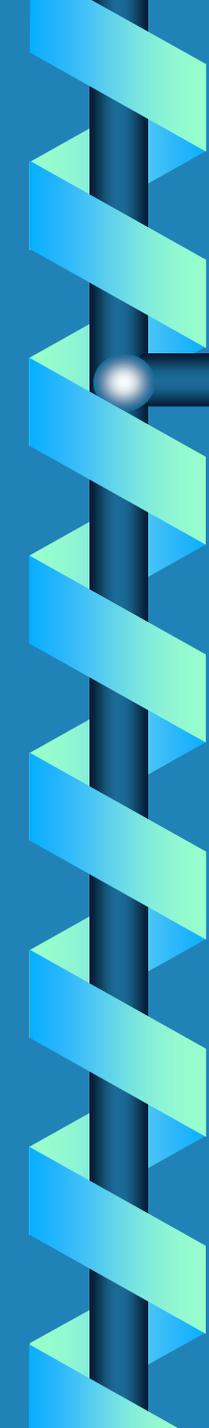


# Recruitment: Getting Who We Want and Need

## Innovative and Promising Practices That Emerged

- Agency does brand creation and has a consistent message that reinforces the brand
- Use SARA model to solve recruiting issues



# Recruitment: Getting Who We Want and Need

## Innovative and Promising Practices That Emerged

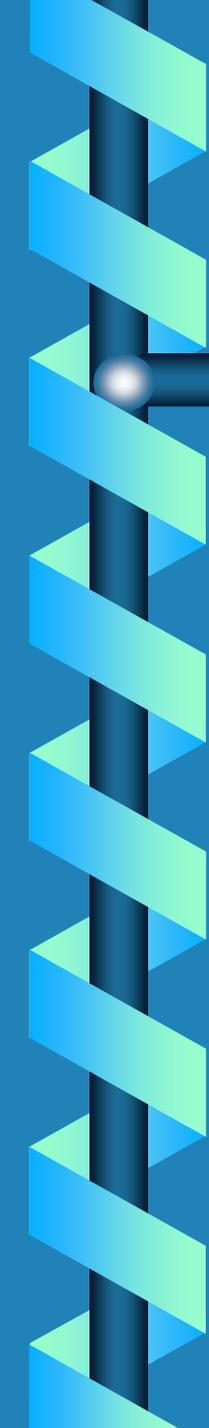
- Female Fitness Challenge to increase female recruitment statistics and garner media coverage
- Community Recruiter Program to enlist community members in recruiting process



# Recruitment: Getting Who We Want and Need

## Innovative and Promising Practices That Emerged

- Pre-Hire Program that identifies applicant shortcoming and seeks remedial support
- Community Outreach Program which paid for public service announcements
- On-line application which shortens the application process



# Recruitment: Getting Who We Want and Need

## Innovative and Promising Practices That Emerged

- Review academy process so the environment can be modified to be less confrontational



# Recruitment: Getting Who We Want and Need

## Recruiting in a changing environment to reflect demographic changes

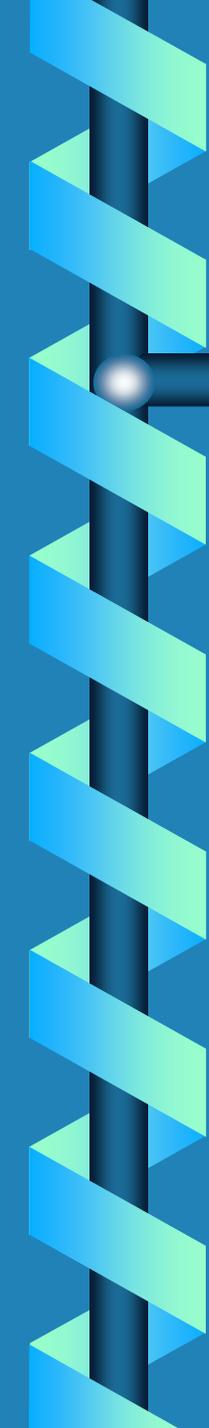
- ⦿ What age to begin recruiting – elementary and middle school children
- ⦿ Demographics – encourage Hispanics and other minorities to consider policing – Junior Police Academy
- ⦿ Use citizen academies to encourage minority participation



# Recruitment: Getting Who We Want and Need

Recruiting in a changing environment to reflect demographic changes

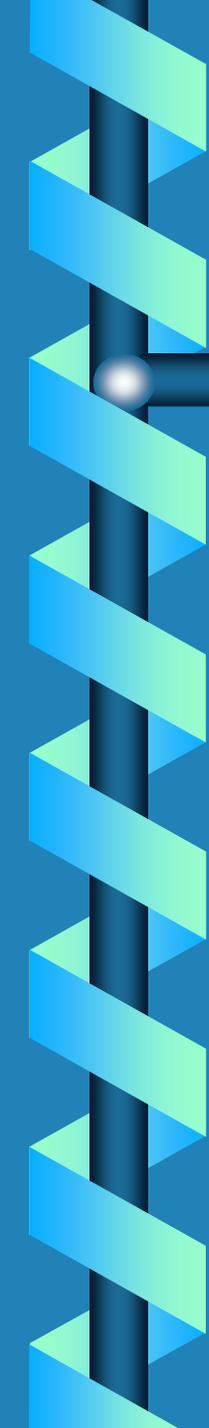
- Television and radio – have to fight for money for media exposure
- Reserve Program – use as entry into full-fledged police career



# Recruitment: Getting Who We Want and Need

## Sustaining the recruits through the process of mentoring

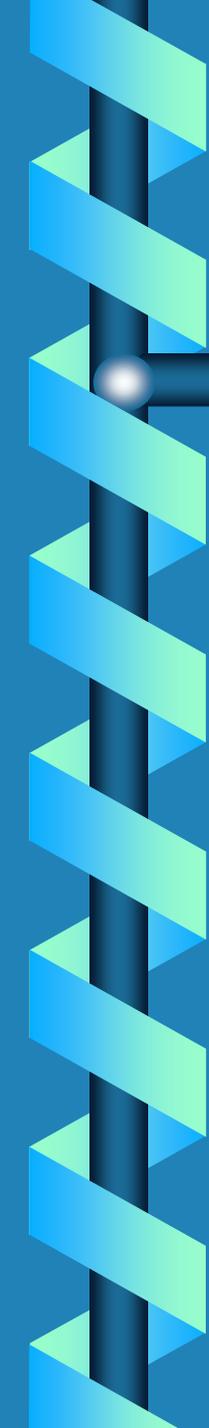
- Change to success-based system from failure-based system – have avenue to train in area that needs improvement
- Create police cadet program outside of civil service



# Recruitment: Getting Who We Want and Need

## Enhancing community outreach

- ⦿ Public service announcements
- ⦿ New immigrant outreach from police chief's office
- ⦿ Web based news – have bilingual web sites put police information on site
- ⦿ Bilingual police academies



# Recruitment: Getting Who We Want and Need

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## Concluding Takeaway Message / Lesson

**Review changing community, note demographic shifts, and respond accordingly. However, do not forget your core recruitment group(s)**