

# **CURRENT TRENDS** **for** **POLICE HIRING**

**DALLAS POLICE DEPARTMENT**  
**PERSONNEL AND DEVELOPMENT**  
**DIVISION**



**May 7, 2007**  
**Public Safety Meeting**

# OPERATION'S UNIT

## ■ APPLICANT PROCESSING TEAM

- 1 Sergeant
- 1 Senior Corporal
- 8 Civilian

## ■ RECRUITING TEAM

- 1 Sergeant
- 9 Senior Corporal Recruiters

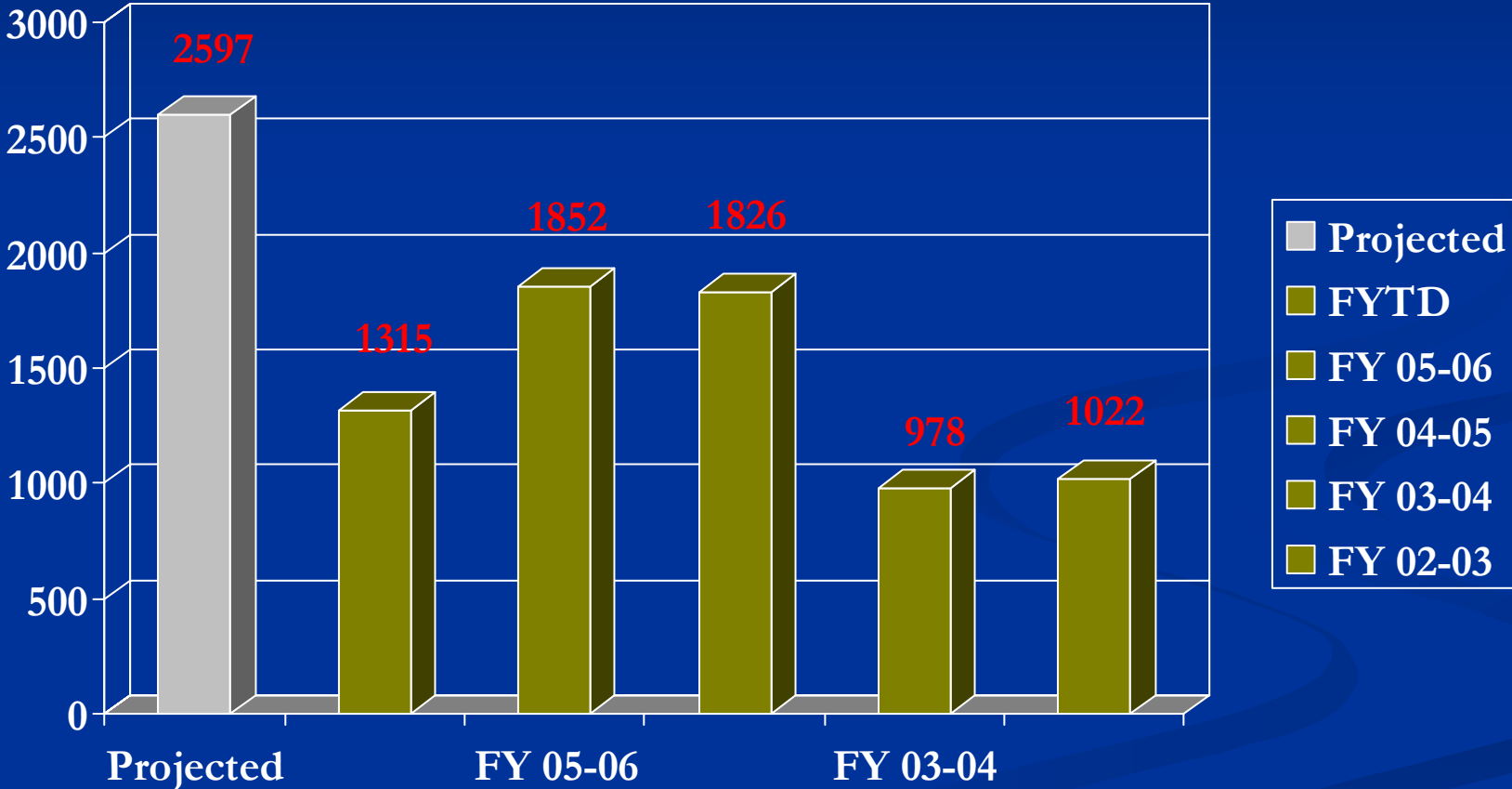
## ■ BACKGROUND TEAM

- 2 Sergeants
- 17 Detectives
- 3 Non-Sworn Civilian Investigators

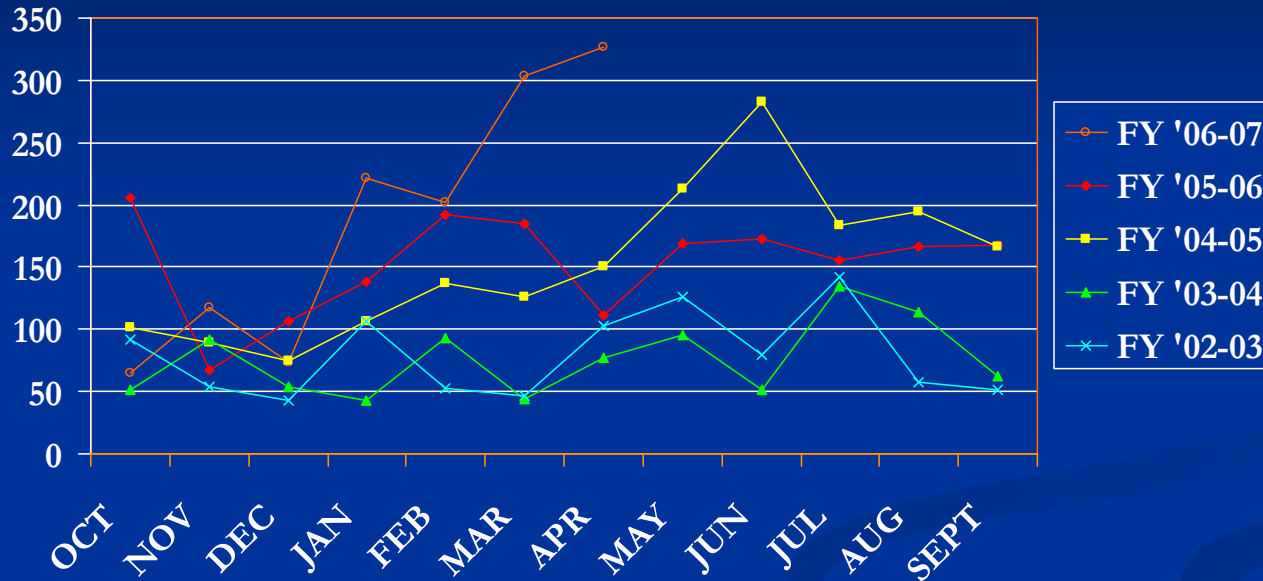
# 2007 FISCAL YEAR GOALS

- 7 recruit classes with capacity up to 50 officers
- Expand recruiting efforts outside the metroplex.
- Monthly on-site applicant processing (conducted at police headquarters).
- Update DPD website to include video streaming and an on-line application.
- Implement an applicant tracking system.

# APPLICANT FLOW COMPARISON



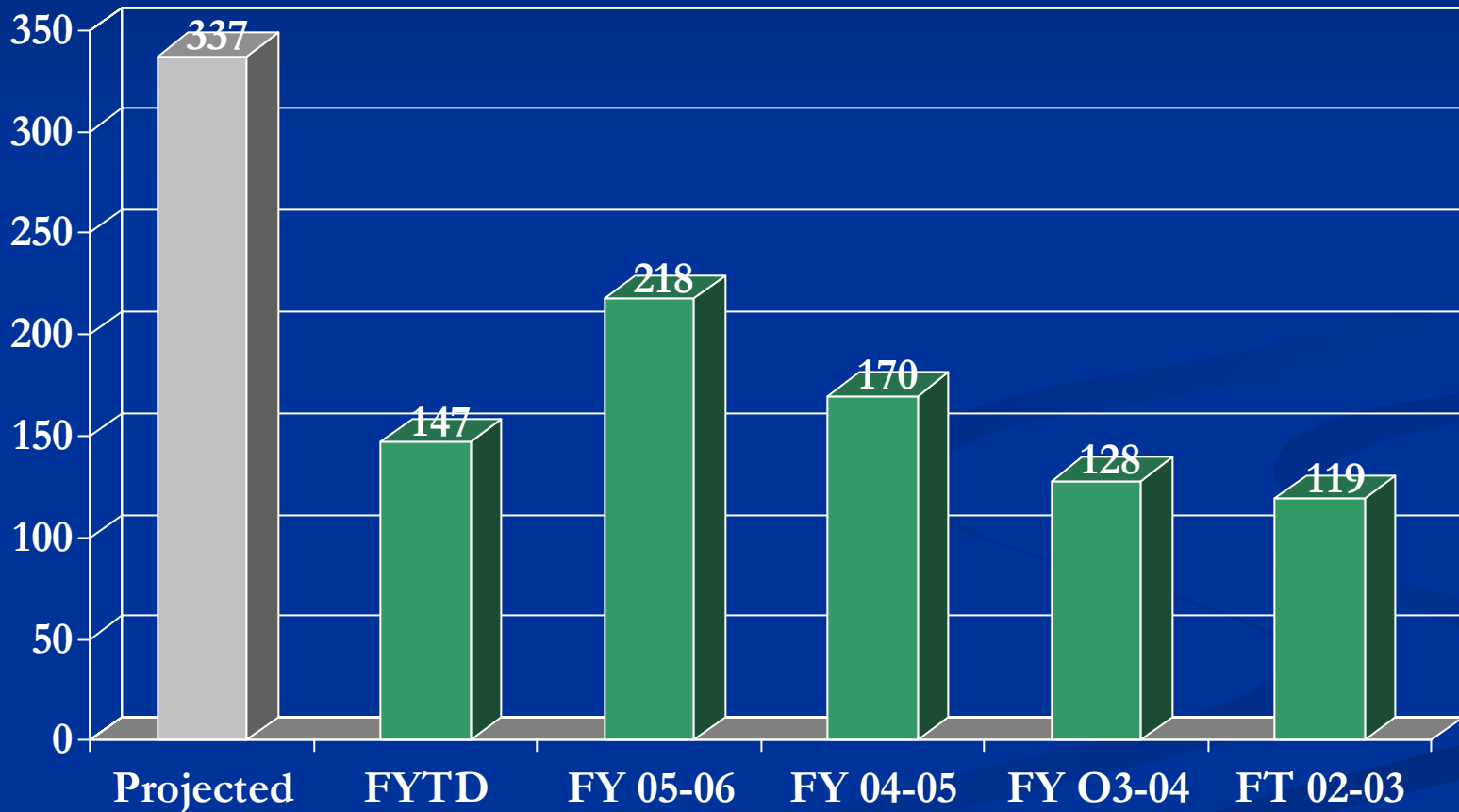
# Applicant Flow Comparison



	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT
FY 06-07	65	117	74	222	202	304	327*					
FY 05-06	206	67	107	138	192	185	111	169	172	155	166	168
FY 04-05	101	89	75	107	137	126	151	213	283	183	195	166
FY 03-04	92	54	43	93	44	77	96	116	51	135	114	63
FY 02-03	111	48	98	107	53	46	103	126	79	142	57	52

\*Numbers only reflect through April 24, 2007.

# HIRING COMPARISON



Note: Three (3) academy classes have been hired this fiscal year with four (4) additional classes scheduled.

# TOP LOCATIONS FOR RECRUITING

- Metroplex
- Killeen (Ft. Hood)
- Michigan
- Military

Most success over a 5-year period by location

- Military (Implemented May 2005)
- University of North Texas
- Dallas Community Colleges

# ADVERTISING

- 70% of advertising budget is spent in the metroplex; 30% outside the metroplex.
- All recruiting efforts outside of the metroplex are preceded by advertisement announcing the recruiting event.

# ADVERTISING STRATEGIES

## ■ Dallas Morning News

- Bi-weekly employment ads (metro section, sport section, and employment section)
- Quick – aimed at college students and younger on the move generation (ran weekly)
- Al Dia – Hispanic newspaper advertised in Spanish

## ■ Ft. Worth Star Telegram

## ■ Monster. Com

## ■ Billboards

## ■ Flyers and brochures – distributed on college campuses, high schools, job/career fairs

# ADVERTISING STRATEGIES

## ■ Billboards

- 17 billboards have been placed in the Dallas metropolitan area.
- Billboards have been placed in other Texas cities.
- 10 billboards were placed out of state (Oklahoma, Arkansas, Mississippi, Louisiana) targeting college students and military personnel.

## ■ G. I. Jobs Magazine

- A monthly publication with a circulation of 60,000 will target 230 military transition classes worldwide.

# TOP ADVERTISING MEDIANS

- DPD Website – 39.32%
- DPD Officer Referral – 16.10%
- Dallas Morning News – 11.24%
- Billboards – 6.36%

# RECRUITING STRATEGIES

FY 2006-2007

- Assign recruiters to 6 regions to focus on recruiting at universities/college campuses and conduct hotel interviews in major cities instead of conducting on-sites in other cities.
- Conduct more classroom presentations at college campuses.
- Make classroom presentations to high school students about careers in law enforcement.
- Heavily advertise the \$10,000 incentive bonus.

# Cadet Program

- 17 to 22 years old and enrolled in high school or attending college with a minimum of 12 semester hours and a 2.0 GPA
- 4 year maximum participation; must leave before 23<sup>rd</sup> birthday.
- 20 hour work weeks on days or evenings only
- Assignment rotated quarterly
- Non-patrol assignments until completion of 3-week cadet class.
- 18 approved for hire as cadets
- 68 applicants since program opened in June 2006

# APPLICANT INCENTIVES

- Since the inception of the military waiver in May 2005, 1053 applicants, with at least 4 years of military service, have applied.
- 81 recruits have been hired under the military waiver.
- Since the inception of the \$10,000 incentive in May, 2006, the Department has experienced the most hires in 15 years. On pace to hire 337 new officers this fiscal year.

# RECRUITING STRATEGIES

## COMMUNITY OUTREACH

- Partner with the Office of Community Affairs who will:
  - Facilitate a series of meeting with community leaders to organize community volunteer recruiters.
  - Notify Recruiting of all Safety and Health Fairs, community events, and safety educational programs.
  - Facilitate public broadcast announcements with KHVN 970 AM Radio, KNON 89.3 FM Radio, Radio Korea Texas, Vietnamese Radio, and Chinese Radio.

**QUESTIONS?**