

**Pivotal Insight Announces the Publication of Criminal Justice Textbook
with a Strategic Management Chapter by Rob Cimperman**

Washington, DC – November 2, 2007 – Pivotal Insight, LLC, a government best practices consulting and research firm, is pleased to announce the publication of “Female Offenders: Critical Perspectives and Effective Interventions, Second Edition” edited by Ruth Zaplin (MA, MPA, DPA, The Zaplin Group, LLC). This groundbreaking book takes a unique approach to the subjects of female crime and incarceration, by balancing theoretical and philosophical information with practical strategies. Theories on the rehabilitation of female offenders are presented alongside program models and effective strategies to empower female offenders to re-enter society in a meaningful and productive way. This book is available from Jones and Bartlett Publishers (See <http://www.jbpub.com/catalog/9780763741150/> for ordering details).

Chapter 21: “Applying Strategic Management Techniques to Female Offender Programs and Organizations” In this chapter, Rob Cimperman from Pivotal Insight, LLC builds on previous literature to offer a practical way to evaluate offender program organizations using best practices from across several industries. Mr. Cimperman first stresses the importance of using evidence-based management, not only to set public policy, but to manage the operations of organizations. He then introduces the concept of Enterprise Data Management to arrive at a single, organization-wide version of data to enable standardized internal analysis and external data-sharing. Once this data structure exists, he explains how the strategic planning process can leverage enterprise data to build a bridge from the organizational mission through the management perspectives, objectives, key performance indicators, individual programs and their evaluative metrics. If done well, the result of strategic management techniques is an organization that is aligned at all levels toward accomplishing its mission. The strategic alignment can be represented with a scorecard that is used both to manage the organization and to depict its progress against plan to its employees, leaders and community stakeholders. This “Balanced Scorecard” approach allows stakeholders to hold organizational decision-makers accountable in the context of competing interests, constraints and the tradeoffs that are otherwise difficult to portray in complex or politically-charged environments.

About the Author of the Chapter, Rob Cimperman, Managing Consultant, Pivotal Insight, LLC
Rob Cimperman is a managing consultant at Pivotal Insight, LLC with expertise in strategic planning, quality assurance, business processes and CRM within the telecom, media, and government sectors. Mr. Cimperman’s expertise in criminal justice includes being the Lead Analyst for the National Academy of Public Administration report: “Eliminating Prison Rape: Policy, Procedure and Strategies” to support the Department of Justice. He led research in correctional facility design, electronic surveillance, records tracking and post-incident medical treatment. Mr. Cimperman is a certified Project Management Professional with management degrees from the University of Virginia and Georgetown University. He may be contacted at rob.cimperman@pivotal-insight.com.

About Pivotal Insight, LLC

Pivotal Insight is a research and intelligence firm providing executives with perspective and information about government. We quickly identify, analyze, and improve upon the relevant experiences of other government organizations and then work with our government executive clients to apply these lessons in their organizations, helping government learn from government. Through our combination of research and consulting, we provide a premium, yet cost effective, service that has meaningful impact on our clients’ careers and organizations. For more information, visit www.pivotal-insight.com.