



January 26, 2009

M E M O R A N D U M

TO: District Board of Trustees

FROM: William D. Law, Jr., President

SUBJECT: Pat Thomas Law Enforcement Academy Branding

Since the acquisition of the Pat Thomas Law Enforcement Academy (PTLEA) by Tallahassee Community College in 1999, the scope and nature of programming there has changed significantly. In addition to the law enforcement and corrections programs that have always been offered at PTLEA, basic recruit programs now include probation, juvenile justice, firefighter, telecommunications, emergency management, and private security. To describe this breadth of programming under the heading of a “law enforcement” academy is becoming an increasingly incomplete description.

In addition, PTLEA has become the physical location for state agencies’ academies and their training personnel to include FHP, FDLE, DOT, DFS, DEP, FWC, and DJJ. Each of those entities offers its own training and has its own identity that is separate from PTLEA. Describing the relationships among the agencies and PTLEA is sometimes confusing.

It is timely to consider the creation of a new “brand” for the current and planned activities carried out by and at the academy. Specifically, it is requested that the Board approve the creation of the Florida Public Safety Institute (FPSI). FPSI would be used as an umbrella term to describe the site where PTLEA and its state partners are located. It would also be used in expanding and marketing the academy’s continuing education initiatives outside the college’s service area, particularly in other states. It is important to note that this request will not eliminate PTLEA. PTLEA will continue to exist and provide the basic recruit training locally that it has always provided.

STAFF RESOURCE: JIM MURDAUGH

RECOMMENDED ACTION:
Approve request as presented