

Public Safety, Finance, and Strategic Support Committee

San José Police Department Recruitment Activity Semi-Annual Report

April 19, 2018
Item: (d) 2



Ongoing Academy Campaign

Directing images/messages to specific sub-segments of target audience:

- Women
- LGBTQ
- College Graduates
- African American
- Asian
- Hispanic
- Military

Programmatic Desktop / Mobile:

- Reach audiences who have expressed an interest in police jobs/military; search is the strongest driver as it captures people who have seen other ads or who in general are interested in the topic and actively seeking more information

Additional Targeting Parameters:

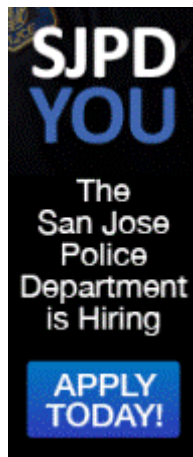
- Additional layer of behavioral/contextual display to reach highest number of Hispanic, Asian, African American, Female, LGBTQ audiences



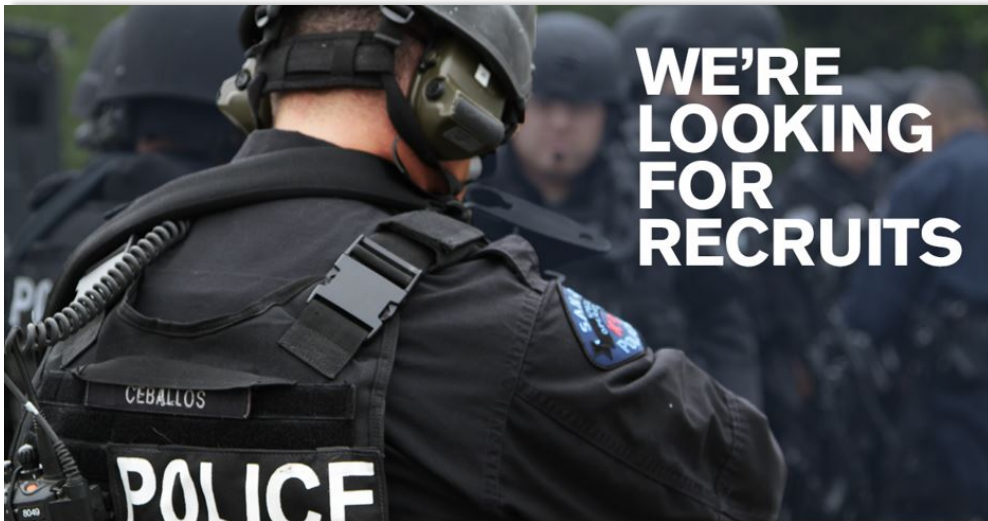
Advertising Images



Advertising Images



Advertising Images



Advertising Images



Communications Recruiting

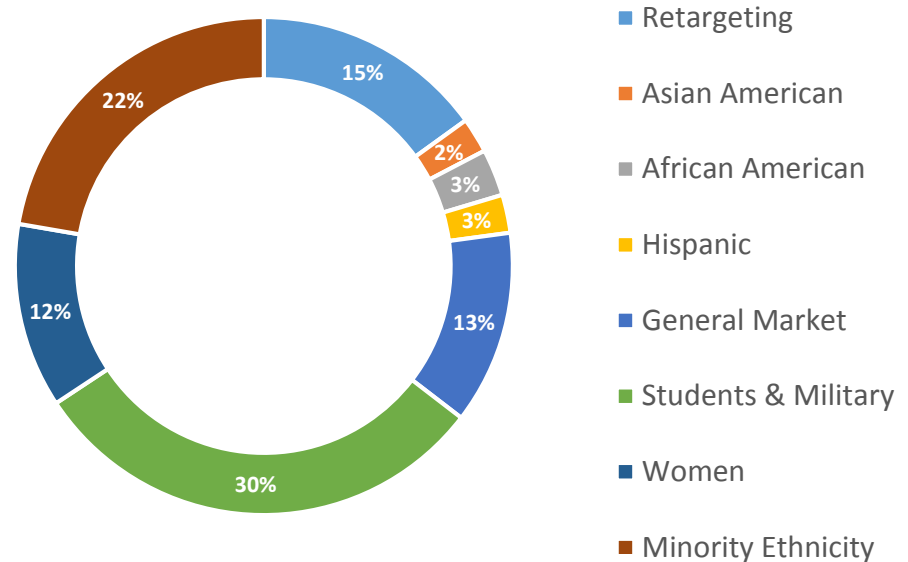


Applications Received

Display and Social Media: Percentage of Applications Received by Targeting Tactic

KEY TAKEAWAYS:

- Female targets and ethnic targets are performing at a much higher rate as Civilian has continued to optimize campaign targeting across each flight.
- Based on the learnings received campaign-over-campaign, Civilian has been able to decrease the overall CPA (cost per application) by 59%.



***Note:** application data from the October 2018 campaign cannot be retained by target audience. The data outlined is only taking into account metrics from social media and display advertising. However, targeting strategies and target groups varied by campaign, so the comparison across the board is not “apples-to-apples.”



Recruiting Events

Aki Matsuri Festival	USC Diversity & Inclusion Recruiting
NBC Día de Los Muertos Festival	Black College Expo
Milpitas Mid-Autumn Festival	Gavilan College Career Fair
Salsa Festival	Recruit Military Career Fair SJ
SJSU Stay Wok and Wake Up	Job Fest Career Fair USF
Golden Gate Half Expo	Spartan Race San Jose
Bay Area Hmong New Year Festival	CSUSB Law Enforcement Career Fair
Nellis Air Show	Sonoma State Career Fair
Veterans Day Parade	UC Merced Career Fair
SJ TET Festival	Recruit Military San Diego
SJPD Women's Career Day	Cal Maritime Career Fair
SJPD Career Day	29 Palms Career Fair



Ongoing Recruiting Efforts

- **Practice Agility, Written & Oral Board Testing/Workshops**
- **All-in-One Weekend Testing:** Offered to out-of-area / out-of-state candidates
- Hosting an annual **Women's Career Day**
- **Women's Boot Camp**
- **One-on-One Mentoring**
- **Ride-Alongs:** Offered to all applicants who have completed background phase; includes a ride-along with a satellite recruiter; keeps applicants engaged throughout hiring process
- **Satellite Recruiters** – Over 100+ Officers & CSOs trained



Academy Status Updates

Academy Recruiting & Hiring	Academy 30 June 2017 Start date 6/15/17	Academy 31 Oct. 2017 Start date 10/24/17	Academy 32 Feb. 2018 Start date 2/18/18	Academy 33 June 2018 Start date 6/14/18
Applied	4017	2217	1910	3025
Proceeded to Backgrounds	318	221	190	284
Hired	55	56*	57**	--
Graduated from Academy	12/15/17	4/27/18	8/17/18	12/14/18

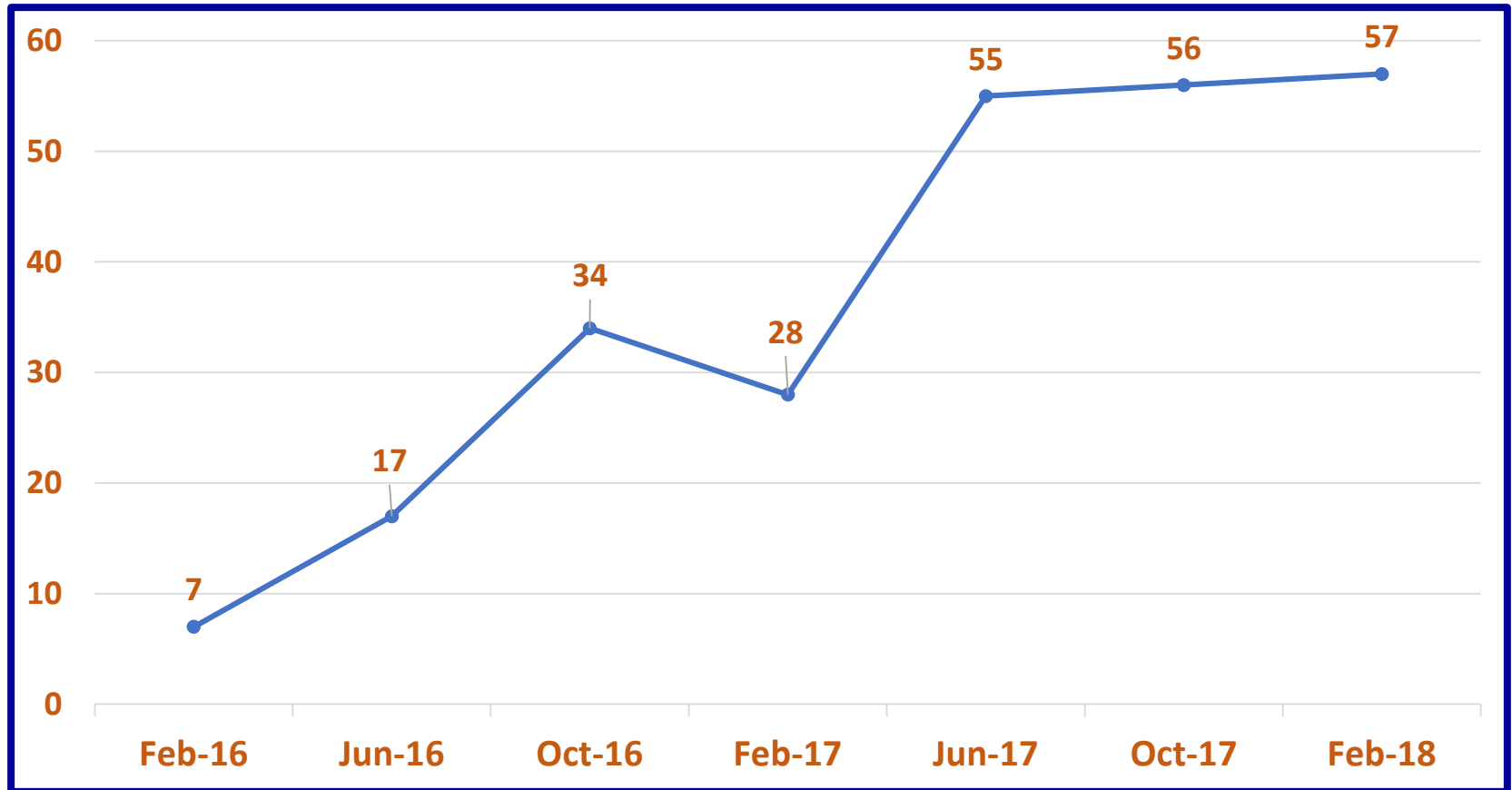
*3 Rollover from previous academy

**4 Rollover from previous academy



RECRUITS HIRED

February 2016 – February 2018



QUESTIONS

