



The members of the New Berlin Police Department want to thank all the citizens who have reached out in recent days to discuss critical issues involving law enforcement and the public. Throughout the history of the New Berlin Police Department, we have focused on the community policing model. We believe this model, as defined in our department's Mission, Vision, and Value Statement, sets the stage for a strong community partnership. We recognize that without community support, we cannot effectively exist as a law enforcement organization. Our relationship with the community helps us evaluate policy and procedure, develop training, identify our weaknesses and mistakes, and continually improve as an organization. We welcome community feedback through social media, public communication, professional accreditation, and citizen complaints or concerns. We will continue to maintain an open mind as we remain available to the entire community.

Beyond developing public trust through our partnerships, our department is built on a commitment to hiring good people, who possess a high degree of character, and then providing them with quality training. Training fosters success and is ingrained in everything we do. Topics such as crisis intervention, professional communications, critical thinking and decision-making, along with scenario based training involving non-escalation or de-escalation concepts occur throughout an officer's career. Our officers depend on these training opportunities and we appreciate the continued budgetary support of our elected officials.

Professionalism, partnerships, and training are the foundation of our mission and vision, but our core values are critical in guiding us through any citizen contact. The first core value is human dignity. As New Berlin police officers, we acknowledge the value of all people and carry out our duties with dignity, respect, and fairness to all. Human dignity starts with an outward thinking mindset which enables us to consider how our actions and/or words affect the lives of any citizen who lives, works, or visits in New Berlin.

Through our ongoing efforts and by maintaining an outward thinking mindset, we have earned a great deal of public support over the years. It is our purpose to continually earn, not expect, your support in the days, weeks, and years to come.

My goal, in writing this message, is to not only reinforce the professionalism our people possess, but also share with you the amount of responsibility that lies on their shoulders. Your New Berlin police officers

come to work every day with the right mindset, the best intentions, and the willingness to improve as professionals.

We also want the citizens to know we are listening. We are looking forward to continued collaboration with all citizens which will assist in evolving or enhancing the services we provide.

Respectfully,

Chief Jeff Hingiss

