

CURRENT TRENDS

for

POLICE HIRING

**DALLAS POLICE DEPARTMENT
PERSONNEL AND DEVELOPMENT
DIVISION**

June 5, 2006

Public Safety Meeting

OPERATION'S UNIT

■ APPLICANT PROCESSING TEAM

- 1 Sergeant
- 1 Senior Corporal
- 8 Civilian

■ RECRUITING TEAM

- 1 Sergeant
- 4 Senior Corporal Recruiters
- 5 Police Officer Recruiters

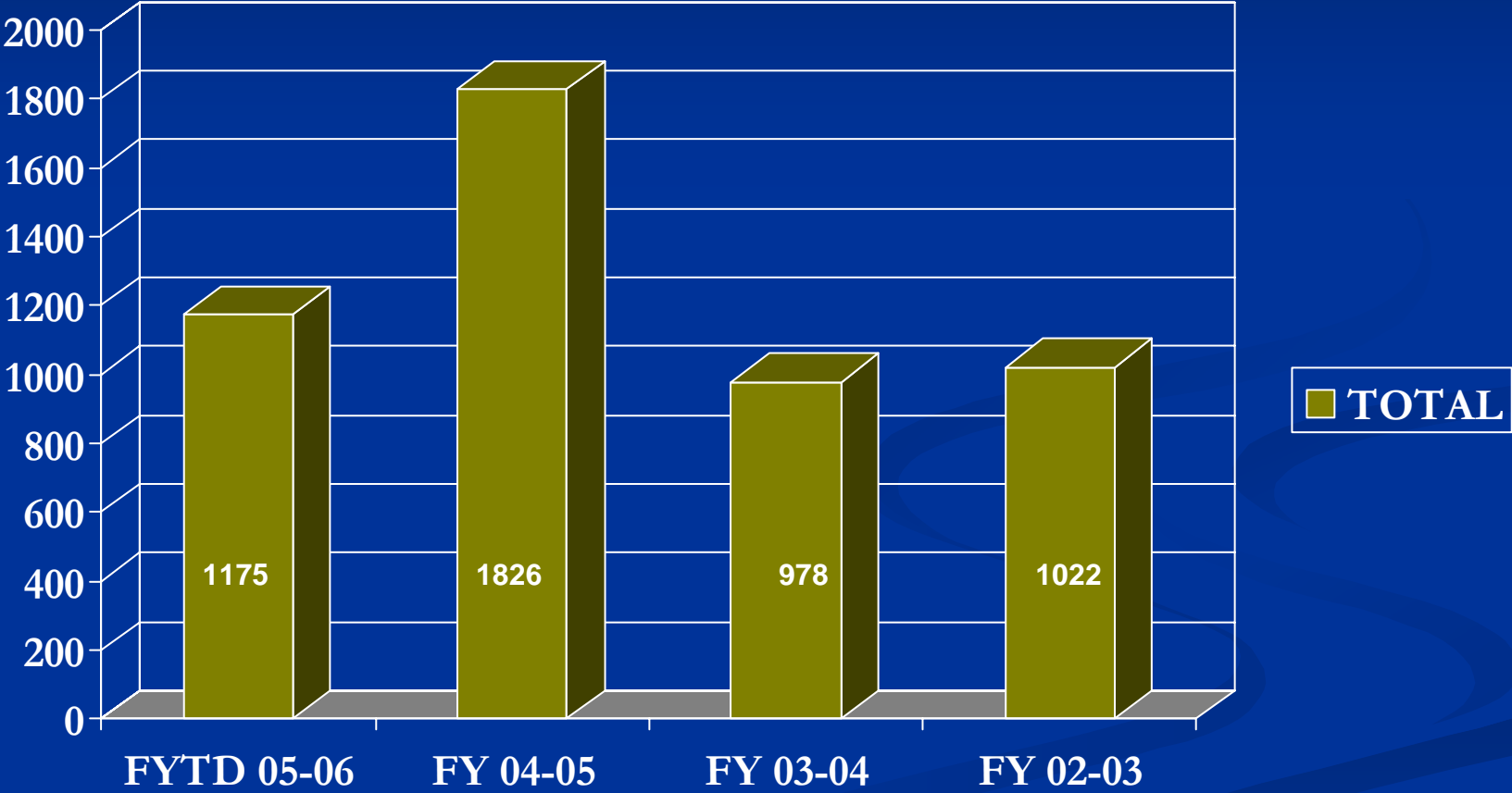
■ BACKGROUND TEAM

- 2 Sergeants
- 14 Detectives

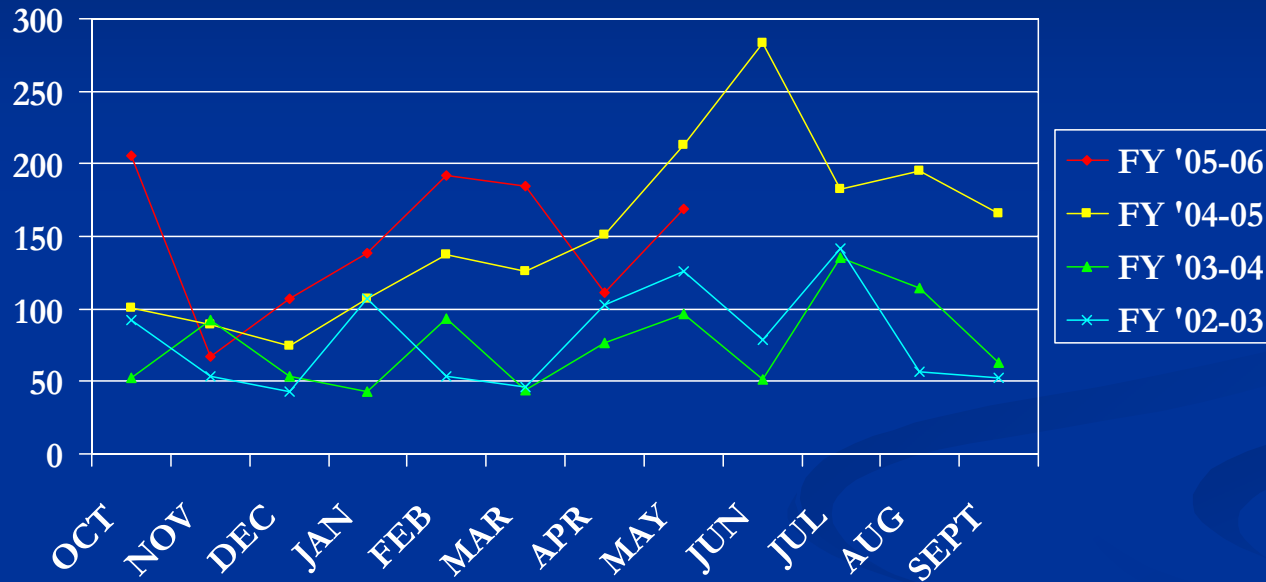
2006 FISCAL YEAR GOALS

- 5 recruit classes with capacity up to 50 officers
- Concentrate recruiting efforts in 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.
- Establish Cadet Program.

APPLICANT FLOW COMPARISON

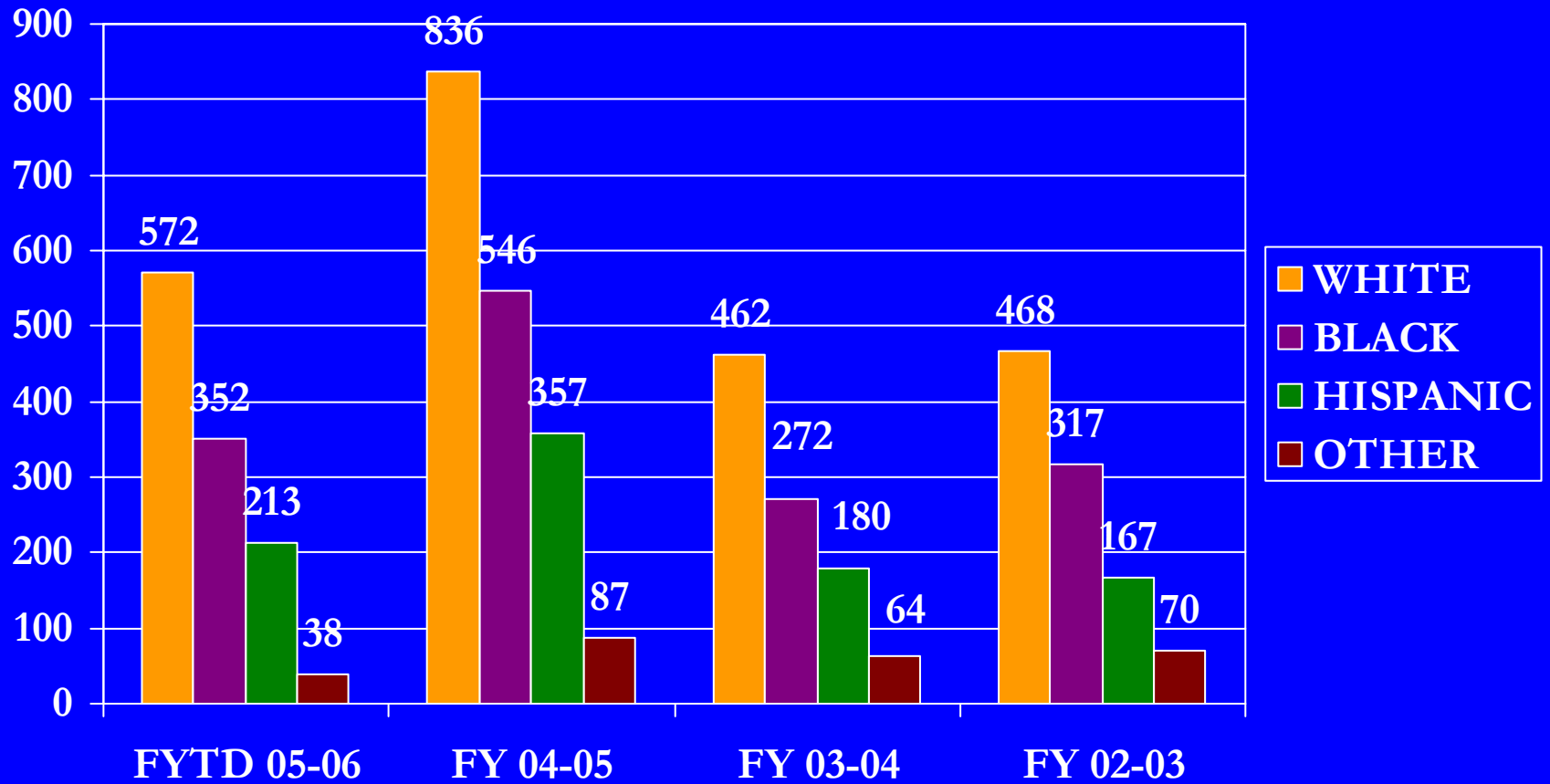


Applicant Flow Comparison

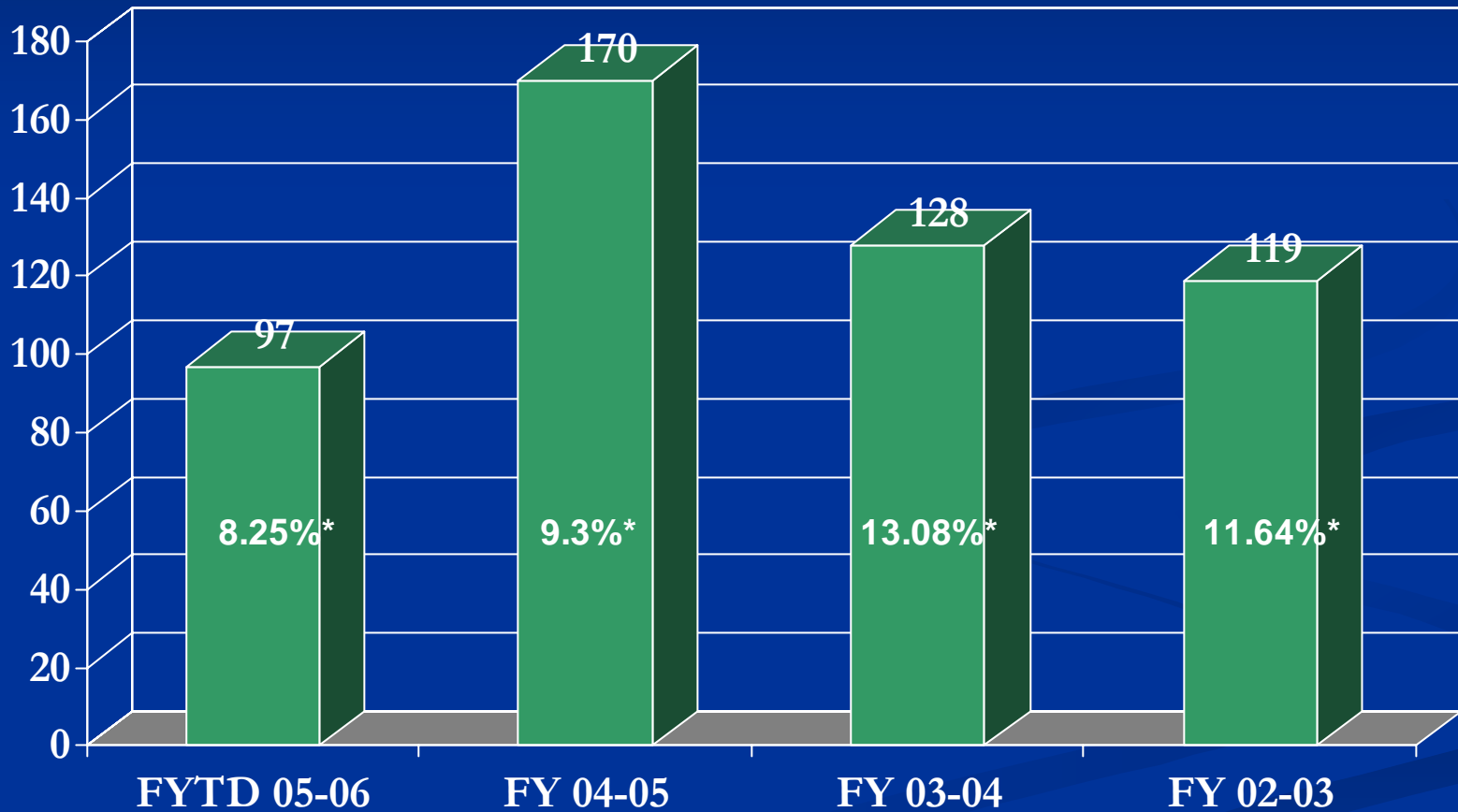


	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT
FY 05-06	206	67	107	138	192	185	111	169	--	--	--	--
FY 04-05	101	89	75	107	137	126	151	213	283	183	195	166
FY 03-04	92	54	43	93	44	77	96	116	51	135	114	63
FY 02-03	111	48	98	107	53	46	103	126	79	142	57	52

RACIAL BREAKDOWN



HIRING COMPARISON



* Represents the percentage of applicants hired from the total number of applicants that applied

INTERESTING FACTS

- 9.3 % of the total applicants that applied during FY -04/05 were hired.
- 8.25% of the total applicants this fiscal year(05/06) have been hired.
- 77% of the recruits, hired during the 04/5 fiscal year, came from the metroplex.
- 70% of the recruits hired this fiscal year have come from the metroplex.

TOP LOCATIONS FOR RECRUITING

- Metroplex
- Killeen (Ft. Hood)
- Houston Area
- San Antonio Area
- State of Louisiana

Most success over a 5-year period by location

- University of North Texas
- Military (Implemented May 2005)

ADVERTISING

- 75% of advertising budget is spent in the metroplex; 25% 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

■ Dallas Weekly

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

■ Banners at Ameritrust Field

■ IACP

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 2005-2006

- 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.

APPLICANT INCENTIVES

- Since the inception of the military waiver in May 2005, 648 applicants, with at least 4 years of military service, have applied.
- 31 recruits have been hired under the military waiver.
- Since the inception of the \$10,000 incentive in May, 2006, the Department experienced the largest police on-site ever. During the May on-site, 143 applicants were processed. In the first three weeks of May, twenty-six (26) additional applicants were processed, for a total of 169.

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?