

Public Safety, Finance, and Strategic Support Committee

San José Police Department Recruitment and Hiring Activity Annual Report

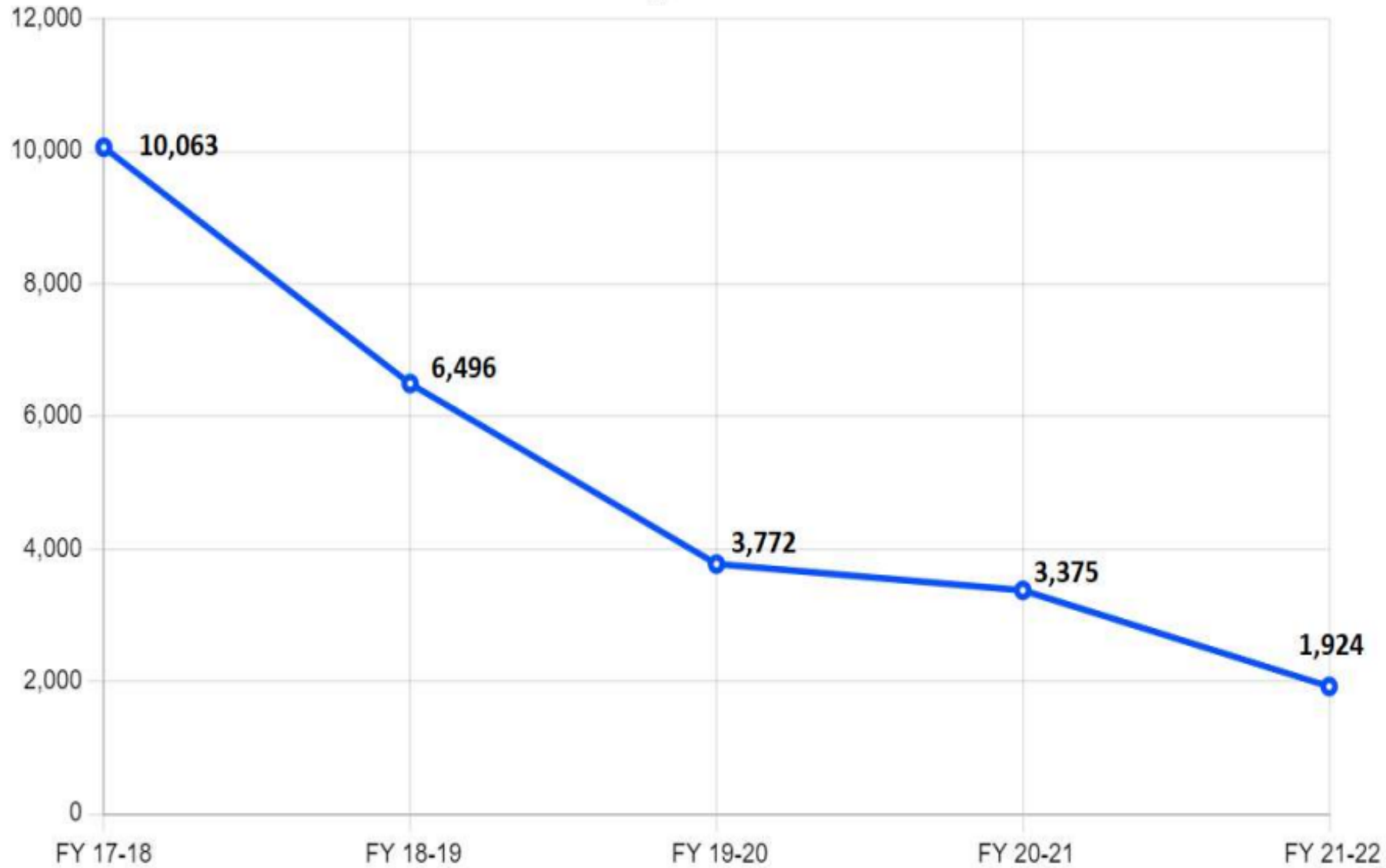
**August 18, 2022
Item d(3)**

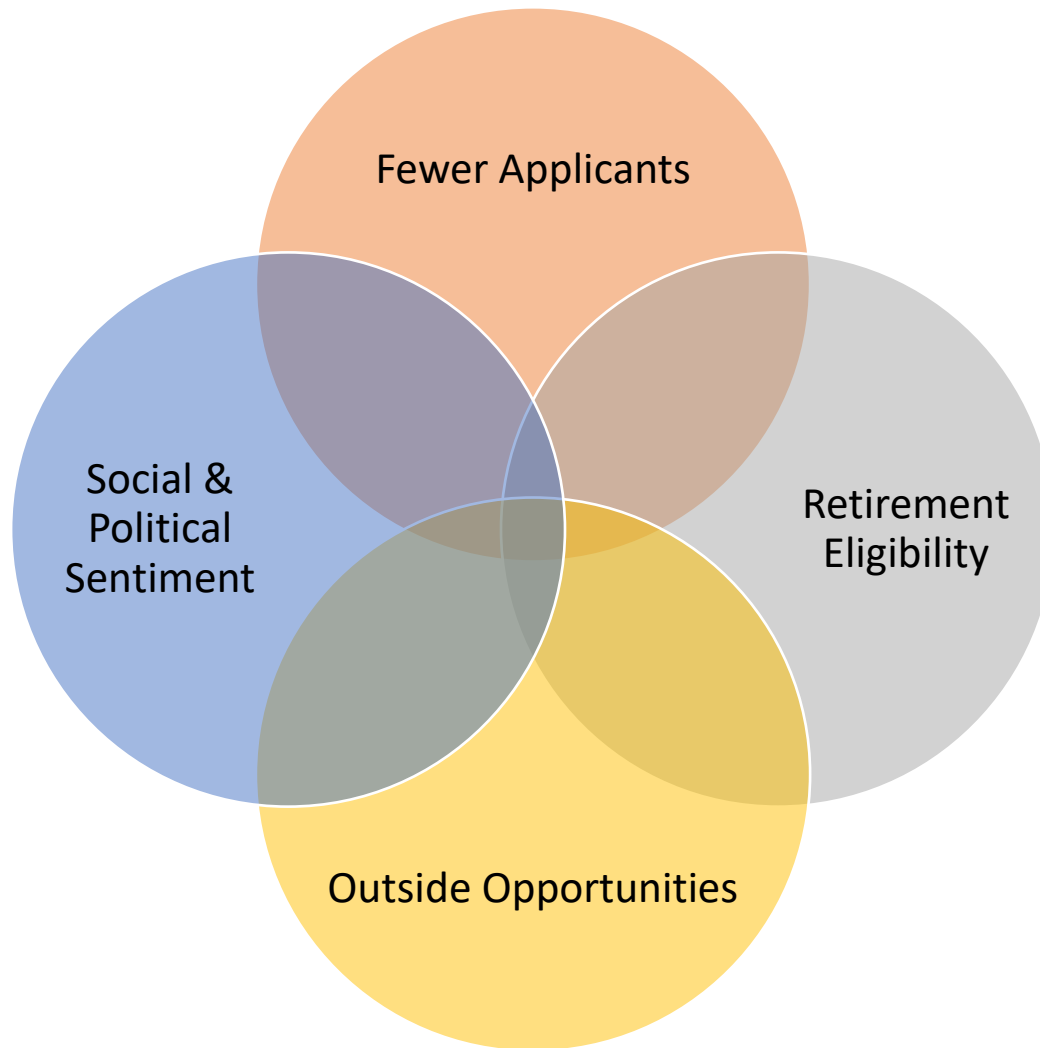


Presenter: Lieutenant Christina Anaya



Sworn Applicants





Recruiting Efforts

Career and Job
Fairs

College and
University
Presentations

Community
Events

Military Events

Unaffiliated
Academy
Presentations

Online
Presence



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
- Linkdin
- POST Employment Website
- Next Door – San Jose specific
- Government Jobs
- Various websites in coordination with recruiting events



Social Media Marketing



**San Jose Police Department
Recruiting**

@SJPDyou · Police Station

+ Add a Button



San Jose Police Department Recruiting

August 14 at 8:21 PM · Instagram · 🌐

Even today's heat could not stop this group of applicants from completing and passing today's WSTB.

#PoliceFitness #Crossfit #Bodybuilding #Fitspiration #SJPD #SanJosePolice #SJPDRecruiting #workoutmotivation #FitnessJourney #FitnessGym #Fitnesslover #FitLifestyle #policeWorkouts #Gym #StayStrong #StayHealthy #InstaGym #FitnessGoals #PoliceOfficer #CriminalJustice #911



sjpdrecurring



San Jose Police Department Recruiting

August 20 at 9:16 PM · Instagram · 🌐

Your career starts here. Recruiting the best for the best. Recruiting beyond diversity....

No matter who you are or how you define yourself.

#Police #CriminalJustice #CSI #unity #Pride #loveislove #LGBTQ





#SJPDFitness





Colleges Rated High in Racial Diversity

(According to Collegefactual.com)

Colleges and Universities

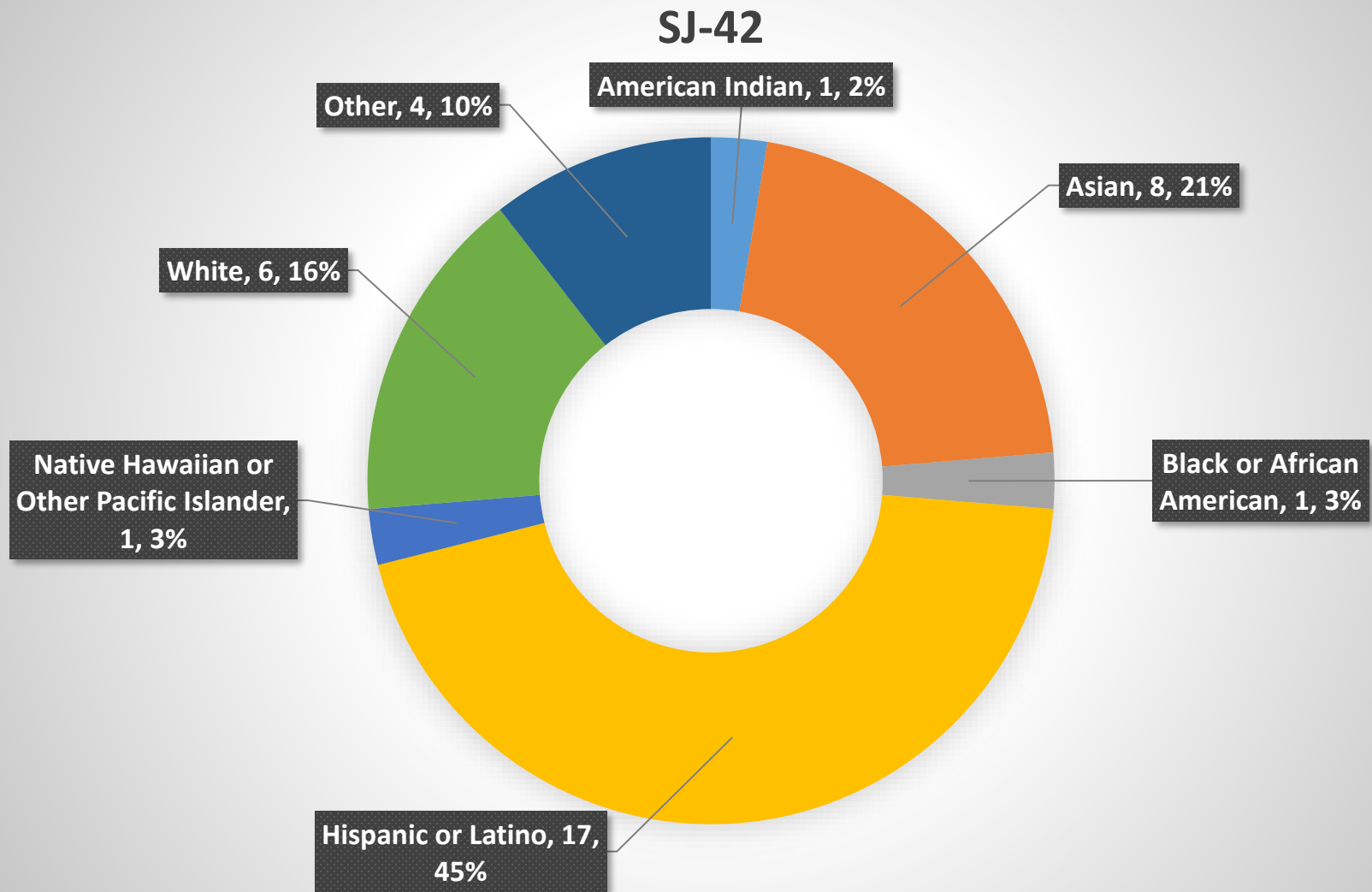
- Diablo Valley College (CA)
- John Jay College (NY)
- Ohlone College (CA)
- San Diego State University (CA)
- San Francisco City College (CA)
- San Jose City College (CA)
- San Jose State University (CA)
- St. Johns University (NY)



Diversity-Specific Recruiting



Academy 42 Reported Ethnicities

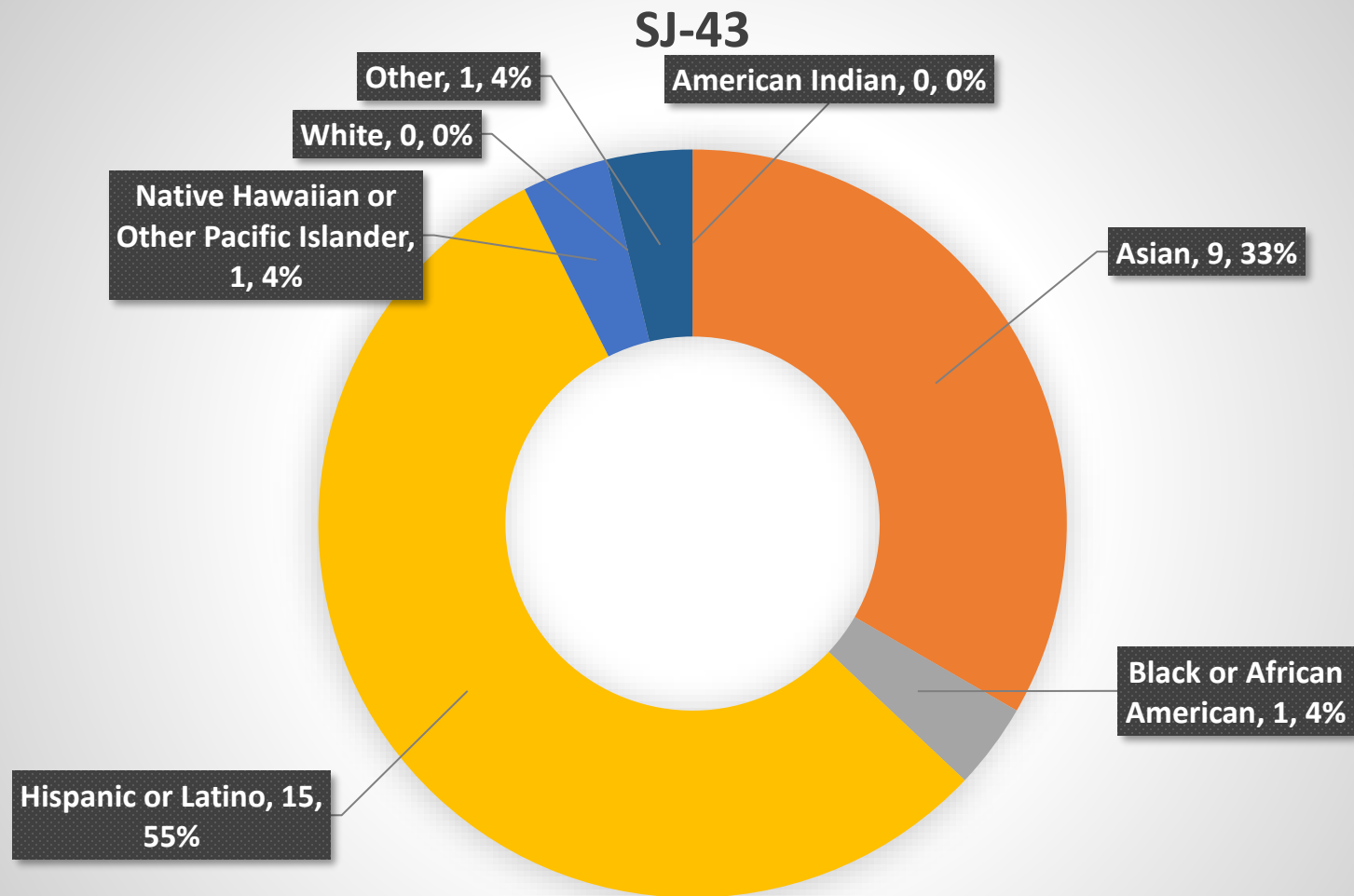




San Jose Police Department - Academy 42



Academy 43 Reported Ethnicities

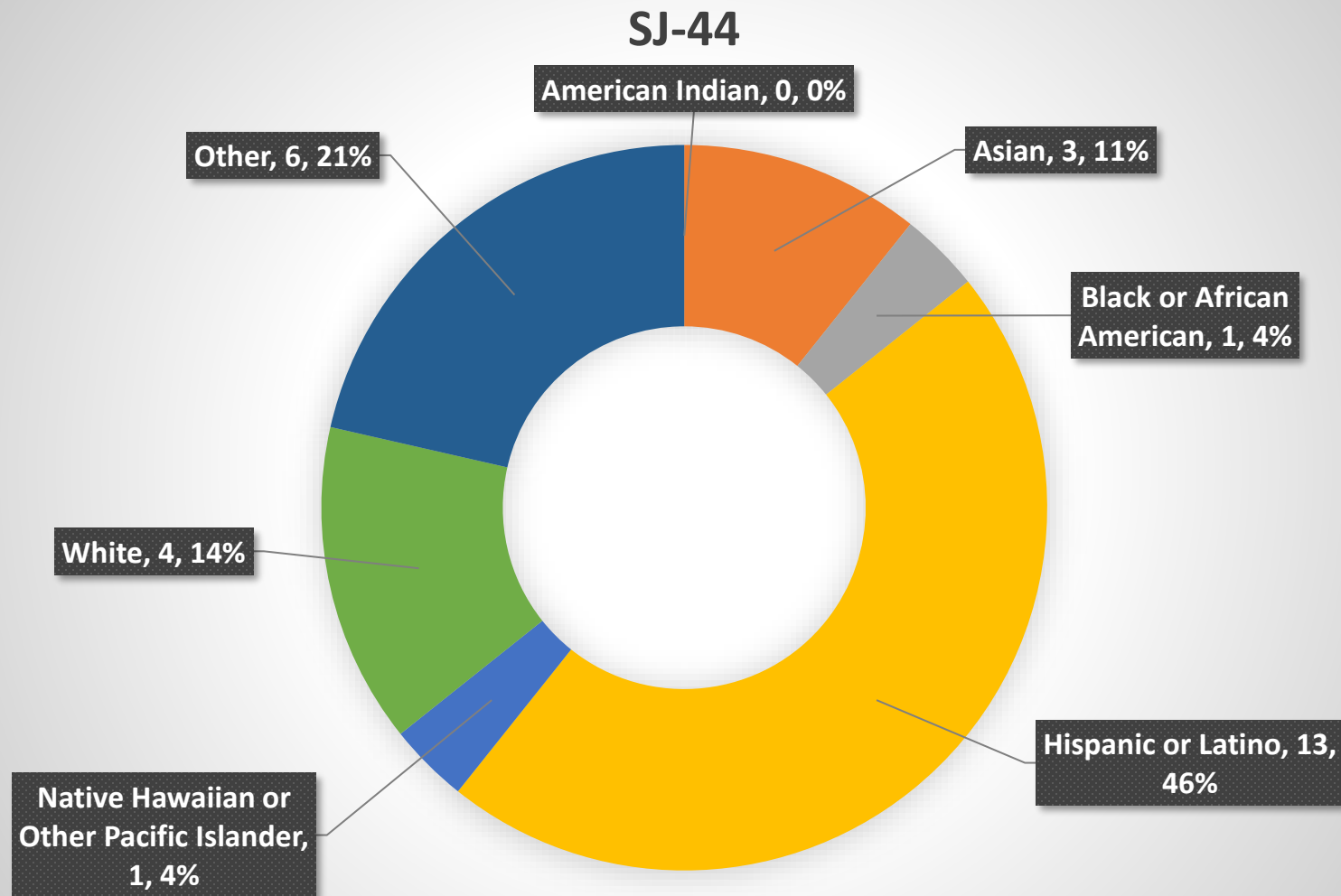




San Jose Police Department - Academy 43



Academy 44 Reported Ethnicities

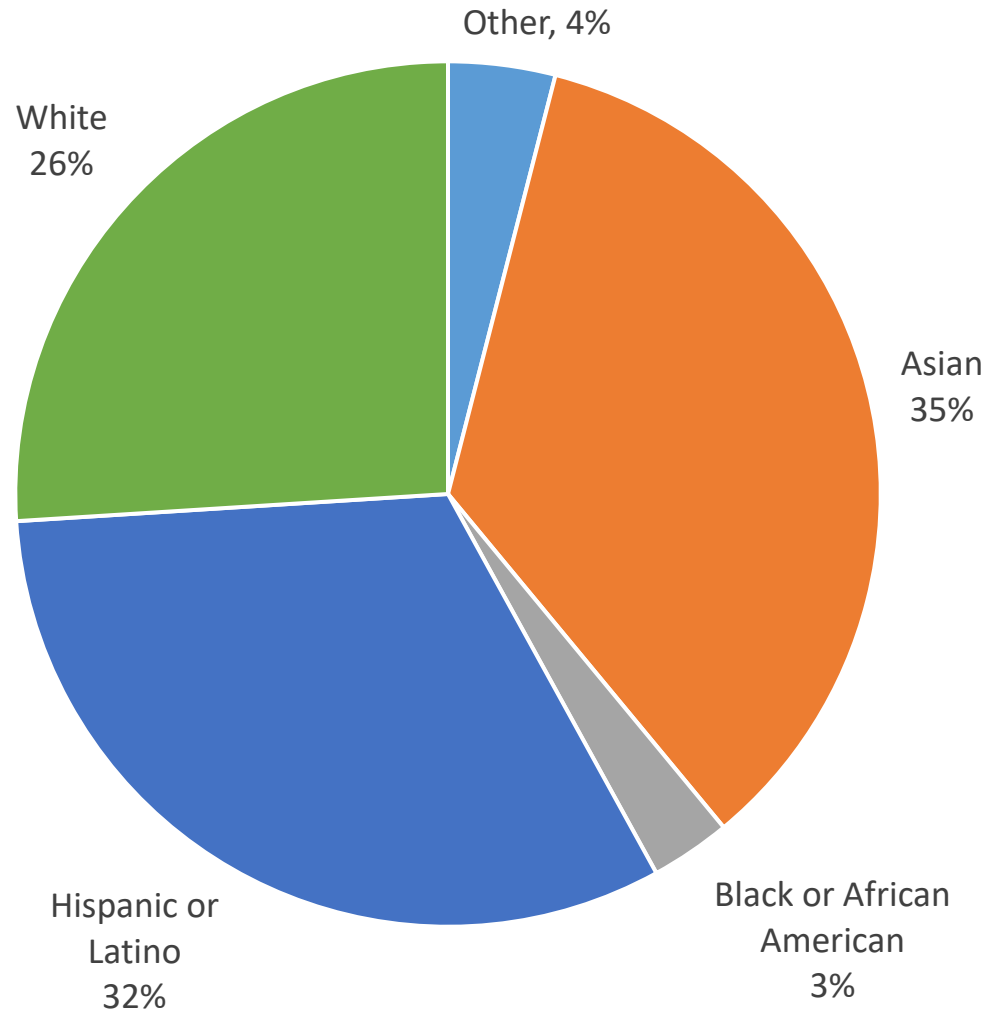




San Jose Police Department - Academy 44

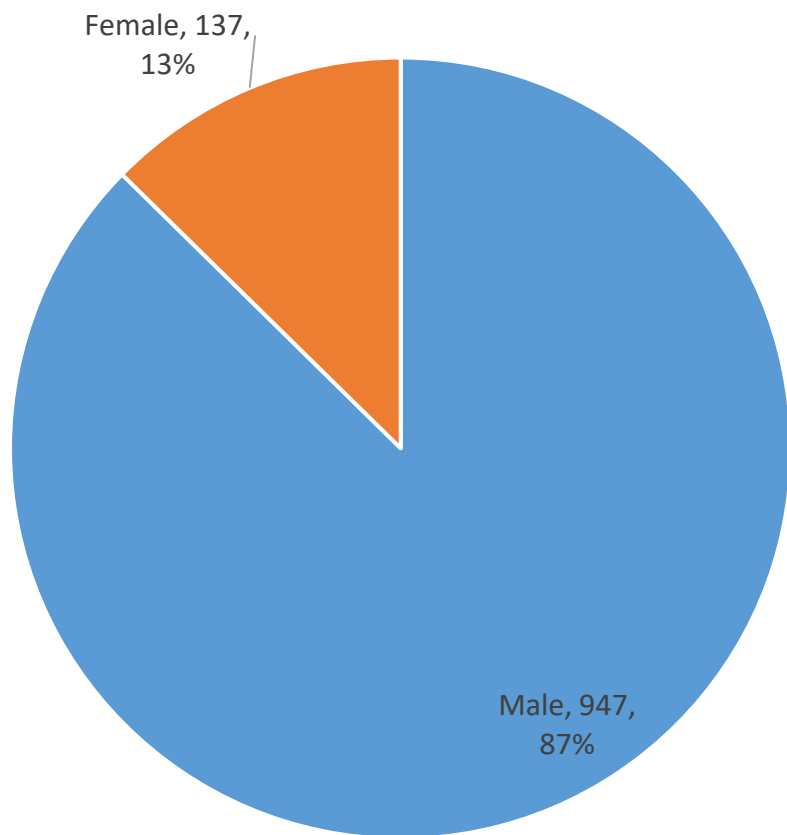


Demographics of San José Residents

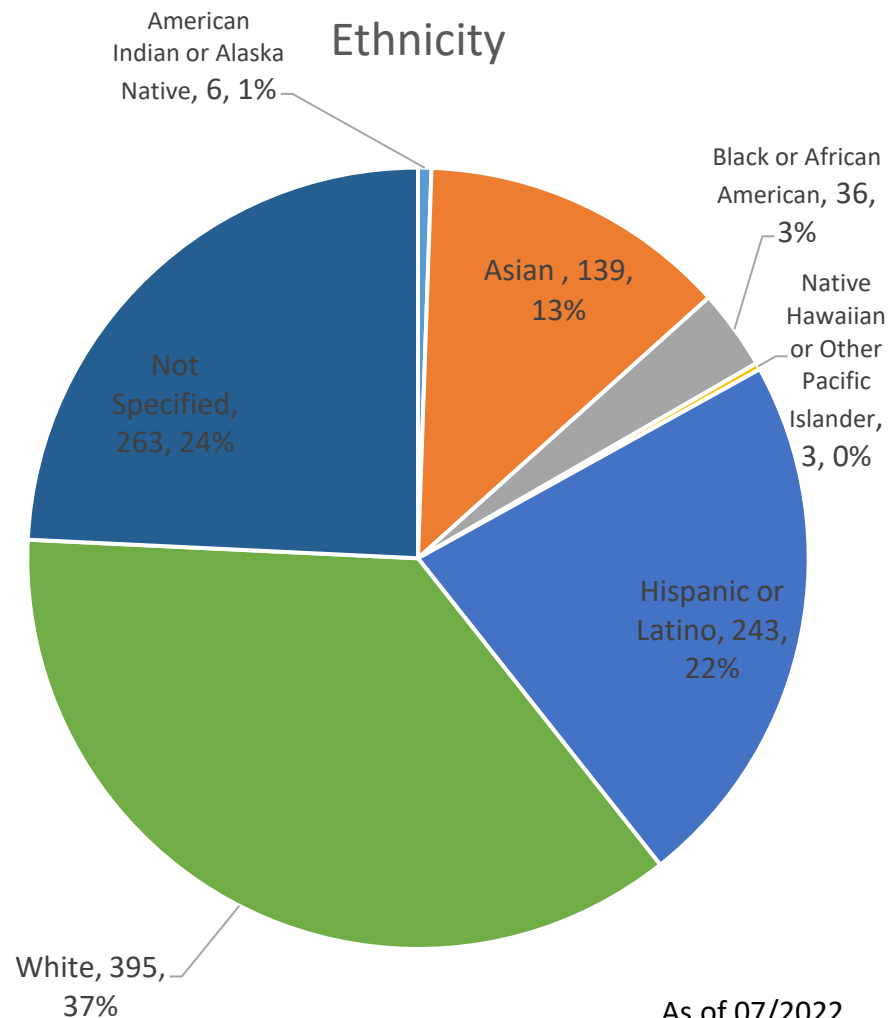


Department Overall

Gender



Ethnicity

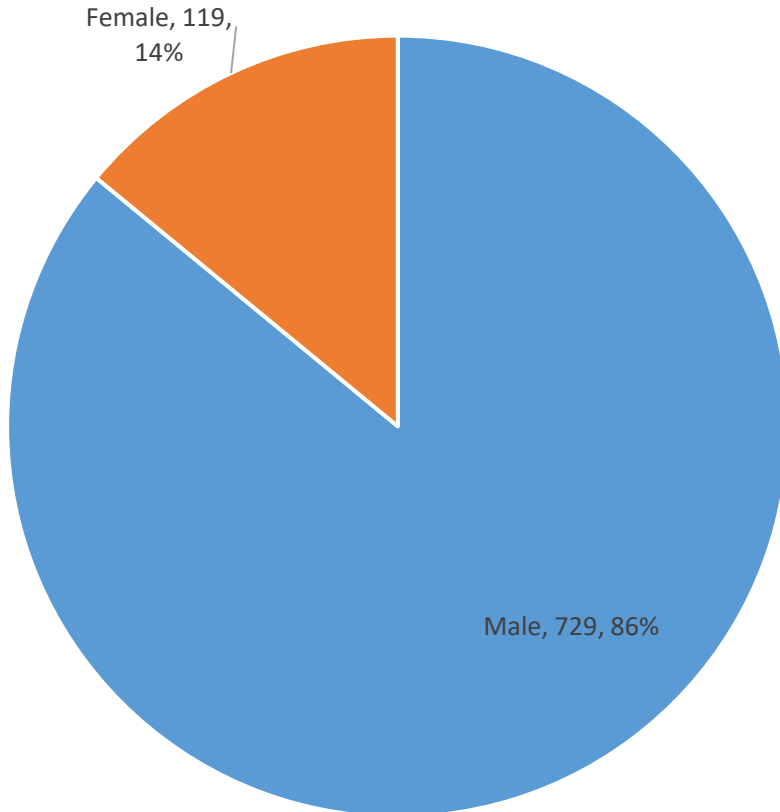


As of 07/2022

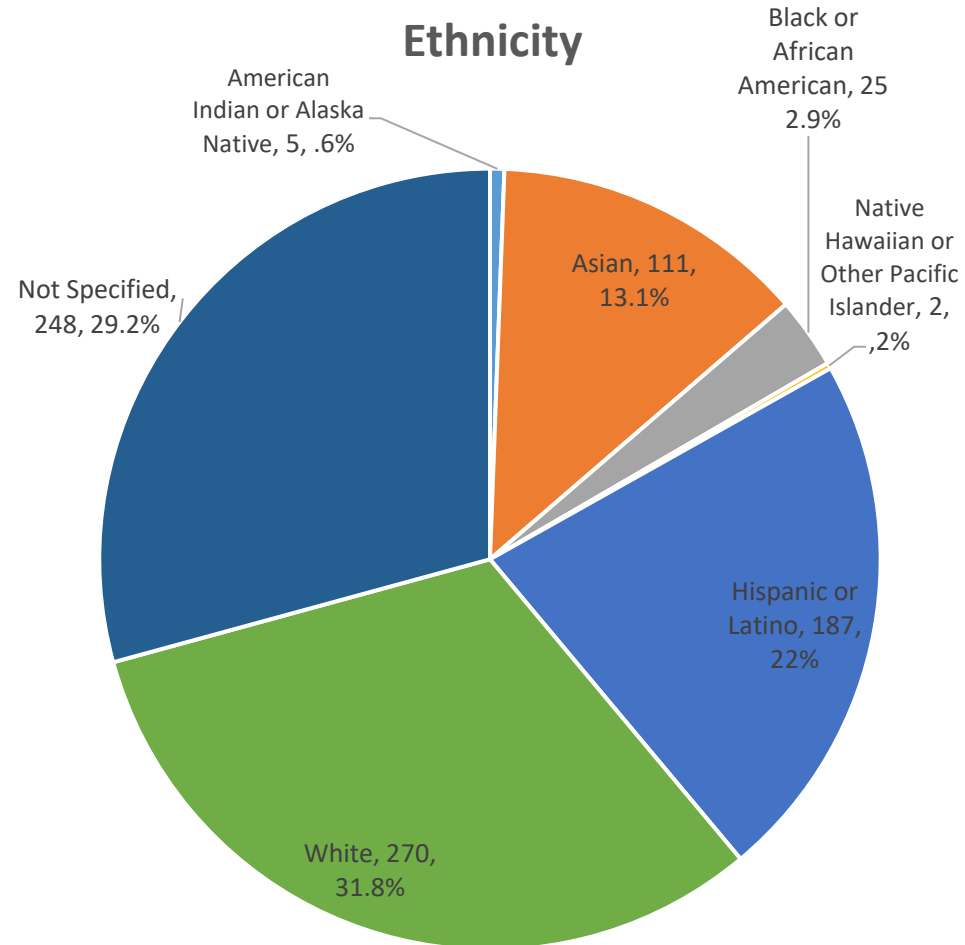


Officers

Gender



Ethnicity

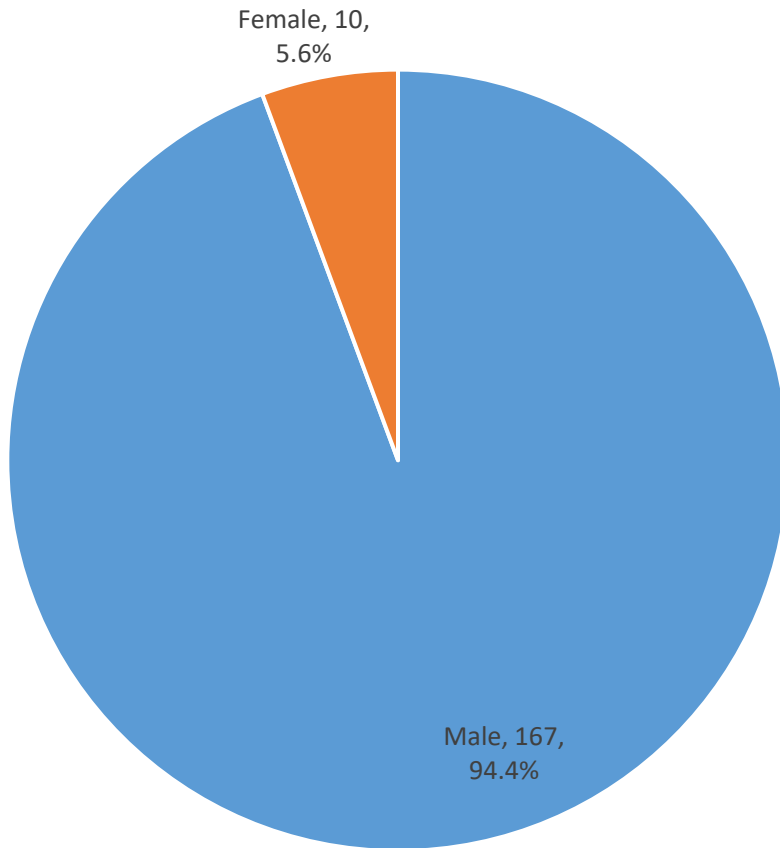


As of 07/2022

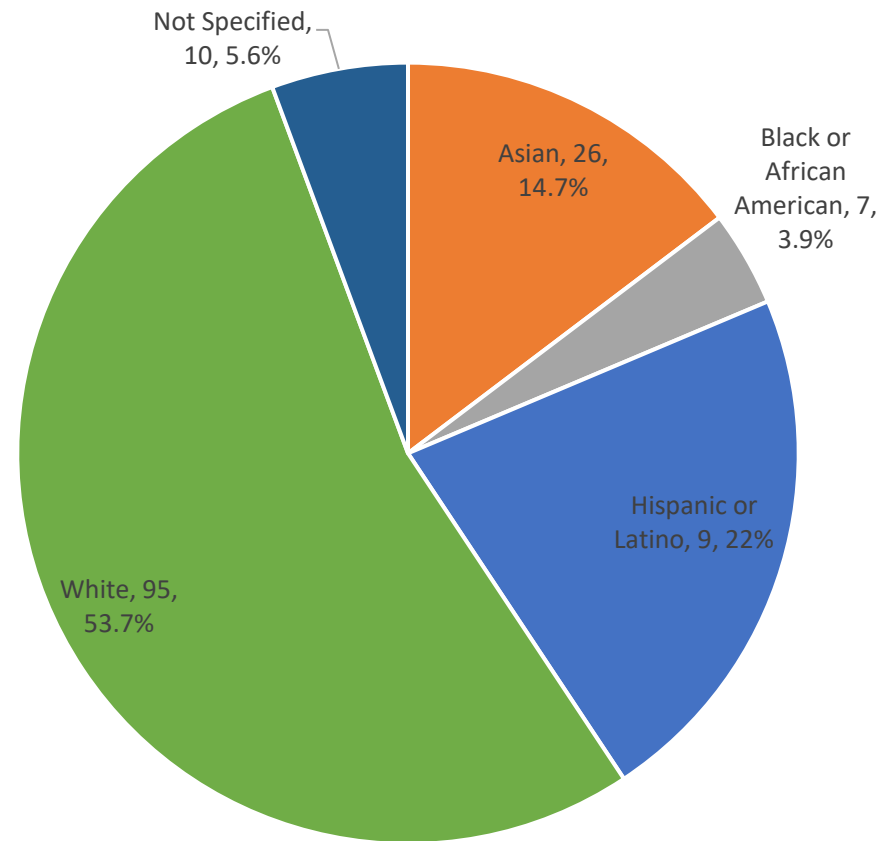


Sergeants

Gender



Ethnicity

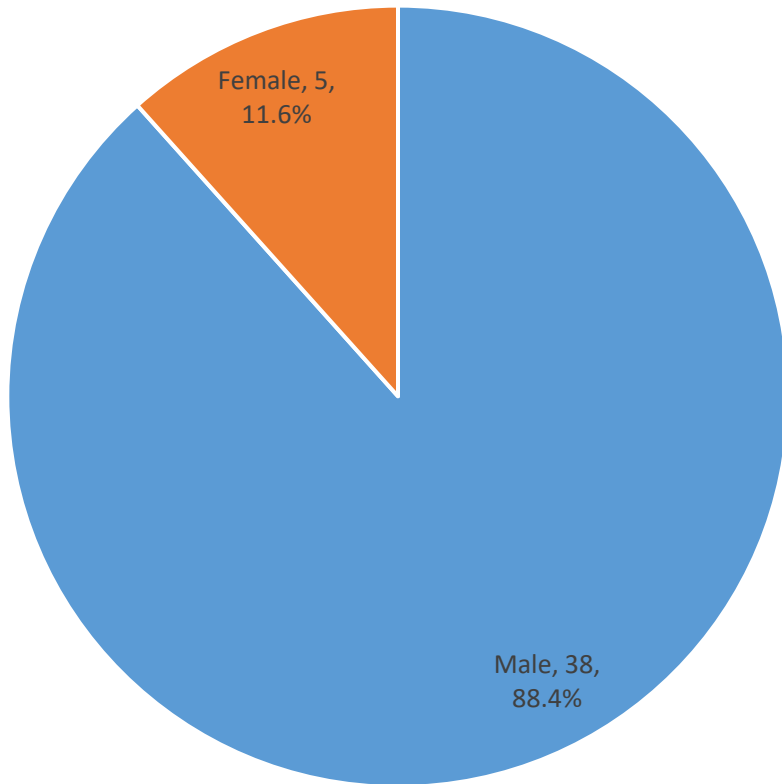


As of 07/2022

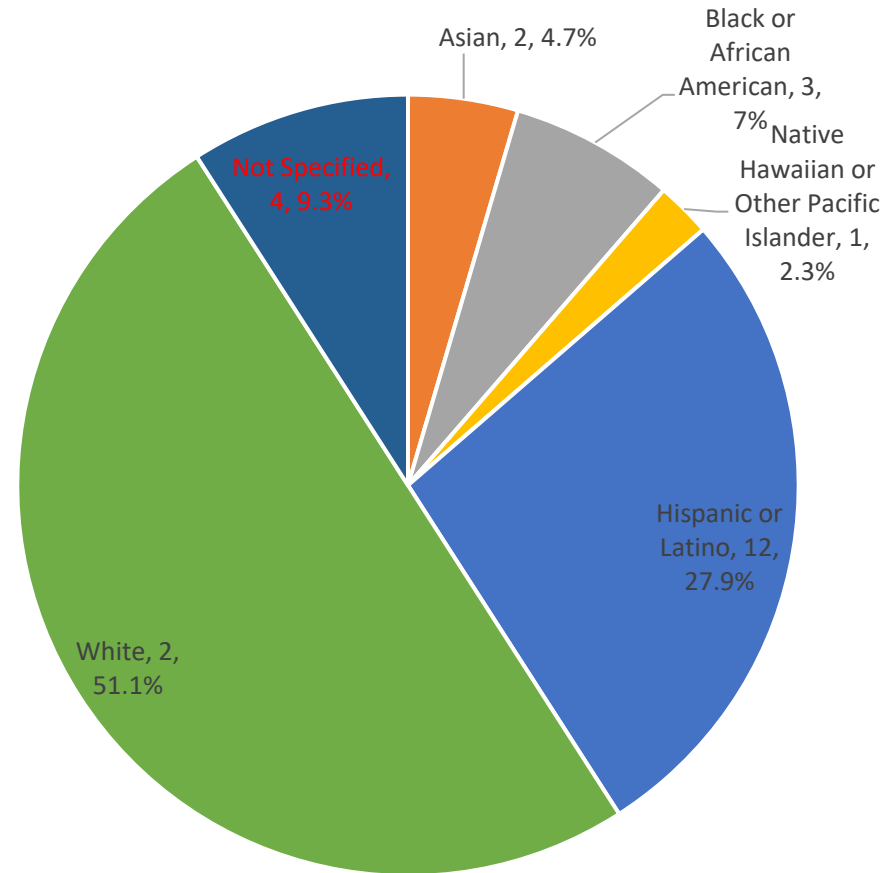


Lieutenants

Gender



Ethnicity

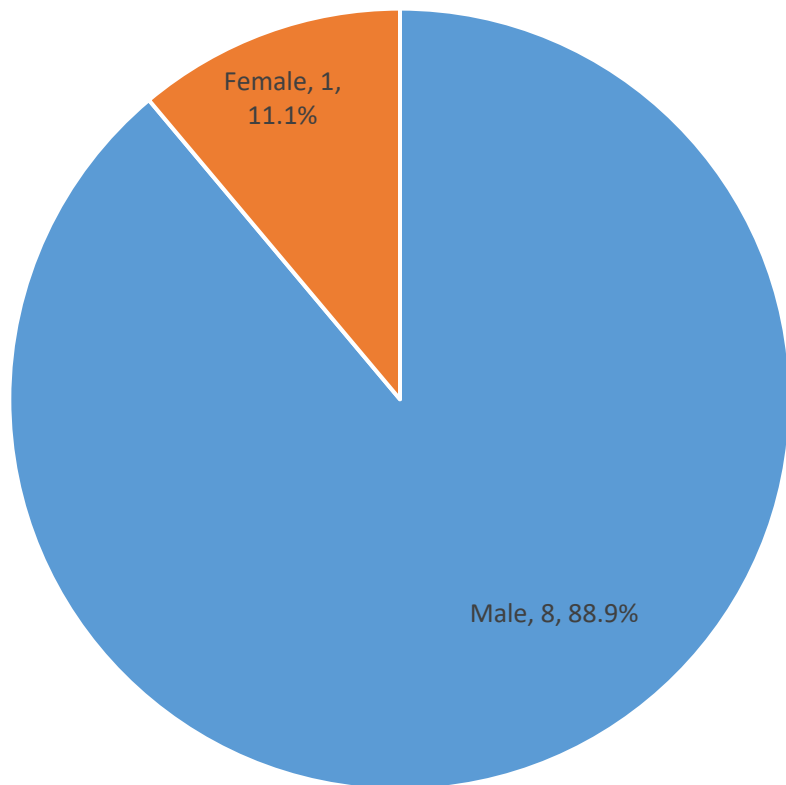


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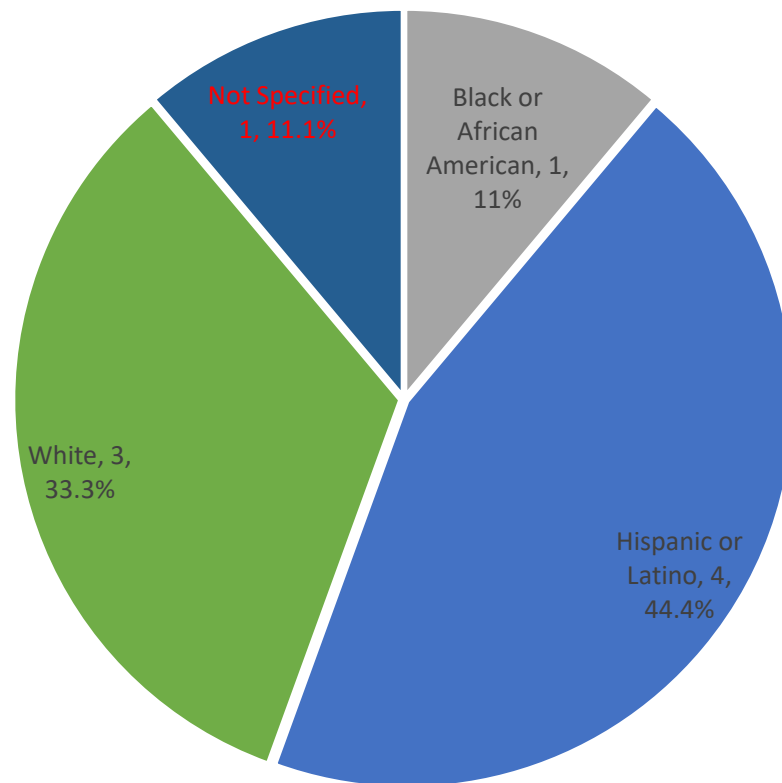


Captains

Gender



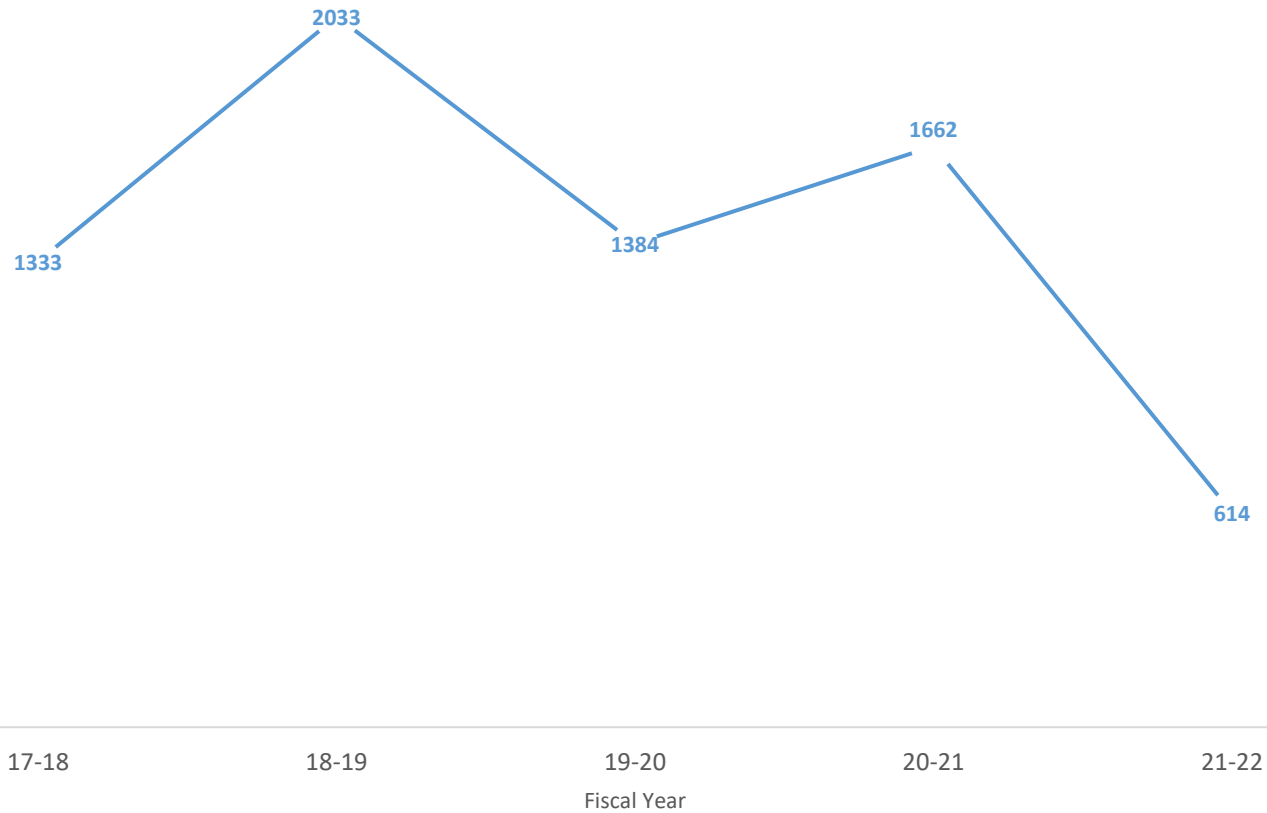
Ethnicity



As of 07/2022

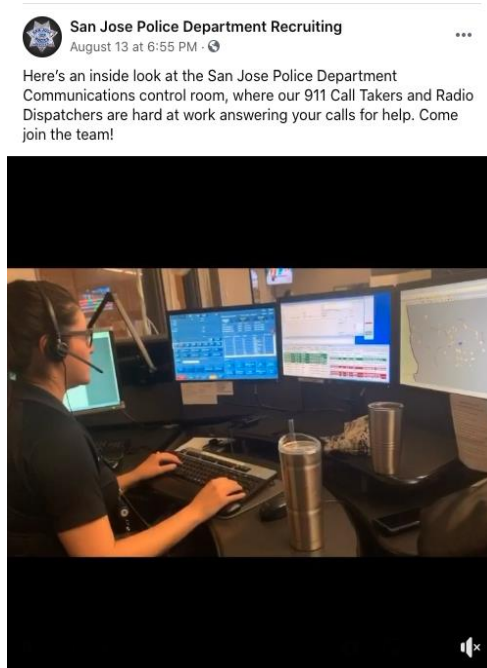


COMMUNICATIONS APPLICATIONS



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

