



Public Policy Research,  
Development,  
and Evaluation

Jeffrey D. Padden  
President

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119 Pere Marquette  
Lansing, MI 48912-1231

517-485-4477

Fax: 485-4488

[ppa@publicpolicy.com](mailto:ppa@publicpolicy.com)

[www.publicpolicy.com](http://www.publicpolicy.com)

**MPRI Opinion Leader  
Education: *Phase III***

**Summary**

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**Public Policy Associates, Incorporated**

## Background

In Phase I of the Opinion Leader Education work, PPA educated every candidate for the State House and Senate about the MPRI a total of four times during the 2006 election cycle. This intensive effort included delivery of written materials, direct contacts with candidates from local MPRI leaders, and one-on-one briefings with the candidates. The result was the development of a valuable base of legislative awareness and understanding of the MPRI.

Phase II began with one-on-one briefings with the legislators. It is now focusing on validating the research methods used by the Michigan Department of Corrections (MDOC) to analyze outcomes of the MPRI.

The Phase III work will build upon the work of those earlier phases. The goal, however, remains precisely the same: to educate key opinion leaders among legislators, prosecutors, sheriffs, judges, and other related constituencies about the goals and results of the MPRI. The content of the work includes three main elements: the development of a *MPRI Progress Report*, presentations to law enforcement constituencies, and education of incoming legislators. The following sections detail the content of each element.

## Action Plan

### **Task 1. The *MPRI Progress Report* (May–June 2008)**

Our overall education effort depends on making the case for the MPRI in a clear, concise, and powerful document. We now imagine this to require a high-quality, graphic-heavy report built around the MPRI outcome data. This document will describe what the MPRI is, what it has accomplished, and what the future holds for it. Referred to as the *MPRI Progress Report*, the document will become the centerpiece of balance in the Opinion Leader Education strategy.

A PowerPoint® presentation will be developed from this document. It will be used in presentations at conferences of the target audiences, such as prosecutors, sheriffs, judges, and others. These presentations will begin in the early summer, with the precise schedule driven by the dates of the various conferences.

### **Task 2. Presentations to Law Enforcement Constituencies (June–August 2008)**

Most of the key law enforcement groups hold annual conferences in the summer. We will work with the leaders of the groups to secure spots on their agendas for the MPRI. For each conference, the presenter will be a senior MPRI official with the credibility and standing to represent the Initiative fully. Presentations will be based upon the *MPRI Progress Report*, and a copy of the complete report will be provided to each attendee who wishes to have one. In addition, local MPRI Community Coordinators will each be asked to share the *MPRI Progress Report* with their local opinion leaders in the law enforcement community. This work will be coordinated with a broader strategy of communicating the content of the report with local and, where appropriate, national audiences.

### **Task 3. Education of Incoming Legislators (July–December 2008)**

Legislators are a very special constituency, both because of their state policymaking role and because of their schedules. Due to Michigan's constitutional term limitation for legislators, a minimum of 45 of the 110 members of the House of Representatives elected in November will be new. (The State Senate is not up for election until 2010.) Thus, much of the progress that was made during Phase I of the Opinion Leader Education work could be lost. The 45+ new members of the House who will be elected in November are, therefore, very high-priority targets for delivery of information. We will employ two specific tactics to reach them:

1. *Replicate the legislative candidate education effort that we carried out in 2006.* This involves four mailings, plus one-on-one briefings as appropriate.
2. *Offer group briefings for new legislators.* During November and December 2008, the newly elected legislators will be invited to attend one of two briefings on the MPRI. These sessions will include a review of the information presented during the candidate education effort, but will add more depth. Patricia Caruso, Director of the MDOC will anchor the presentations. She will be joined by other state officials. MPRI Community Coordinators will be invited to attend the briefings for which their legislators register.

Together, these two tactics will raise the base of awareness and understanding of the MPRI among incoming legislators. None of the mailings or briefings will relate to any specific pending legislation, nor will the recipients be asked to support or oppose the MPRI policy. They will simply be given the information to improve their knowledge base about the MPRI.

The project will be staffed by Jeffrey D. Padden and Paul Elam of PPA.