Thank You for Joining Us

• Please use your computer speakers to listen to the webinar. If you are having trouble with audio or do not have speakers, please join the webinar via phone by calling 1-800-832-0736 and using room number 9998597#.

• Type your questions in the Q&A window.

• Download slides and handouts at any time during the webinar. Click the link you want to access, then click “Browse To.”

We will begin shortly.

Building Your Trainer Toolbox

Part 2: Training Materials and Tools

Kimberly A. Lonsway, PhD
Director of Research
End Violence Against Women International

Acknowledgment

Thank you to Office on Violence Against Women (OVW), US Department of Justice for continued support of this work!

Grant Disclaimer

This project is supported by Grant No. 2018-TA-AX-K032 awarded by the Office on Violence Against Women, US Department of Justice. The opinions, findings, conclusions, and recommendations expressed are those of the author(s) and do not necessarily reflect the views of the Department of Justice, Office on Violence Against Women.

Learning Objectives

• Consider specific ways to improve your own training materials, including titles, abstracts, learning objectives, and PowerPoint slides.

• Evaluate suggestions and samples for improving your professional tools, such as a biographical sketch, resumé, and CV.

• Improve your effectiveness as a trainer and consultant.

Titles and Abstracts

What is their purpose? How do I write good ones?
Purpose of Title / Abstract

- To get the right people in the room
  - Vague or boring? Seats will be empty
  - Misleading? People will be disappointed

Source: https://www.brentozar.com/archive/2012/04/writing-better-conference-abstracts-presentations/

Title / Abstract Should Answer:

1. What you will be teaching
2. Who should attend
3. How they will benefit

Writing a Good Title

- Awesome, straightforward title
  - Write for target audience, across disciplines
  - Use language they will (all!) understand

- They say people judge a book by the cover - your title is the cover!
  - Fuel curiosity
  - Create urgency

Would you choose to see this presentation, based on the title?

Dealing with Homelessness

The Kids Aren’t All Right: Community Policing for Youth Homelessness

The Kids Aren’t All Right: Community Policing for Youth Homelessness
Effective Use of Social Media
Building Trust and Legitimacy
One Tweet at a Time

Medical and Psychological Impacts of Trauma: Job Performance and Resiliency
When Saving Lives Damages Your Own

Cutting Edge Technology for Today’s Law Enforcement Challenges
The Drone as a First Responder

Re-framing Early Warning Systems to an Early Intervention Mindset: A Psychological Perspective
Preventing Tragedy: The Top 10 Ways Cops Get in Trouble

A Guide to Proactive Media Relations and Citizen Engagement
Cops are from Mars, the Media are from Venus

Writing a Good Abstract
- Hit hard with first sentence
- One possible strategy:
  - Start with something they already know, to provide a frame, context for information
  - Then drop hints about what they don’t know, to pique interest, fuel curiosity
- Other strategies too, not “one size fits all”
- Craft a story around the content

Source: https://www.brentozar.com/archive/2012/04/writing-better-conference-abstracts-presentations/
Writing a Good Abstract

- Use regular language
  - Simple, straightforward, concise, and engaging
  - Avoid technical jargon or lingo
  - Use acronyms sparingly, define them first time
- Write the abstract, and then edit it down
  - Is it interesting? Does it tell a story? What can you cut?
- Make sure spelling, punctuation is perfect
  - Check it - then have someone else check it again

Would you choose to see this presentation, based on the abstract?

This presentation will provide all Supreme Court cases and relevant Circuit court cases to Law Enforcement professionals. The presentation will provide the cases as well as legal analysis and discussion. The focus will be on the implications of each case and their effect on law enforcement.

Law enforcement use of social media is rapidly evolving, and so too are the legal and constitutional challenges associated with it. This session will discuss the constitutional implications involved in: establishing an agency social media presence; monitoring social media; and using intelligence sourced from social media for law enforcement purposes.

Recently, there has been increased scrutiny on law enforcement when dealing with suicidal subjects, with agencies considering if they should respond, can they use force, and if and when they should walk away. This class will detail a full range of options, from mental health programs, foundational concepts, the use of less lethal, and an understanding of the law and use of force to build a complete toolbox for addressing these calls. Participants will leave with knowledge to help create policy and training programs to respond in an ethical, legally defensible, and repeatable manner. They will also know when it is appropriate to use force, use a tactical team, or have officers walk away, as well as the consequences of those actions.

This presentation will review the interplay between mental and physical health after LEO experience with and exposure to trauma, and impacts on LEO performance and well-being. Clinical screening, assessment and management tools will be discussed.
Presentation will provide participants with the current operational composition of a task force that utilizes the unique authorities and resources of member agencies and innovative technological tools to target the importation of fentanyl, synthetic opioids, and other dangerous drugs from Darknet and foreign sources of supply.

Are you a new chief looking to implement a new strategy or initiative? Or are you a more seasoned executive, ready to tackle a lingering challenge or take an existing program to the next level? Learn how law enforcement executives from across the United States have leveraged free, customized technical assistance through utilizing the Collaborative Reform Initiative Technical Assistance Center (CRI-TAC), a program of the Office of Community Oriented Policing Services, to address their most pressing issues.

**Writing Learning Objectives**

- Design training with the end in mind
  - What do you want them to be able to do?
  - How will you know if they can?
  - It’s not about what you will say or do

- Write measurable learning objectives
  - Use action verbs
  - Bloom’s taxonomy

- Review the historical development and uses of DNA.
- Recognize collaborative practice elements.
- Paraphrase the aims of the study, design, methods, and their development.
- Implement the study findings into community multidisciplinary practices.
End Violence Against Women International — A Professional Training Organization

1. Explain the goals behind the creation of holistic, comprehensive legal services networks.
2. Describe how to develop legal networks in their jurisdiction.
3. Identify the sources of funding that may be available for sustaining these initiatives beyond the demonstration phase.

End Violence Against Women International — A Professional Training Organization

4. Describe the basic characteristics of the military justice system.
5. Explain the role of the commander in the military justice system.
6. Identify support services that exist within the military.
7. Discuss victim rights in the military justice system.

End Violence Against Women International — A Professional Training Organization

Practice Time!

Understand the American criminal justice system.

Describe the specific responsibilities that prosecutors have within the American criminal justice system.

Source: https://teachonline.asu.edu/2012/07/writing-measurable-learning-objectives/

End Violence Against Women International — A Professional Training Organization

Practice Time!

Describe and create a social media plan for your organization.

Create a social media plan for your organization.

Source: https://teachonline.asu.edu/2012/07/writing-measurable-learning-objectives/

End Violence Against Women International — A Professional Training Organization

Practice Time!

Complete the quiz.

Rank order investigative strategies in brief case studies of sexual assault.

Source: https://teachonline.asu.edu/2012/07/writing-measurable-learning-objectives/
**Training Materials**

It doesn’t matter what you “covered.” What did they learn?

---

**Creating Training Materials**

- **Start with the end in mind**
  - What do you want them to do? (objectives)
  - How are you going to achieve this? (methods)

- **Tell a story and “chunk” information**
  - Logic of building knowledge
  - Use slide sorter!

---

**Creating Training Materials**

- **Handouts for them to take home?**
  - Look at slides with that eye!
  - Make sure points will be clear later

---

**Creating Training Materials**

- **Like packing for a trip**
  - Put in everything you want, then take half out
  - Notes page for more detail?

- **Prepare for multidisciplinary audience**
  - Avoid technical jargon or lingo
  - Carefully define terms and concepts
  - Have someone outside your field review
Increasing Accessibility

- Minimize text on each slide
  - Focus attention and provide roadmap
  - Address a few points per slide

- Keep it simple!
  - Too much text, clutter is overwhelming
  - Offer handouts for more information

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Increasing Accessibility

- Use at least 28-point font
  - Arial or Tahoma recommended
  - Bigger is almost always better

- Choose a simple background
  - No text over images (watermark, etc.)

END VIOLENCE AGAINST WOMEN INTERNATIONAL — A PROFESSIONAL TRAINING ORGANIZATION

Increasing Accessibility

- Sharp contrast
  - Dark font with light background, or vice versa
  - Some prefer dark background, light font

- Print in grayscale, see what it looks like
  - Is text legible?
  - Are images clear?

END VIOLENCE AGAINST WOMEN INTERNATIONAL — A PROFESSIONAL TRAINING ORGANIZATION

Increasing Accessibility

- Address color-blindness
  - Can mean different things for people
  - Avoid using one color on top of another (e.g., red text on green background)

- Caption video or audio elements
  - Editing software programs and websites

END VIOLENCE AGAINST WOMEN INTERNATIONAL — A PROFESSIONAL TRAINING ORGANIZATION

Source: https://slideplayer.com/slide/3328529/
INTRODUCTION

Motor Car, any self-propelled vehicle with more than two wheels and a passenger compartment, capable of being steered by the operator for use on roads. The term is used more specifically to denote any such vehicle designed to carry a maximum of seven people.

The primary components of a car are the power plant, the power transmission, the running gear, and the control system. These constitute the chassis, on which the body is mounted. The power plant includes the engine and its fuel, the carburetor, ignition, lubrication, and cooling systems, and the starter motor.

Font Color - Bad

- Using a font color that does not contrast with the background color is hard to read
- Using color for decoration is distracting and annoying.
- Using a different color for each point is unnecessary
- Using a different color for secondary points is also unnecessary
- Trying to be creative can also be bad

Areas Identified for Outreach and Support

Classroom Parent Partners
Specials Teacher Parent Partners
Neighborhood Parent Partners
Media Outreach Parent Partners
Parent Resource Center
Kindergarten Prep
Gap Year Needs

There's too much going on here. The eye doesn't know what to look at.

Why promote stronger Family/School partnerships?

Benefits for Students
- Higher grades and test scores
- Fewer placements in special education
- More positive attitudes and behavior
- Higher graduation rates
- Greater involvement in post-secondary education
- Better attendance and more homework done

Benefits for Parents
- More confidence in school
- Teachers have higher opinions of children and higher expectations of students
- Greater confidence in themselves as parents and in their ability to help their child
- Greater knowledge that the parents will enroll in continuing education to improve their child's school.

Benefits for Schools and communities
- Improved teacher morale
- Higher ratings of teachers by parents
- More support from families
- Higher student achievement
- Better relationships in the community

Font is too small and the wrong color.

Boring, generic title (4)

- I am writing down everything I could possibly say about this slide
- Resulting in me reading all the text out loud
  - But hey, that also means I do not have to make any contact whatsoever with my audience.
  - Yippee!
  - No, I'm not my fly open? I feel a breeze.
  - Why is that guy yawning over there?
  - I just owe the kid face, don't you?
  - I'm glad my secretary found this standard background, it is just so pretty to look at.

- Could this possible get more lame?
  - No, probably not
  - I should read a joke, but I wouldn't know where to find one on the internet.
  - I'd take everyone long enough, there will be no room for questions
  - The idea of interaction just made me pee in my pants

- I hope no one notices I actually wish I was dead
- I've just forgotten my name...
- Oh well, only 50 more minutes of this.
Biographical Sketches
Who are you? Why should they trust what you say?

Purpose of a Biographical Sketch
- Short summary of career, achievements, qualifications (250-500 words)
- Might also have longer, alternative version
- Tell story of who you are, what you’ve done
  - How did you earn your expertise?
- Often first impression of you
  - What does it say, if it’s poorly written, messy, or has grammatical errors?

Writing a Biographical Sketch
- Gather information about yourself
  - Employment, education, publications, presentations, affiliations, awards, etc.
  - Might be easier AFTER doing resumé or CV
- Reflect on that information
  - What are you most proud of?
  - What says the most about you?
  - What will convey the expertise or qualifications you need for this purpose?

Writing a Biographical Sketch
- Select highlights, and group information
  - Don’t just offer “laundry list” of items
  - Don’t tell everything you’ve ever done
- Tell a story - not necessarily chronological
  - Logical flow with transitions
  - Is it interesting? Would you read it?
  - Is it too long? What can you cut?

Writing a Biographical Sketch
- Write in the third person
  - Even though it’s you!
  - For me: “Dr. Lonsway,” “she”
- Edit your writing
  - Trim or separate long, convoluted sentences
  - Replace boring words with descriptive ones
  - Delete anything not interesting or off-topic

Writing a Biographical Sketch
- Proofread, edit, and proofread again
  - Read it out loud, to see how it sounds
  - Set it aside, then review it again
  - Does it meet your goals and purpose?
  - Then have someone else proofread it
Jane Doe is a licensed mental health counselor who graduated in 2010 from ABC University with her Master of Arts in Counseling Psychology. Ms. Doe specializes in trauma, with a particular focus on sexual assault, domestic violence, and the impact of public health emergencies. Ms. Doe has been working at the Shelly Freedom Center since 2016, where she started as the Volunteer Coordinator and is now the Director of Education and Outreach. Before that, she worked with families impacted by the Ebola outbreak in West Africa, with particular focus on public health education and outreach.

Dr. John Freeman has been working in the field of police psychology for 27 years, with positions in several large metropolitan law enforcement agencies. For the past 13 years, he has been the Chief Psychologist for ABC County Sheriff’s Office, and Chair of the Police Psychology Section of the American Psychological Association (APA) for 3 years. His experience with vicarious trauma includes providing counseling services to public safety officers for 24 years, with special expertise in officer involved shooting debriefings and critical incident stress debriefings (he has conducted well over 1,000 to date). Dr. Freeman provides training on the topic for police, fire and animal services workers dealing with compassion fatigue.

Jane Buckley retired as a Police Sergeant for the ABC Police Department in May, 2019. She began her service as a police officer in 1997, and worked several assignments within the Department before helping establish the city’s first Sex Crimes Unit and serving as the Unit’s first Sergeant. She has long been an active member, and now serves as Chair, for the Sexual Assault Response and Resource Team (SARRT). In 2012, Sergeant Buckley was named Outstanding Law Enforcement Officer by the ABC County Prosecutor’s Office, with special emphasis on her valuable collaborative work with community partners.

Judge Raymond Steele has been practicing law for 32 years, originally graduating from ABC University and XYZ Law School while working and attending school at night. After a brief time in private practice, Judge Steele joined the staff of the MNO County Prosecutor’s Office and served as a trial attorney for 12 years. In 1997, he assumed the role of Clerk of Court where he spent the next seven years before first being elected Judge in 2004.

While serving 16 years as Judge, he developed a specialized program focusing on Human Trafficking victims who have been charged with the misdemeanor offense of solicitation. In 2015, Judge Steele was recognized by the United States Justice Department and received an award from Attorney General Fred Ames for his contributions in the fight against Human Trafficking.

Resumé vs. Curriculum Vitae (CV)

- Summarize experiences, qualifications
- Resumé is short (1-2 pages)
  - Summary or overview
  - Used by practitioners, non-academic professionals
- CV is longer (sometimes very long!)
  - Detailed list of positions, presentations, publications
  - Typically in academic settings (professors, researchers)
Easy to Read and Digest

- Simple, logical structure
  - Section headings to orient reader
  - Critical items earlier, less important later
- Clean format
  - Bullets for 2nd level of information (not 1st level)
  - Not crowded (don’t crowd just to fit on page)
  - Selective emphasis (don’t overdo bold, italics, etc.)
- NO GRAMMATICAL ERRORS

Clear, Powerful Language

- Straightforward and concise
- Regular (not “fancy”) language
- Avoid technical jargon or lingo
- Use acronyms sparingly, define first time
- Action verbs and active voice
- Descriptive (“juicy”) words

Practice Time!

Daily, I worked hand in hand with the company’s most important clients assisting them with problem-solving and ensuring that they were happy and satisfied with our work.

Worked daily with high profile clients to solve problems.

Source: http://theinterviewguys.com/how-to-make-a-resume-101/

Striking Opening Header

- Contact information:
  - Name, address, email, phone number, website
  - Larger font size (at least 14, or 16-point font)
  - Bold your name
- Don’t write “Resumé” or “Curriculum Vita”
- Can use lines or other features, but not needed
- Name and page number if more than 2 pages
Strong Professional Font

- Times New Roman, Arial, Calibri, etc.
- Body text in 12-point font size
- Headings at least 14 or 16-point font
- No more than 2 fonts in document
- Solid black color for most text
- Deactivate hyperlinks

Clean Page Layout

- 1-inch margins (at least)
- Single spacing, more between sections
- Body text aligned left
- Use white space to focus eye
- Consistent format for each section
Resumé Types

- Chronological - show steady growth in career
  - For people who stay on career path
- Functional - focused on skills and experience
  - For varying paths, or gaps in work history
- Combination
  - Often functional part first (skills, qualifications)
  - Then timeline of work experience

Chronological Resumé

- Employment history
- Education history
- Special qualifications or skills
  - Fluent in more than one language
  - Awards, commendations, or other recognition
  - Volunteer service, consulting
  - Any other special area of work or distinction
- References?
  - Depends on purpose, requirements
  - NOT salary history

Functional Resumé

- Format will vary based on individual
  - Focus on skills, experiences, qualifications
  - Not organized by chronology

CV Sections: Employment History

- Reverse chronological order (recent first)
- Employer name and location
- Dates of employment
- Current title and previous positions
- Duties and responsibilities
- Major accomplishments
Catherine Garcia
Supervising Investigator
San Diego County District Attorney's Office
331 W. Broadway
San Diego, CA 92101
catherine.garcia@sdca.org

EMPLOYMENT
San Diego County District Attorney’s Office
2001 – Present
San Diego Police Department
1987 – 2001

LAW ENFORCEMENT EXPERIENCE
Supervising Investigator Sex Crimes and Human Trafficking/Child Abduction 2015 – Present
Supervising Investigator Fraud/Economic Crimes 2012 – 2015
Investigator Economic Crimes/Real Estate Fraud 2009 – 2012
Investigator Sex Crimes and Stalking/Family Protection 2001 – 2009
Officer Peace 1987 – 1992

END VIOLENCE AGAINST WOMEN INTERNATIONAL — A PROFESSIONAL TRAINING ORGANIZATION

Richard Mankewich
PROFESSIONAL LAW ENFORCEMENT EXPERIENCE
Sex Offender Surveillance Squad
July 2016 – Present

Sgt.

The Sex Offender Surveillance Squad (S.O.S.S.) is tasked with investigating, monitoring, and holding offenders and parolees in compliance with all state and federal laws. Orange County Sheriff’s Office tracks over 2000 sexual and parolees required to reside in the State of Florida. Investigators work to make the community safer through surveillance, monitoring, and providing safety-related services.

Reverse chronological order (recent first)

- Degrees, trade schools, apprenticeships
- University/program name, location, area of study
- For degrees, name of degree, year received
- Not graduated yet?
- Program and expected graduation date
<table>
<thead>
<tr>
<th>Richard Mankewich</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EDUCATION</strong></td>
</tr>
<tr>
<td>Columbia Southern University</td>
</tr>
<tr>
<td>Orange Beach, Alabama</td>
</tr>
<tr>
<td>Bachelors in Science/Criminal Justice</td>
</tr>
<tr>
<td>University of Louisville</td>
</tr>
<tr>
<td>Southern Police Institute</td>
</tr>
<tr>
<td>52nd Command Officers Development Course</td>
</tr>
<tr>
<td>Massassutte Community College</td>
</tr>
<tr>
<td>Brockton, Massachusetts</td>
</tr>
<tr>
<td>Associates Degree Criminal Justice</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>JESSICA SHAW</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EDUCATION</strong></td>
</tr>
<tr>
<td>2014</td>
</tr>
<tr>
<td>2012</td>
</tr>
<tr>
<td>2000</td>
</tr>
<tr>
<td>Thesis: &quot;Predicting sexual assault risk (SAR) submission among adolescent rape cases treated in forensic nurse examination programs&quot;</td>
</tr>
<tr>
<td>Thesis: &quot;Early Premarital Contraceptive Exposure affects Sexually Dimorphic Behavior in Mice&quot;</td>
</tr>
</tbody>
</table>

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### Other CV Sections?

- Teaching or training *(you’ve given, not taken)*
- Publications (articles, papers, training bulletins)
- Presentations *(if many, list most recent/relevant)*
- Research projects (collaboration or supervision)
- Honors or awards
- Grants or fellowships
- Professional organizations, licenses, memberships
- Peer review *(projects, proposals, articles)*

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### Other CV Sections?

- Advisory boards *(local, state, national)*
- Consulting activities
- Volunteer service
- Other accomplishments, skills
- Media interviews, quotes
- Legal cases
- References

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### Richard Mankewich

**SPECIALIZED LAW ENFORCEMENT TEAMS**

- Certified Victor Sten Administration: 2014 - Present
- Child Abduction Response Team: 2004 - Present
- Sexual Assault Response Team: 2004 - Present
- Hostage Negotiation Team: 1996 - 2000

**PROFESSIONAL ASSOCIATIONS/COMMITTEES**

- Florida Statewide Sexual Assault Response Teams Advisory Committee: Criminal Justice Subcommittee: 2016 - 2017
- Orange County SWAT Protocol Review Committee: 2000 - 2010
- Orange County Sexual Assault Child Protective Team Protocol Committee: 2004 - 2006
- Florida Statewide Sexual Assault Response Teams Advisory Committee: 2016 - 2015
- Child Abuse: Criminal Justice Subcommittee: 2016 - 2015
- Florida Statewide Sexual Assault Response Teams Advisory Committee: 2015 - 2015
- Criminal Justice Subcommittee: 2015 - 2015
- Florida Sex Crimes Investigation Association: 2015

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### CONSULTANT/TRAINER/SPEAKER

- Consultant: Florida Council Against Sexual Violence | January 9 - 13, 2017
- Excellence in Sexual Assault Project
- Clearwater, Florida
- Consultant: Florida Department of Law Enforcement | December 2016
- Child Sex Crimes Curriculum Consultant
- Consultant/End Event Against Women International | December 2016
- Reviewer of Trauma and Biology Journal
- Consultant/Instructor: Florida Council Against Sexual Violence | December 5 - 6, 2016
- Excellence in Sexual Assault Response Project Train the Trainer Clearwater, Florida
- Instructor: Florida Council Against Sexual Violence | November 26, 2016
- Team Intervention Investigations
- Volusia County, Florida
- Instructor: Orange County Sheriff’s Office | November 2016
- Sex Crimes Investigations
- Orange County, Florida
PRESENTATIONS

Law enforcement and agency trainer for investigations of domestic violence, sexual assault, stalking, motivating order violations, strangulation, and threat assessment and management.

- "Threat Management: Recognizing Warning Behaviors," Riverside County agency training.

AWARDS

- Distinguished Service Medal (two-time recipient) from the Riverside Sheriff’s Department for development and implementation of domestic violence and threat management programs.
- Investigative Excellence award from the Law Enforcement Appreciation Committee (LEAC) of the Inland Empire, California, for domestic violence-related investigation and programs.
- " Unsung Hero" award from Shelter for the Storm for contributions to domestic violence investigation, training and law enforcement work with domestic violence cases.
- Making A Difference award from the Riverside County Family Justice Center for domestic violence programs and grant development and production across multidisciplinary fields.
- Master Investigator first female to obtain the rank within the Riverside Sheriff’s Department (2014).
- Officer of the Year (two-time recipient).

CONSULTING & COMMUNITY SERVICE

- 2016-present: SANE (Sexual Assault Nurse Examiner) Adolescent Taskforce Member, Massachusetts SANE Program.
- Attended multi-disciplinary state-wide community meetings to review and improve the coordinated community response to adolescent sexual assault.
- 2013: Evaluates, Wayne County Sexual Assault Forensic Examiner Program. Conducted a literature overview, process evaluation, and establishment of an advocacy services program.
- 2010-2012: Crisis Counselor and Medical Advocate, Michigan State University Sexual Assault Program. Provided medical advocacy and crisis intervention for sexual assault survivors and supporters.
- 2011: Evaluates, Michigan State University. Human Resource Evaluation Project: Partner in Progress (PIP) (P/I Rebecca Campbell) conducted and coded archival data; assisted in preparing and presenting process evaluation findings.

HONORS AND AWARDS

- 2014: Michigan State University Department of Psychology Travel Award to present at 2014 American Evaluation Association Conference.
- 2014: Michigan State University Graduate School Dissertation Completion Fellowship.
- 2013: Michigan State University Department of Psychology Travel Award to present at 2013 American Evaluation Association Conference.
Thank you for joining us!

Kimberly A. Lonsway, PhD
Director of Research
End Violence Against Women International

www.evawintl.org