

Increase Efficiency with an Effective Web Site

More and more sheriffs are experiencing an increase in the efficiency of their offices since launching their own web sites. The Internet works all times of the day or night – just like the sheriff's office. Whether you create your site in house, or work with an outside company of your choice, you may want to consider the following five ways to benefit from an effective web site.

Reduce outstanding warrants with increased tips from the public. Tips leading to the arrests of your most wanted criminals can increase dramatically with the use of a most-wanted feature on a web site. For each person designated most wanted by the sheriff, there should be a photo, accompanied by the amount of bond and the type of warrant outstanding, plus last known address, employer, and physical characteristics.

The Baxter County, Arkansas Sheriff's Office (www.baxtercountysheriff.com) arrested 11 of its most wanted criminals, including two

from unidentified surveillance photos, in the first 10 days of posting these criminals on the web site. To date they have made 412 arrests from tips as a result of their web postings.

A most-wanted module may also motivate people to pay their past-due fines, restitution, or other fees in order to keep their photos off the most-wanted gallery.

Improve jail efficiency with online inmate rosters. An online inmate roster can significantly reduce calls to the jail and help improve staff efficiency. By posting an inmate roster on your web site, with details about the crime and bonding information, the staff should see a dramatic reduction in calls, thus allowing them to tend to more important matters.

The design should allow for direct interaction with the records management software so that the jail roster information automatically uploads to the web site on a regular schedule. As a result, the jail roster is always timely and requires no additional input from the jail staff.



Baxter County, Arkansas Sheriff's web site

Post and track registered sex offenders. A registered sex offender module allows the sheriff to post and track these individuals. Posting this information on the web site not only informs the public, but also helps to reduce calls to the sheriff's office. Consider incorporating an interactive map of the county that pinpoints the residence of each offender. Make sure county residents can search for offenders by location or by name. Each listing should show a photograph, the offense requiring registration, and the offender's address.

Increase communication with online press releases. Providing information to the public and local news media can be much more efficient with a good web site. Posting official press releases ensures the information going to the public is accurate, complete, and properly edited. New information appears often, so readers keep coming back to see what's new. "The web site as a whole helps our office be transparent to the public, which is the greatest reinforcement of trust, and it helps the community have ownership in their sheriff's office," said Baxter County, Arkansas Sheriff John Montgomery.

Reduce delays and maintenance fees with, "do-it-yourself pages." When selecting a web site design, it is important to have "do-it-yourself" features, allowing for efficient and timely updates. Any employee with basic computer skills should be able to manage these pages without any knowledge of HTML or programming code. If they can type, send an email, and save a document to a computer, they should be able to do the updates. Having a web site that depends on an IT programmer to make changes can result in untimely delays in getting important information out to the public and the media.

In addition, sheriffs should be able to select the do-it-yourself pages suited to their office's needs: sex offender registry, most-wanted, inmate roster, custom department and services pages such as criminal investigation, patrol, reserves, etc. You may want a page devoted to frequently asked questions, in order to reduce demands on your staff.

When considering a web site for your office, make sure the web site: has a professional appearance; provides relevant and timely information; and, more importantly, actually results in making it more efficient for you to manage your office. Your web site is a reflection of you and your office.



sample of a "most-wanted" module

Contact an Account Representative with Brooks-Jeffrey Marketing, Inc. 19 Medical Plaza, Mountain Home, AR 72653 (870)425-8064 or (800)506-8064

Southern Uniform & EQUIPMENT
Safety never looked so good

Service oriented
Online showroom
Uniforms for all occasions
Top quality products
Honest reputation
Experienced staff
Rapid turnaround
No hassle ordering

MISSOURI'S LEADING DISTRIBUTOR OF PUBLIC SAFETY UNIFORMS

2030 W. Fairview, Ave.
P.O. Box 433
Carthage, MO 64836
1-800-493-2684
www.southernuniform.com