

**Public Safety, Finance, and
Strategic Support Committee**

**San José Police Department
Recruitment and Hiring Activity
Annual Report**

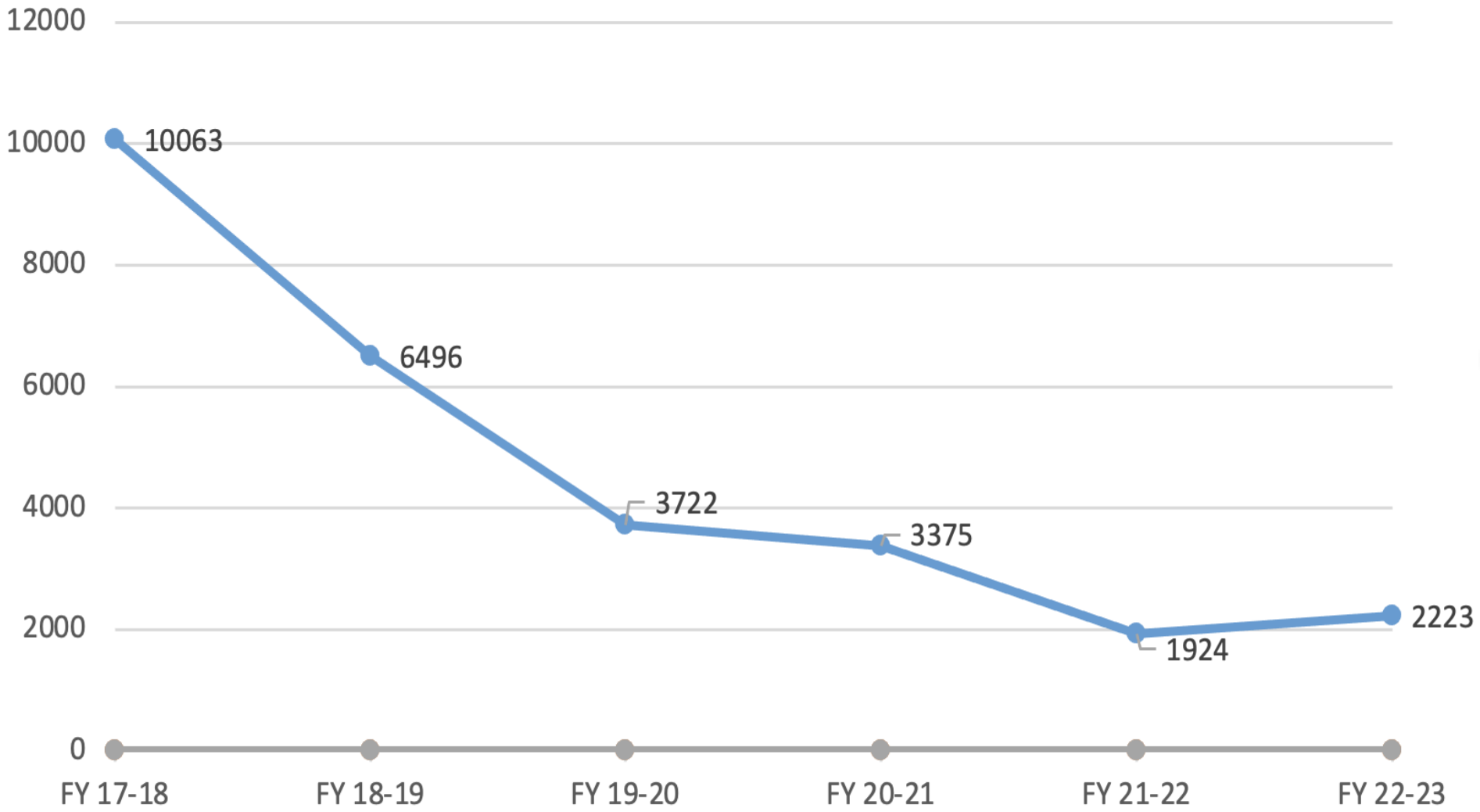
September 21, 2023
Item (d)3

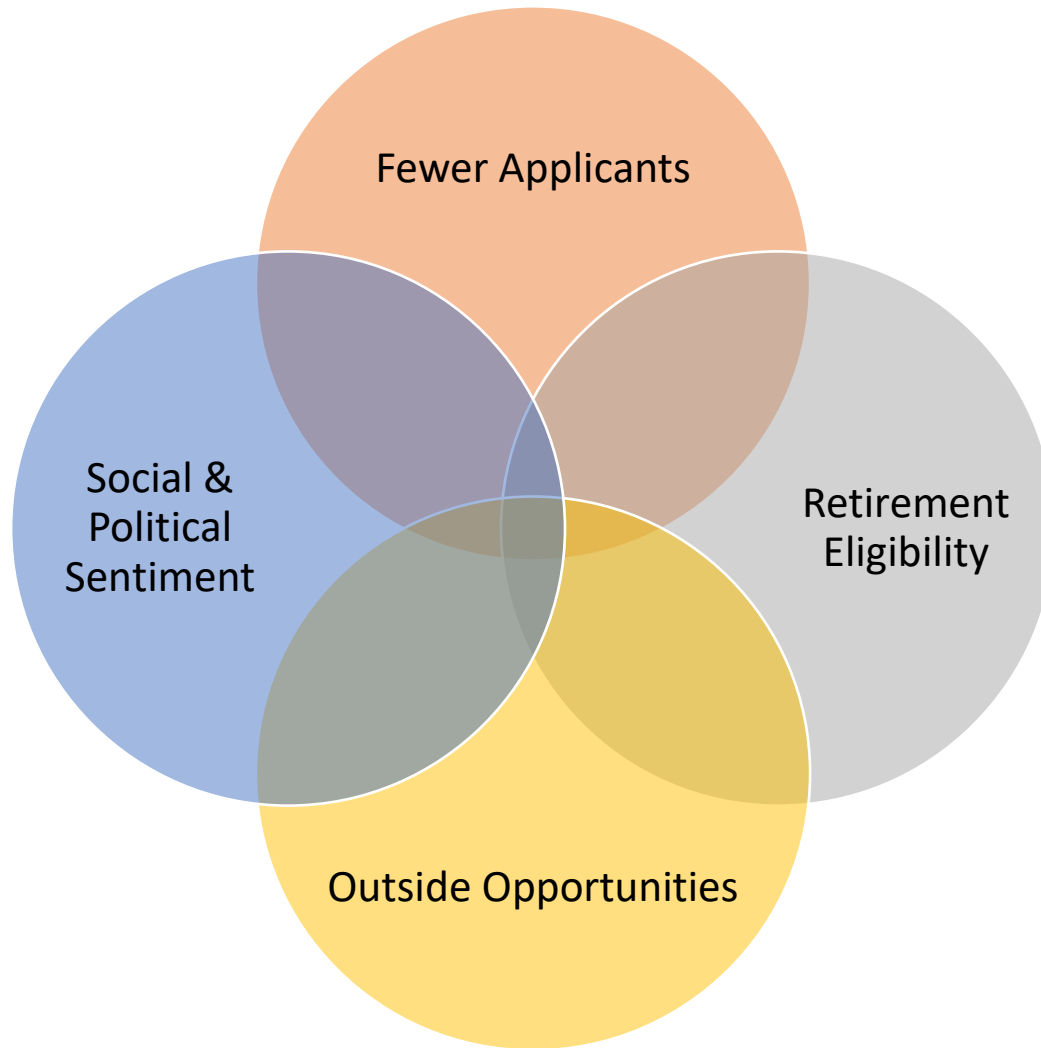


Presenter: Lieutenant Mike Bui



Sworn Applications





Recruiting Efforts

Career and Job
Fairs

College and
University
Presentations

Community
Events

Military Events

Unaffiliated
Academy
Presentations

Online
Presence

Text
Messaging
Application



Target Audiences

- Career Path
- Personal Alignment with Our Core Values
- Diversity
- Women
- Athletes
- College Students and Graduates
- Military Personnel



Recruitment Advertising Platforms

- Civilian, Inc.
 - Facebook
 - Google
 - Indeed
 - Twitter
- WWW.SJPDyou.com
- Facebook
- Twitter
- Instagram
- Indeed
- LinkedIn
- POST Employment Website
- Next Door – San Jose specific
- Government Jobs
- Various websites in coordination with recruiting events
- Interview Now



Social Media Marketing

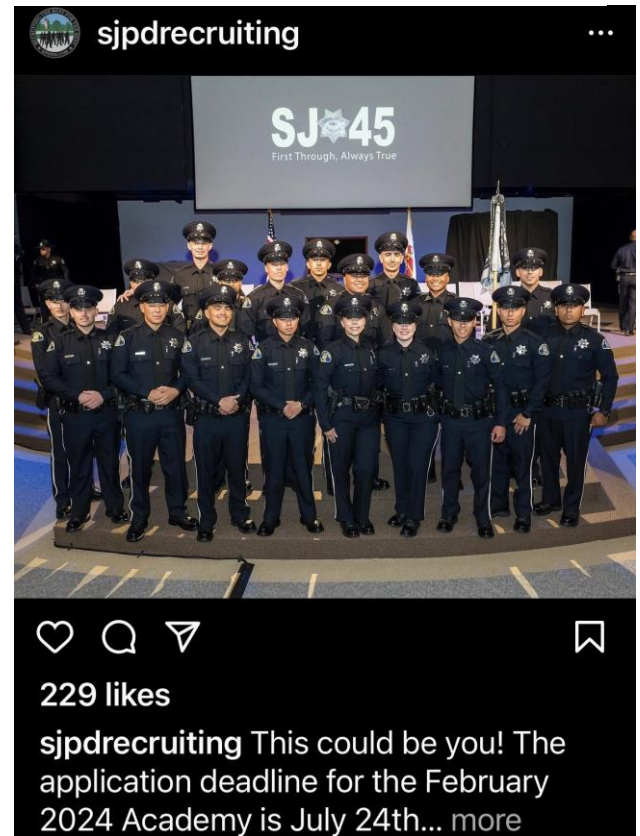
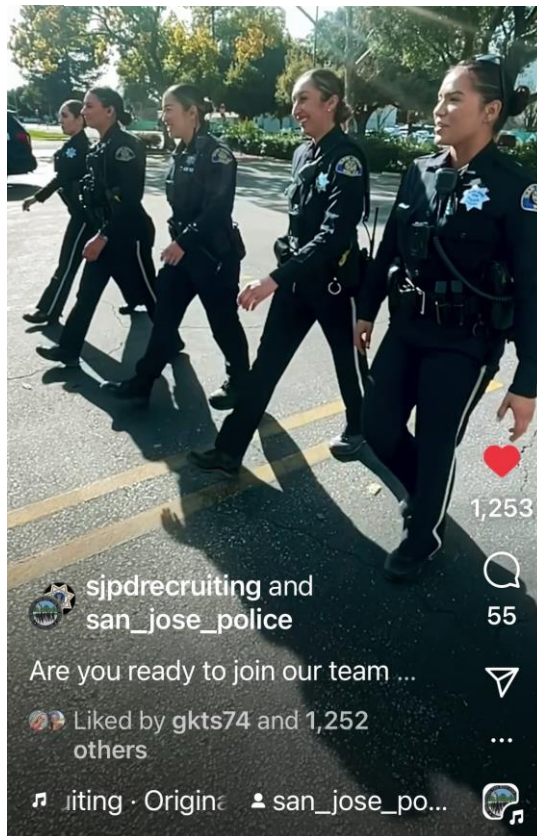


San Jose Police Department Recruiting

@SJPDyou · Police Station

+ Add a Button

sjpgdrecruiting





#SJPDFitness



SJPD Recruiting Unit





Recruiting Diversity

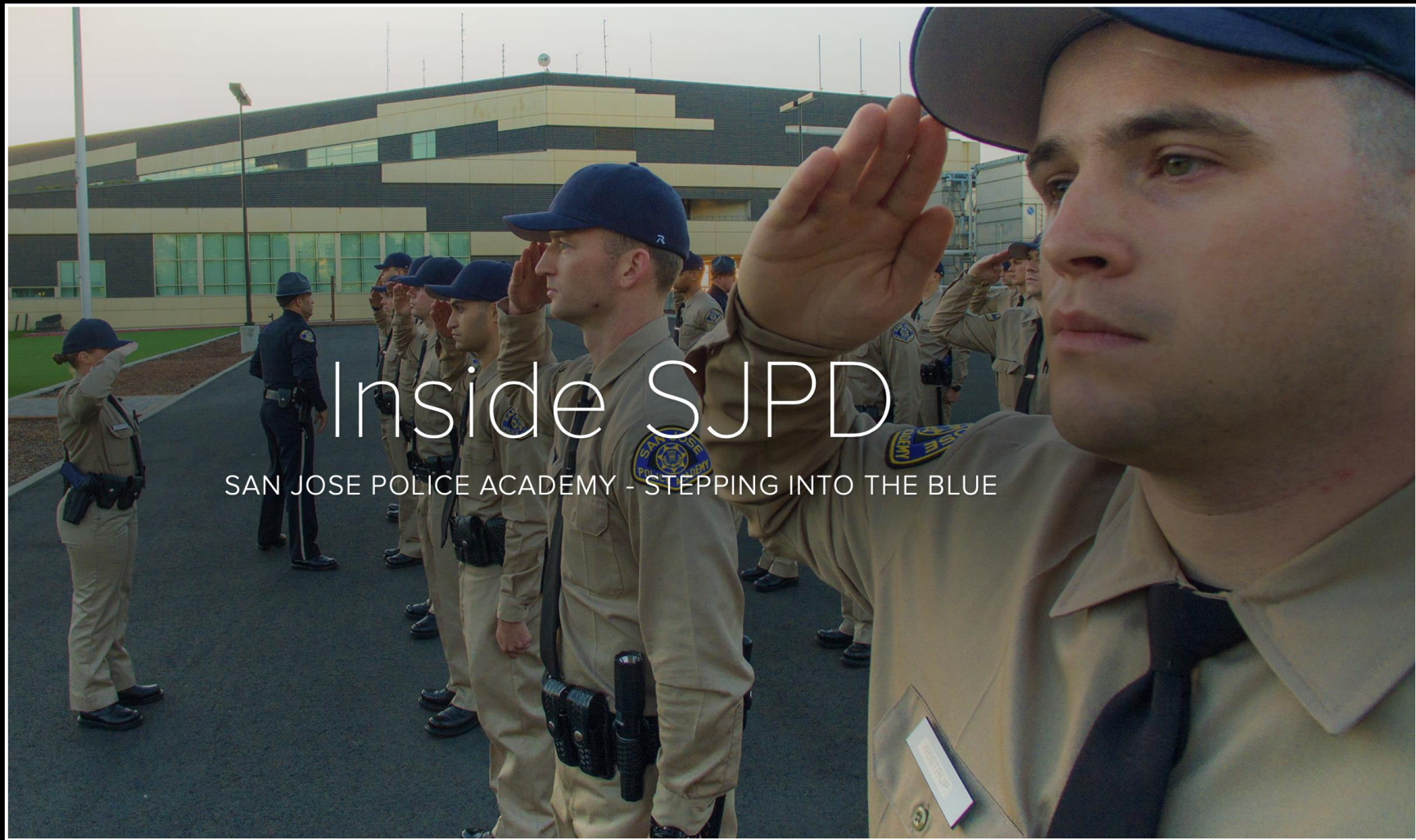




Recruiting at Schools with Diverse Student Population

- CSU Bakersfield
- CSU Chico
- CSU East Bay
- CSU Fresno
- CSU Monterey Bay
- CSU Stanislaus
- Boise State
- De Anza College
- Evergreen Valley College
- Foothill College
- UC Merced
- Saint Mary's College
- San Diego State
- UC San Francisco
- San Jose City College
- San Jose State University
- University of Nevada Las Vegas
- University of Nevada Reno





Inside SJPD

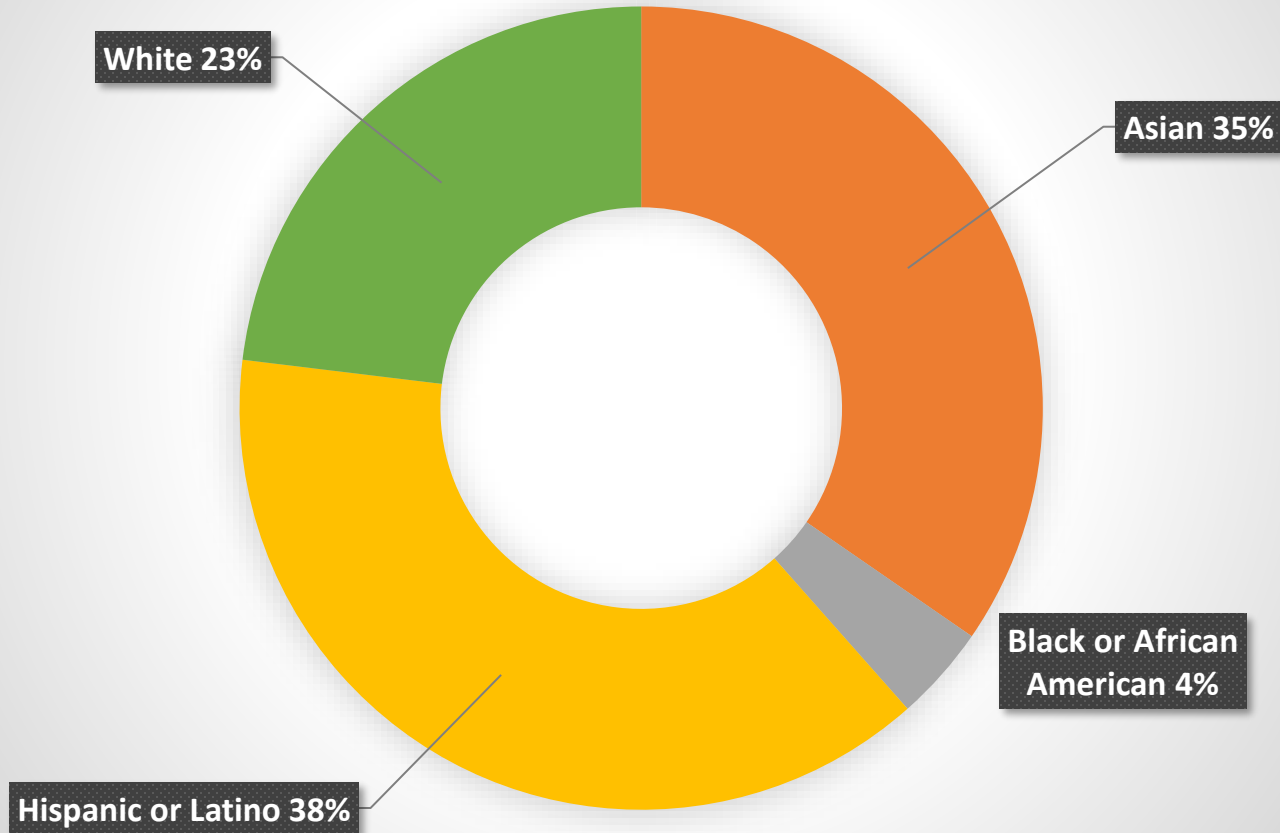
SAN JOSE POLICE ACADEMY - STEPPING INTO THE BLUE

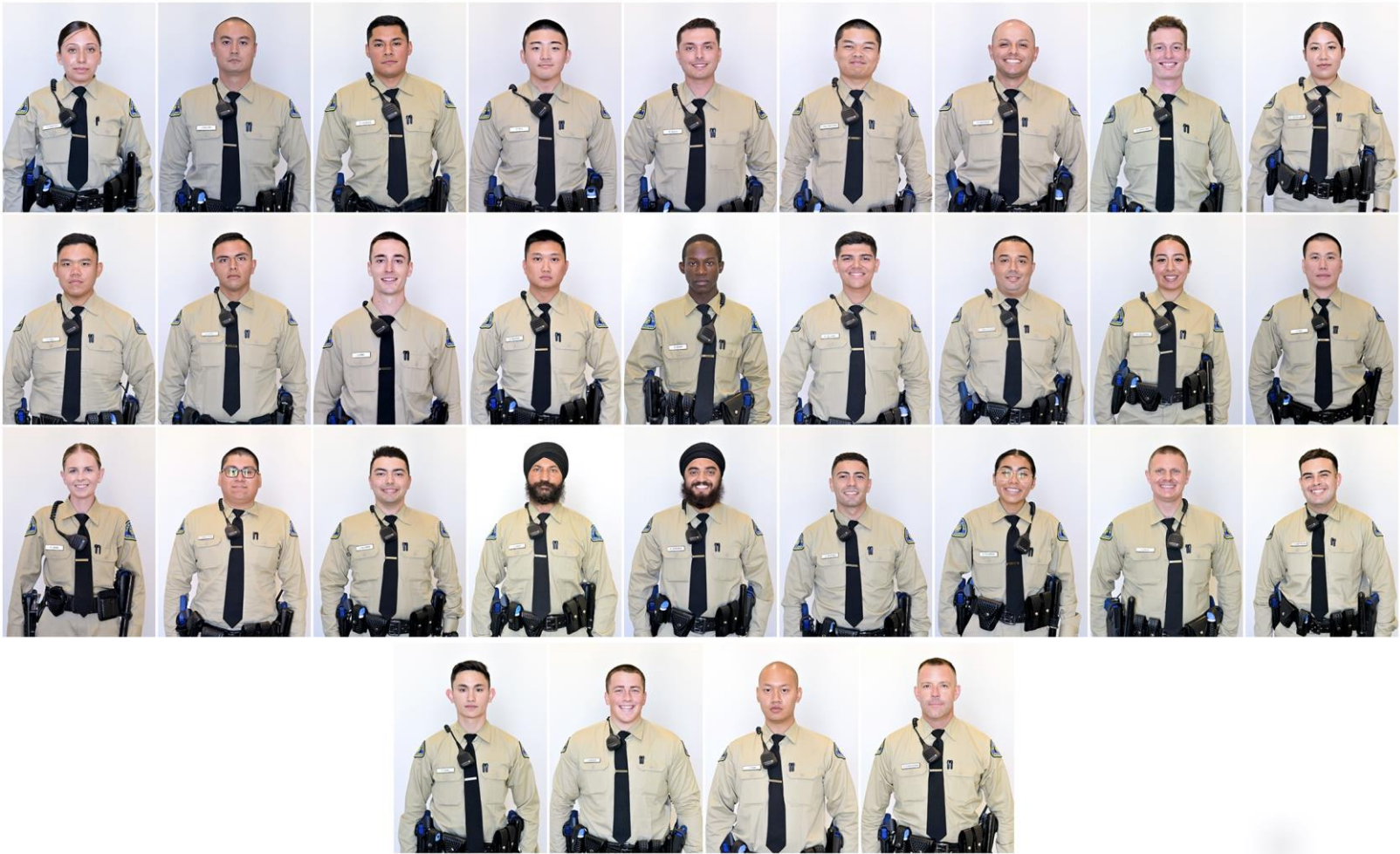
San Jose Police Academy



Academy 47 Reported Ethnicities

SJ-47

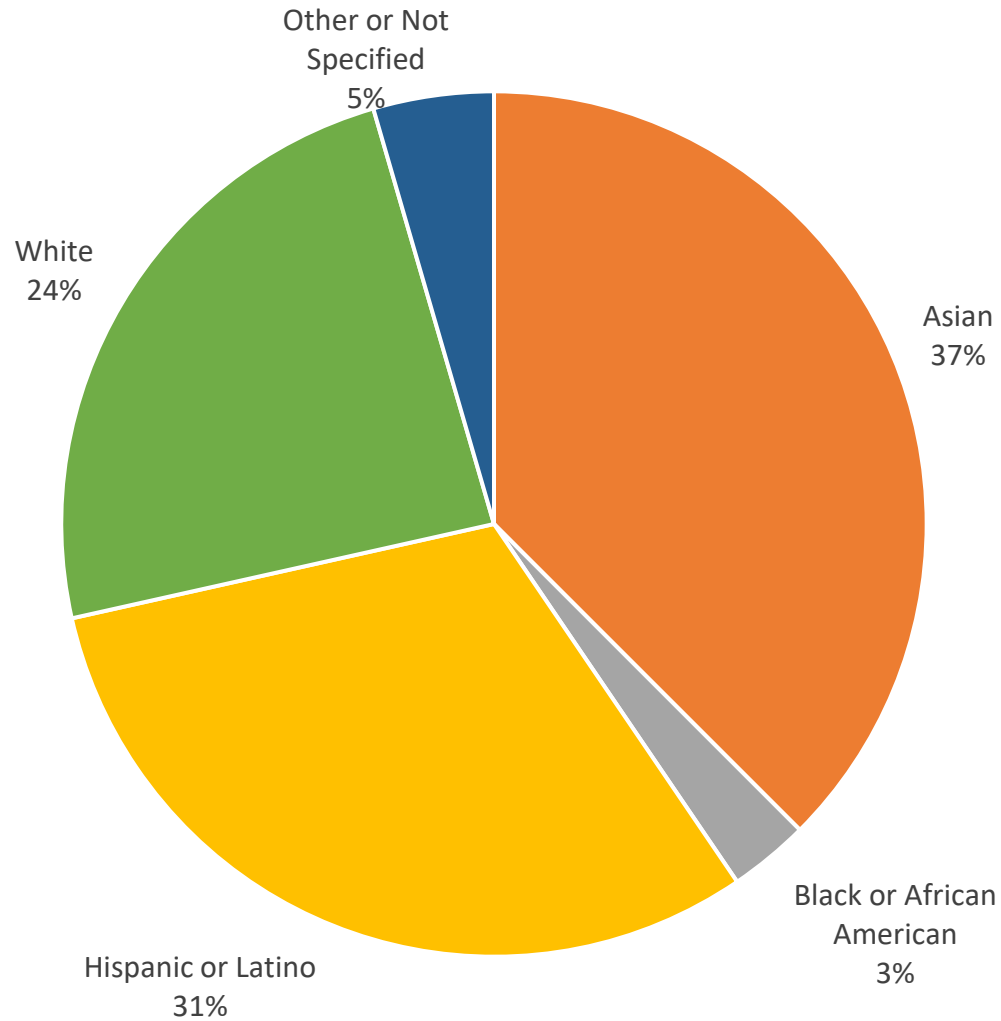




San Jose Police Department - Academy 47



Demographics of San José Residents

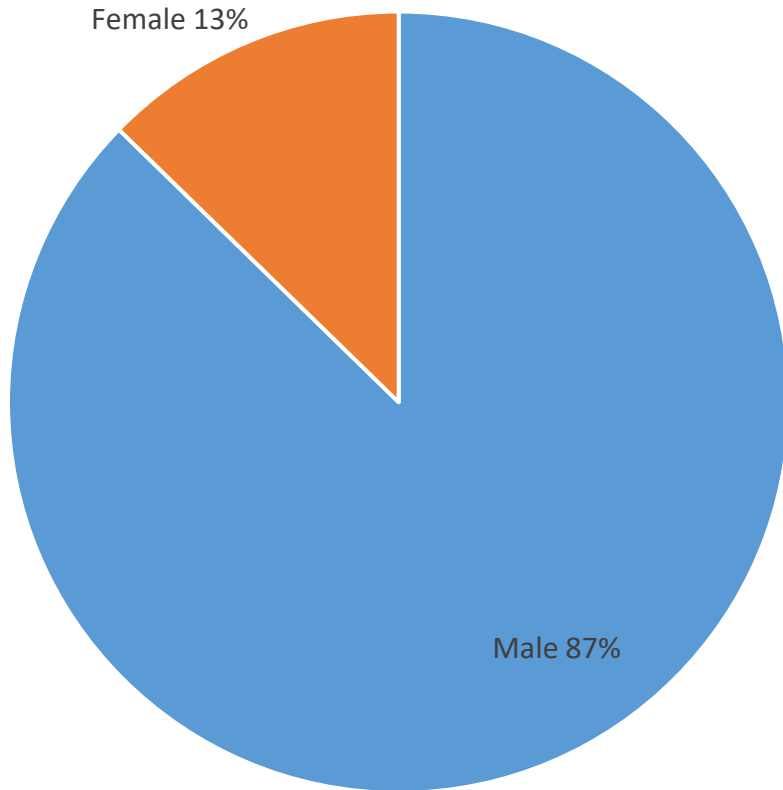


US Census 7/2022

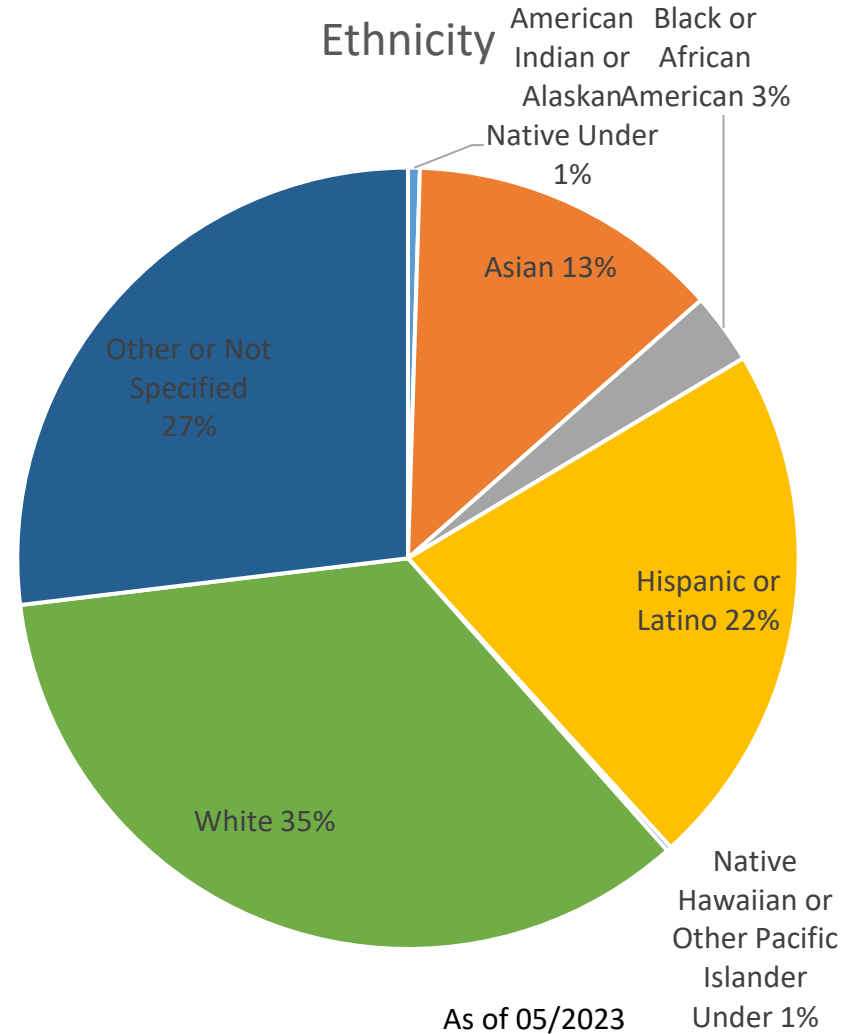


Department Overall

Gender



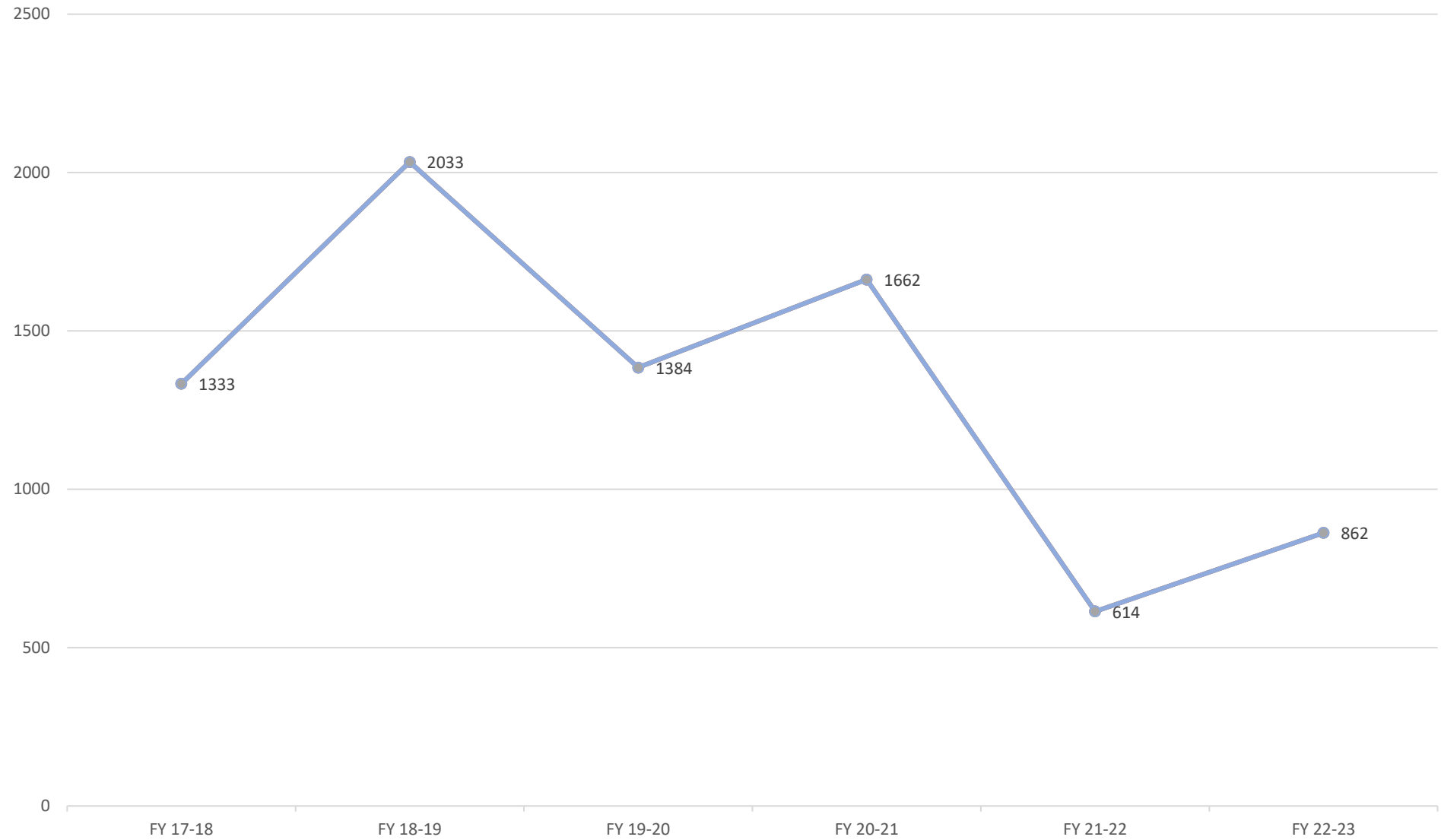
Ethnicity



As of 05/2023



Communications Applications





Inside SJPD

911 CALL TAKERS - THE FIRST RESPONDERS

Communications Personnel Recruiting Efforts

- Communications Recruiter
- Critical Workshops
- Oral Board Workshops
- Information Sessions with Q&A
- Outreach before Job Posting
- Provide Communications job information to applicants in other job classifications



QUESTIONS

