



# THE OUTREACH

CREATING RELATIONSHIPS THROUGH DIALOGUE | WINTER 2024

## FBI Milwaukee Partners with the University of Wisconsin-Milwaukee to Host FOCUS Program for College Students

The FBI Milwaukee Outreach to College and University Students program is a unique opportunity for University of Wisconsin-Milwaukee students to gain insight and knowledge from FBI executives, special agents, analysts, and professional staff assigned to the FBI Milwaukee Field Office. The program, which started in September 2022, consists of monthly in-person sessions on the UWM campus, where students can learn about various aspects of the FBI's work, such as cybercrime, counterterrorism, civil rights, and human trafficking.



Members of the FBI Milwaukee Evidence Response Team attended FOCUS sessions to share information about their careers and to answer questions.

The FOCUS program is open to all UWM students, regardless of their major or career goals. Students who complete the program receive a certificate of completion for their resume. The program also helps students develop critical thinking, communication, and leadership skills, as well as a sense of civic responsibility and service.

The FOCUS program is one of many ways the FBI engages with the community and builds trust and partnerships. Michael Hensle, special agent in charge of the Milwaukee Field Office, said the program aims to educate, inform, and inspire the next generation of leaders and citizens.

"The FOCUS program is a great way for us to connect with the students and share our mission, values, and culture," he said. "We hope that the program will increase their awareness and understanding of the FBI and its role in protecting the American people and upholding the Constitution. We also hope that the program will encourage them to consider a career in the FBI or other law enforcement agencies, or to support us in other ways, such as being a source of information, a witness, or a volunteer."

The FOCUS program will continue through the spring semester of 2024, with new topics and speakers. The program was expanded for the 2023-24 school year to include students from the Milwaukee Area Technical College. Students interested in joining the program can register online through UWM's Criminal Justice and Criminology program. ■

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## President of FBI National Citizens Academy Alumni Association Announces Priorities for 2024



**Richard Schwalberg**  
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Richard Schwalberg, newly elected president of the FBI National Citizens Academy Alumni Association, has been working with members of the national board to determine strategic priorities for the organization and its affiliate chapters in 2024.

The FBINCAAA is a nonprofit, all-volunteer organization that works in partnership with the FBI to improve public safety through education and outreach programs.

To do that, he outlined four key areas of focus for the coming year.

On Nov. 13, the FBI National Citizens Academy Alumni Association's all-volunteer board of directors held strategic planning discussions at FBI Headquarters and met with Cathy Milhoan, assistant director of the FBI's Office of Public Affairs.

- Strengthen the partnership among the FBI, the FBINCAAA and its affiliate chapters in support of the Bureau's outreach mission and priorities.
- Provide affiliate chapter boards with education, resources, and tools that foster leadership development and performance excellence.
- Develop custom toolkits that support rapid deployment of outreach programs to raise awareness and promote prevention of criminal activities such as elder fraud and human trafficking.
- Expand alumni participation at the national level by recruiting volunteers to bring communications, education, technology, operations, and events expertise to the all-volunteer association.

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While new to the role of national president for the FBINCAAA, Schwalberg brings considerable experience to the position. He graduated from the FBI Cleveland Citizens Academy program in 2010 and later served as president of the FBI Cleveland Citizens Academy Alumni Association. During his tenure, the chapter implemented local outreach programs that were replicated by other FBINCAAA chapters, including Little Free Libraries, Light Northern Ohio Blue, and Honoring Hometown Heroes. He began his national service as a regional chapter coordinator and member of the fundraising team. In 2021, he joined the national board as director of development and was named vice president for operations in 2022.

*“Our vision is to be a mission-critical partner in supporting the FBI by making connections, cultivating engagement, and building trust with key communities.”*

**Richard Schwalberg**  
President, FBINCAAA

“It’s an honor to serve with the dedicated and skilled national board of directors,” Schwalberg said. “I look forward to working together with them and our affiliate chapter boards, volunteers, and FBI partners to create a very successful 2024.”

For more information on the FBI National Citizens Academy Alumni Association, please visit [fbincaaa.org](https://fbincaaa.org). ■

**FBI Office of Public Affairs Assistant Director Cathy Milhoan and Karen Corrigan, the immediate past president of the FBI National Citizens Academy Alumni Association, signed a memorandum of agreement governing the Bureau’s relationship with the association on Nov. 13, 2023.**



### **About the FBI National Citizens Academy Alumni Association**

The FBI National Citizens Academy Alumni Association is a 501(c)(3) nonprofit, all-volunteer organization that works in partnership with the FBI to promote public safety and security through community engagement, education, and outreach initiatives. Founded in 2005, the national organization provides governance oversight, leadership development, and resources for 59 affiliate chapters representing more than 53,000 business, civic, religious, and community leaders across the U.S., Guam, and Puerto Rico.

## FBI Boston Hosts Police Department and Municipal Public Order Authority of the German City of Düsseldorf



Officials from the police department in Dusseldorf, Germany, visited the Boston Field Office on Oct. 23, 2023, to learn about Boston's Citizens Academy and to discuss their plans to implement a similar program. Boston Special Agent in Charge Jodi Cohen briefed the delegation with Denise Taiste, Boston's administrative officer, and Sue Dirkin, Boston's community outreach specialist. Ken Hoffman and Lorie Campbell from the Community Relations Unit of the Office of Public Affairs also provided insight on the national coordination for all field offices.

## FBI Miami Supports the 2023 Youth Empowerment Summit

The FBI Citizens Academy Alumni Association, in collaboration with the FBI Miami Field Office, held its Fourth Annual Youth Empowerment Summit. The summit exposes high school students to career opportunities in law enforcement. Additionally, other presentations support the students' academic and personal growth. The FBI CAAA Miami Chapter increased attendance by 100 percent over last year: A total of 330 high school students representing various high schools attended this year's summit.



In December, the FBI Citizens Academy Alumni Association's Miami Chapter, in conjunction with FBI Miami, hosted the Youth Empowerment Summit, a program developed to foster a harmonious relationship between law enforcement and local youth.

*Congratulations!*  
*Felicitations!*



### Community Outreach Specialist from FBI Philadelphia Honored

On Dec. 6, Tanya Jeter, community outreach specialist at the Philadelphia Field Office, was awarded the Public Heroes Award at the Peace Islands Institute Pennsylvania Public Heroes Appreciation Awards. The annual event recognizes and celebrates the dedication of first responders, government employees in public safety, and community partners committed to building a peaceful community in the Greater Philadelphia Area.

## FBI Recruitment and Marketing

In 2023, the FBI completed in-depth research to evaluate the FBI employer brand. The research was then analyzed to better understand target audience priorities and desires from employers. The results show that 95% of future candidates eligible for special agent positions (bachelor’s and master’s degree students) knew who the FBI was, but only 28% said they were likely to apply to the FBI. This gap — and opportunity — illustrates that this target audience struggled to see themselves working for the Bureau.

This led to re-visioning recruitment and marketing strategies and the creation of the Diversity Recruitment Advisory Committee. The DRAC is a collaborative effort between the Human Resources Division and the Office of Diversity and Inclusion to better understand the needs of historically underrepresented communities and to develop an inclusive marketing strategy.

In April 2023, HRD held focus sessions with DRAC members to gain key insights into their communities, such as cultural values, perceived barriers, and partnership opportunities. The inclusive marketing strategy strives to produce authentic marketing content that considers diversity in all forms, including, but not limited, to ethnicity and race, sexual orientation, gender identity, and physical and mental ability.



The FBI employed the new strategies at 15 national events with audiences that would qualify for positions that are the hardest to fill and underrepresented demographics. These events included AfroTech, Grace Hopper, Society of Asian Scientists & Engineers,

Lesbians Who Tech, and American Indian Science and Engineering Society. HRD invited FBI ambassadors who represented each event’s diverse attendees and their skillsets to help audiences see themselves at the Bureau.

One attendee wrote, “... because of your engagement and intentionality (even before AfroTech), I’m now considering the FBI for the next phase of my career. You and your team showed me that there may be a place for me within the Bureau, and I’m grateful AfroTech connected us.”



The FBI supplied field office recruiters with an unprecedented recruiter catalog to select marketing assets that worked with their area of responsibility, events, and demographics.

For the 56 field offices, the FBI deployed an unprecedented recruiter catalog that allowed each office to choose from 10 pop-up banner designs, t-shirt and polo designs, and indoor/outdoor combos. Offices could select marketing assets that worked with their areas of responsibility, events, and demographics.

The FBI also launched a spring hiring campaign and a three-month-long fall job posting strategy for hard-to-fill positions. The spring hiring campaign resulted in unprecedented numbers of applications from historically underrepresented communities. Additionally, female applicants for special agents and other underrepresented applicants increased year-over-year. ■

### Assistant Director Robert Contee of the FBI’s Office of Partner Engagement Speaks at HAPCO Anniversary Event



In November, Assistant Director Robert Contee of the FBI’s Office of Partner Engagement gave the keynote speech for the 50th anniversary of the Hispanic American Police Command Officers Association Aguila Awards Dinner. This special event was held during HAPCOA’s Annual Training Symposium in November in San Antonio, Texas.

# THE OUTREACH

## Community Outreach in Action



FBI employees from Headquarters, Chicago, and Springfield staffed a booth at the annual conference for the Hispanic Association of Colleges and Universities in Chicago. FBI personnel met with students to discuss the FBI's Collegiate Academy, outreach programs, and opportunities for Bureau employment.



In November, staff from FBI Salt Lake City attended Utah's Indigenous Day event in Roy, Utah. Guests watched a movie, enjoyed traditional Native American food, watched a cultural performance by Native American dancers, participated in family activities, and visited several exhibitor booths. Bureau personnel handed out materials about FBI programs and answered questions from attendees.



FBI Los Angeles and the U.S attorney's office participated in a career fair at Sherman Indian High School, an off-reservation boarding school for Native Americans in Riverside, California.



On Sept. 20, the community outreach team at the Washington Field Office got in their steps while walking through the Washington Highlands neighborhood in D.C.'s Ward 8. The group was joined by representatives from the Metropolitan Police Department and other local government agencies and community members.



On Oct. 6, David Sundberg, assistant director in charge of the Washington Field Office, attended the Faith & Blue "Repair the Breach Unity Breakfast" at the National Law Enforcement Officers Memorial. He is pictured with Rev. Karen W. Curry, associate minister at the Pennsylvania Avenue Baptist Church.



More than 450 people attended the East Greenwich Police Department's First Responder's Family Night event on Oct. 9. FBI Philadelphia staffed a booth and helped kids take home their fingerprints, solve a crime, and learn about youth outreach programs.



FBI New Haven hosted an alumni gathering for students who had previously graduated from the Future Law Enforcement Youth Academy. The group attended a Yale football game Oct. 14.



FBI Los Angeles recently concluded its 10-week Citizens Academy. This program, which is held in every field office across the country, gives business, religious, civic, and community leaders a "behind-the-scenes" look into the daily activities of their local FBI Field Office.



On Oct. 16, FBI Buffalo personnel spoke about domestic terrorism at the Rochester Baptist Minister's Alliance at the invitation of Pastor Donald Stevens, a Citizens Academy graduate. Staff shared information with religious leaders about the definition of domestic terrorism and the FBI's response.

# THE OUTREACH

## Community Outreach in Action



Bryce Grippa, a student at Fayetteville-Perry Middle School, recently sent a note to FBI Director Christopher A. Wray expressing his wish to someday join the Bureau. Wray replied to Bryce's letter and arranged to have the note hand-delivered by special agent bomb technicians from FBI Cincinnati. Additionally, Bryce got to participate in hands-on activities with the SABTs and was given an official bomb tech shirt and his own FBI Junior Special Agent badge and credentials.



FBI San Diego attended the San Diego Mom's Family Safety Fair, where hundreds of families learned about the Child ID App and were assisted in collecting their children's fingerprints. This event provided essential safety information and resources to the community.



Personnel from FBI Newark brought their "A-game" to play volleyball against their toughest competition yet. The team battled students from the Developmental Learning Center-Warren, a public-school program for students aged 13-21 with autism or autistic-like behavior, administered by the Morris-Union Jointure Commission.



In November, FBI Newark and the FBI Newark Citizens Academy Alumni Association participated in the LGBTQIA+ Summit at the League of Municipalities Conference in Atlantic City, New Jersey. Executive management from FBI Newark opened with an impactful message to the LGBTQIA+ community and hosted a breakout session to share information about civil rights and hate crimes.



Over 4,000 children with special abilities visited John F. Kennedy International Airport to participate in Operation Santa Claus. FBI New York sent a cadre of employee volunteers to welcome Santa and his helpers to this annual event, which helps spread holiday cheer to the community.



This past fall, FBI Norfolk partnered with the Asian American Alliance and the Chrysler Museum to host its first Asian American and Law Enforcement Townhall. Developed to help strengthen relationships between the Asian American community and local, state, and federal law enforcement, the event included a briefing on hate crimes and a panel discussion with Norfolk Special Agent in Charge Brian Dugan and several local law enforcement executives.



As part of the Faith and Blue nationwide campaign, FBI Knoxville joined forces with federal and local law enforcement agencies as well as FBI Citizens Academy Alumni Association members to help prepare Thanksgiving meal boxes. Volunteers packed 700 complete Thanksgiving meal boxes to feed more than 2,400 family members.



On Dec. 12, FBI Minneapolis participated in a celebration for the last day of the Hmong calendar, hosted by a recent FBI Citizens Academy graduate. The event featured a welcome message, discussions about Hmong history and culture, and a blessing for 2024.



FBI Las Vegas partnered with the FBI Las Vegas Citizens Academy Alumni Association, the U.S. Attorney's Office—District of Nevada, and the FBI Retiree Association to collect enough gifts to sponsor 150 children this holiday season. These children, aged 3-17, are part of the Boys and Girls Club of Southern Nevada's Andre Agassi Club.



FBI Seattle Special Agent in Charge Richard Collodi and Assistant SAC Gregory Austin spoke to students of Seattle University's Criminal Justice Program during the 2023 FBI/Seattle U. Practicum. Students learned about the violations the FBI investigates, Bureau programs, and career opportunities.

# FBI COP

Community Outreach Program

## WHAT WE DO

The better we know our communities, the better we can protect them. **FBI community outreach specialists in field offices across the country** create and strengthen relationships locally and nationally with minority groups, religious and civic organizations, schools, non-profits, and the American people.

**The Community Relations Unit at FBI Headquarters** in Washington, D.C., partners with national organizations to share information, support threat awareness, and develop meaningful initiatives.

## WHY WE DO

These partnerships have led to a host of crime prevention programs, enabling families to stay safe from fraudsters and cyber predators, businesses to protect themselves from hackers and economic espionage, schools, and workplaces to safeguard against violence and illegal drugs, and all citizens to become alert to potential acts of terrorism.



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## OUR PROGRAMS INCLUDE:

### Citizens Academy

The Citizens Academy Program fosters a greater understanding of the role of federal law enforcement in the community through frank discussion and education. Business, religious, civic and community leaders participate in a multi-session program, giving them an inside look at the FBI.

### Youth, Teen, & Collegiate Academies

Middle school, high school, and college students are provided presentations on topics including terrorism, cybercrime, public corruption, polygraph exams, evidence response, SWAT, and the day-to-day operations of a typical FBI office. Students also learn about career paths and internship opportunities.

### Community Awareness Presentations

This shorter, more focused version of the FBI Citizens Academy program is conducted in partnership with a specific community group. Community groups identify topics that are of concern to their organization for FBI subject matter experts to address.

### Community Engagement Councils

These Councils are generally composed of community ethnic, religious, and minority leaders who help the FBI better understand the cultures and committees they represent. Participants discuss issues and concerns within their communities and collaborate with the FBI to identify solutions.

### Junior Special Agents

The Junior Special Agent Program aims to provide elementary school students with the information, skills, and discipline necessary to stay away from gangs, drugs, and crime. Students also take a course in civics and learn about the FBI and ways in which law enforcement helps to serve and protect their communities.

### Director's Community Leadership Award

Since 1990, the Director's Community Leadership Award has been the principal means for the FBI to recognize individuals and organizations that make extraordinary contributions to education and the prevention of crime in their communities.

There are FBI outreach specialists in your community eager to partner with you.

Contact them today by visiting [FBI.gov/contact-us/field-offices](https://www.fbi.gov/contact-us/field-offices).

Call your local FBI field office and ask to speak with a community outreach specialist.