There are numerous ways to do this, including Square, Apple Pay, PayPal, etc. Do you have your Facebook page set up for donations? You should!

Now on to Generation Z...Most sources say Generation Z was born after 1996, making the oldest around 22; ready to graduate from college, get out in the world, and advocate for causes about which they care. They may be young, but they already have a presence in the nonprofit world. Take Campus Crime Stoppers for example, our students are Generation Z. They volunteer their time to Crime Stoppers because they care about the cause.

As with millennials, Generation Z is tech savvy. The difference is Gen Z doesn't know a world without internet, social media, or smart phones. I would venture to say; Generation Z knows social media better than anyone. From my own experience, when I want to know about Snapchat or Instagram I find a teenager. I'm sure most of you can relate. One internet source says that, on average, those in Gen Z get their first social media account at age 11. It goes on to state that while most of Gen Z is too young to contribute financially, 32% have already donated to a charity using their own money. And by 2020, a short 2 years from now, they will make up almost 25% of the population. If that is the case, we will need to tailor our Crime Stoppers message to their generation and on their terms.

Make sure your content is mobile friendly and use multiple platforms. After all, that's how they are going to find you. Additionally, video consumption is key to Generation Z. Do you YouTube, Dailymotion, Metacafe, Flickr, or Vimeo? Don't feel bad, I have no clue either! But I'm going to learn! Get on THE Google. My kids are 😊 right now! LOL! I know a few things. 😊 ... 😊, see!

It's important to start marketing towards Generation Z as soon as possible. For now, create volunteer opportunities to engage Gen Z with your Crime Stoppers program. Hopefully this will make them more likely to give financial support in the future and create a generation of philanthropists.

Now, get out there and follow, tweet, and like your way into the hearts and pocketbooks of those millennials and Gen Z's. Pocketbooks, oh geez! Did I just date myself.....?

Need a Guest Speaker, an Expert to Blame?

"*No prophet is accepted in his own country*". Try teaching a class or presenting rules to a group of friends or coworkers and you'll find the truth in this statement. If you're having a hard time getting your message across to board members or law enforcement, TX4CS might be able to help. We've found that bringing in an outside "expert" eases the acceptance of rules that people might otherwise ignore. JB Smith makes himself available to Association members for meetings, planning sessions, personalized training, and special events. If you've attended any of his presentations, you yourself. If you want JB to speak to community, send a request to JBsmith@639TIPS.com



"*Best Practices*" in Crime Stoppers

Judge Richard W. Carter, Retired
Legal Counsel to Texas Association for Crime Stoppers, Inc.



"Best Practices"

In the operation of a Crime Stoppers organization, you may hear the term "*Best Practices*" mentioned periodically. It may be a casual reference to a way of doing things which virtually all Crime Stoppers programs recognize as the manner in which business is conducted. Or, it may be a term used when attempting to persuade others that it is or should be the way to conduct Crime Stoppers' business. The presumption is your organization and its business will be more successful and will likely avoid some problems if following or adhering to "*Best Practices*".

Subjects of "Best Practices"

A shortlist of examples of Crime Stoppers activities that may be addressed with a "*Best Practices*" policy or procedure would likely include:

- Corporate Board
 - No government officials
 - No candidates for office
 - No active law enforcement
 - No convicts
 - No blatant nepotism
- Rewards
 - Cash only
 - No face-to-face payments by police or board
 - Upon arrest and indictment, not conviction
 - No funneling
 - No rewards for Missing Persons
 - No supplemental or excessive rewards

Are "Best Practices" Mandatory and Binding?

Certainly it is a "*Best Practice*" to comply with any regulation, statute, or court decision. However, not all "*Best Practices*" are necessarily requirements of the law. They may simply be "*common sense*" or the "*right thing*" to do. Because many "*Best Practices*" are not imposed by law, it is necessary to obtain voluntary adhesion to such standards through education and the art of persuasion.

Where Are "Best Practices" Found?

One of the problems with the use of the phrase "*Best Practices*" is locating and producing it in written format. Is it a "*Best Practice*" by virtue of being described as a procedure or policy in an Operations Manual for Crime Stoppers which is authored or published by a Crime Stoppers office, association, or a speaker's handout at a Crime Stoppers training conference? Or can "*Best Practices*" be found on an internet web site?

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"Best Practices" in Crime Stoppers

Who Establishes or Determines "Best Practices"?

Arguably, "Best Practices" in Crime Stoppers is something enlightened Crime Stoppers organizations and practitioners seem to have agreed upon and share with other Crime Stoppers organizations and practitioners. Occasionally, a "Best Practice" may be cited as one espoused by a well-known Crime Stoppers practitioner or official. This would include the chair, president, executive director, council or commission, speaker, or an author. Those persons may have originated the "Best Practices" idea, or more likely they are repeating and reinforcing the standard established or sought to be established by another.

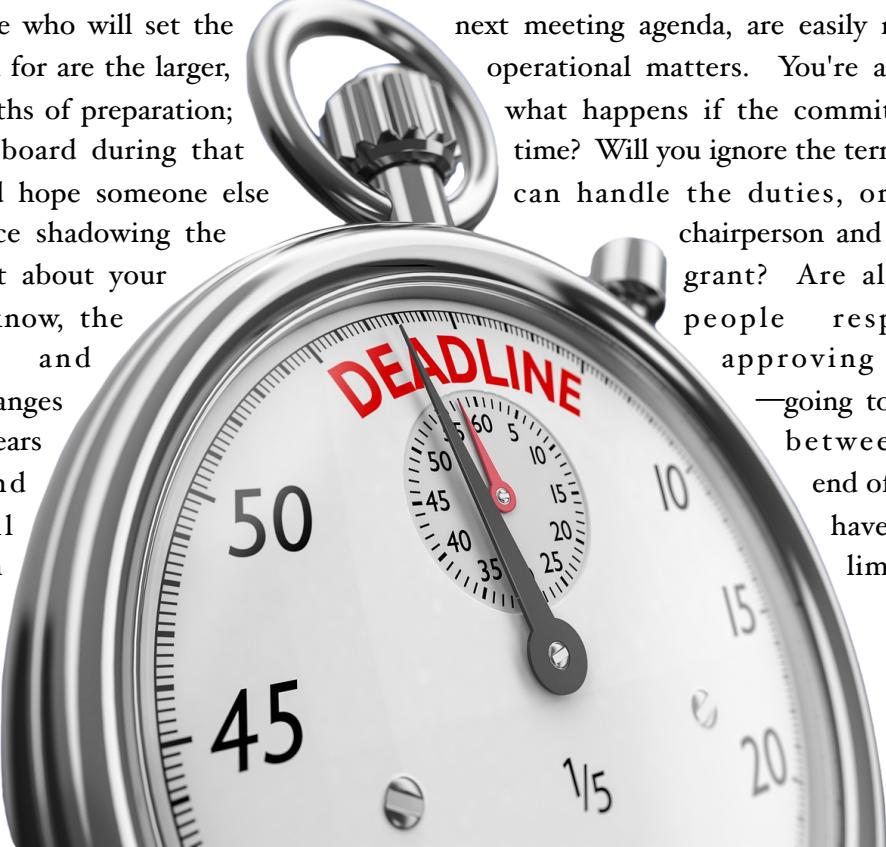
Going Forward with "Best Practices"

It is my understanding that there are a few stand-alone lists of "Best Practices" in existence. Gregory B. ("Greg") MacAleese, the Founder of Crime Stoppers, is currently undertaking the challenge of creating an authoritative "Best Practices" reference which addresses the many facets of Crime Stoppers as it has evolved through changes in society, law, and technology since 1976. Greg will be soliciting input from any and all Crime Stoppers practitioners, and I will be involved.

Term Limits

Many nonprofit corporations impose term limits on board members and/or their executive board positions. The reasons for limits vary but most see the regular turnover as a way to keep the board fresh, new, and hopeful, and keeping it from becoming a one-person show. Whatever the reason for the changing of the guard, insuring continuity takes planning.

Little things, like who will set the you need to plan for are the larger, likely takes months of preparation; rotates off the board during that your fingers and hope someone else someone in place shadowing the the role? What about your officials—you know, the submitting and reports, and changes the nearly two-years submission and not, who will account? Term plan ahead.



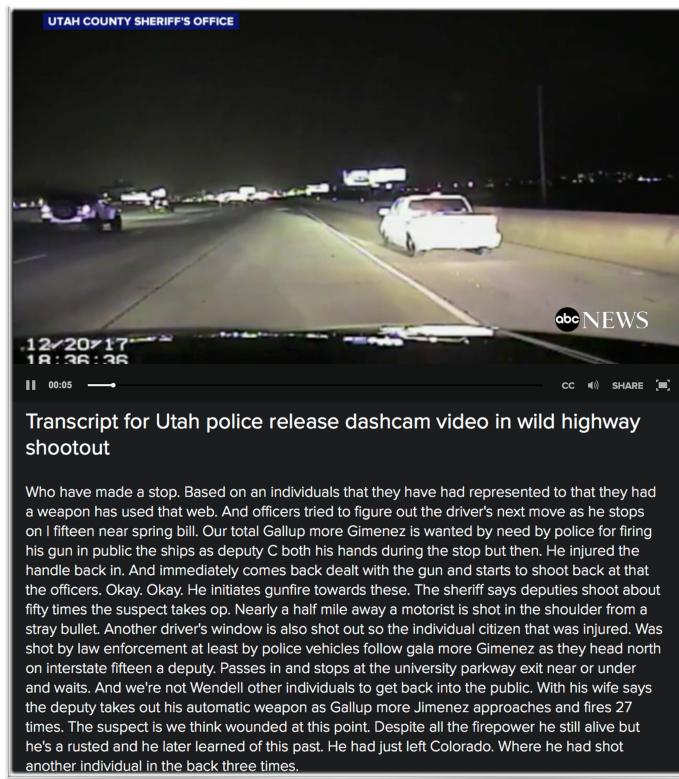
next meeting agenda, are easily managed. What operational matters. You're annual fundraiser what happens if the committee chairperson time? Will you ignore the term limit, will cross can handle the duties, or will you have chairperson and ready to assume grant? Are all of your grant people responsible for approving applications, —going to be in place for between application end of grant period? If have access to their limits work if you

Technology Fail!

The continual technological advancements of our world are awe-inspiring. Tasks that a couple of years ago took weeks and thousands of dollars worth of equipment to perform can now be handled in minutes using a free app on a smartphone. Regardless of how far we've come, we're not yet to the point of letting technology run unchecked. Consider the autogenerated subtitle and transcript tools available through social media applications and video sharing websites.

Transcribing videos is tedious but extremely important. Few of our online viewers actually activate the sound on their device. They'll watch an entire video, and post their deeply-insightful thoughts about it, without hearing a word of commentary or reading a single word of the narrative. You'll never stop every under-informed comment but you can reduce them by subtitling the videos you post.

Several subtitling applications exist and platforms like Facebook and YouTube have them built in, but don't trust the autogenerated text. Take, as a humorous example, this screen capture of the autogenerated text of a police pursuit video posted by ABC News.



You can find the original post at <https://abcnews.go.com/US/video/utah-police-release-dash-cam-video-wild-highway-52286682>, but some of the software's errors are the suspect's name, Arturo Gallemore Jimenez, being transcribed as "*Our total Gallup more Gimenez*" and "*gala more Gimenez*", "*with his mind set*" becoming "*With his wife says*", and "*arrested*" being "*a rusted*". Use every tool you need but double check the results.

Training

The 30th annual Texas Crime Stoppers Conference is set for October 08-10 in Schertz, and registration is open. You can find information and a register at:

<https://is.gd/dFMqUg>

At present, The Texas Crime Stoppers website does not list any other scheduled trainings, so the conference might be your only chance this year for certification-related training.

Any TX4CS member organization in need of individualized training or training that goes beyond the Basic Crime Stoppers course may contact JB Smith at jbsmith@639TIPS.com

TX4CS expects to announce a new training series very soon; stay tuned!

Meetings

The Texas Crime Stoppers Council will meet in Austin at 9:30 AM Friday, August 17, 2018.

Location:

*State Capitol Building
Committee Hearing Room E1.102
1100 Congress Avenue
Austin, Texas 78701*

Council meetings are regulated by the Open Meetings Act and are open to the public. We understand that traveling to Austin for a Friday morning meeting doesn't fit into everyone's schedule. Fear not. TX4CS will attend to represent all Association members and to provide you with video of the meeting (follow facebook.com/TX4CS for updates).



Important Dates

Under [Rule §3.9013](#), Texas Administrative Code (*Title 1, Part 1, Chapter 3, Subchapter H*), all certified Crime Stoppers organizations must submit quarterly statistical reports. Public Policy Research Institute (PPRI) at Texas A&M University manages the reporting for the Office of the Governor and reports, due no later than January 31, April 30, **July 31**, and October 31 of each year, are submitted online at: <https://cjd.tamu.edu/>

October is just around the corner, and you need to gather your submissions for the Texas Best Awards. We can't wait to see your articles, photos, videos, and recordings. More information is available at: govtexas.gov/organization/crime-stoppers/texas-best-awards