

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

**San José Police Department
Recruitment Activity
Semi-Annual Report**

October 18, 2018



Ongoing Academy Recruitment Campaign

Recruitment Audiences

- College & Junior College Students
- Criminal Justice program participants
- Athletes
- Military/former military
- Laterals/other agencies
- Organizations with diverse memberships

Online Advertising

- Continues to reach audiences with interest in law enforcement jobs
- Targeting ads based on web searches allows us to reach those who have seen other ads or who are generally interested in our job type and are actively seeking more information

Demographic Targeting

- Advertising uses additional parameters to reach highest number of Hispanic, Asian, African American, Female, and LGBTQ individuals



Advertising Images



San José Police Department
CAREER DAY

NOW HIRING NOW HIRING NOW



Explore career opportunities at the SJPD

- Learn how to prepare for testing, including the physical agility test
- Understand a police background check

Register at: sjpdcareerday.eventbrite.com
Saturday, October 20, 2018 6087 Great Oaks Pkwy
8:00 AM to 1:00 PM San Jose, CA 95119

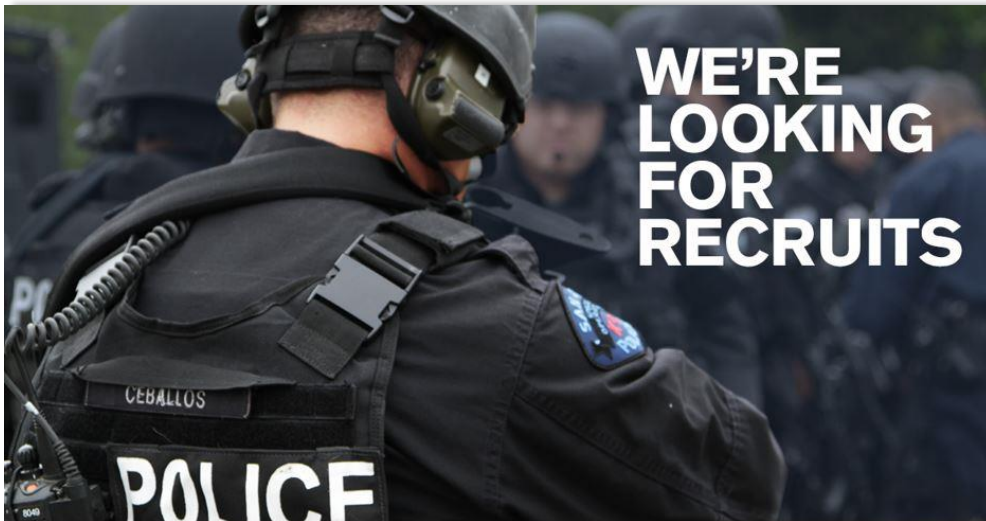
Approved for Posting by the City Manager



Advertising Images



Advertising Images



Advertising Images



Recruiting Events

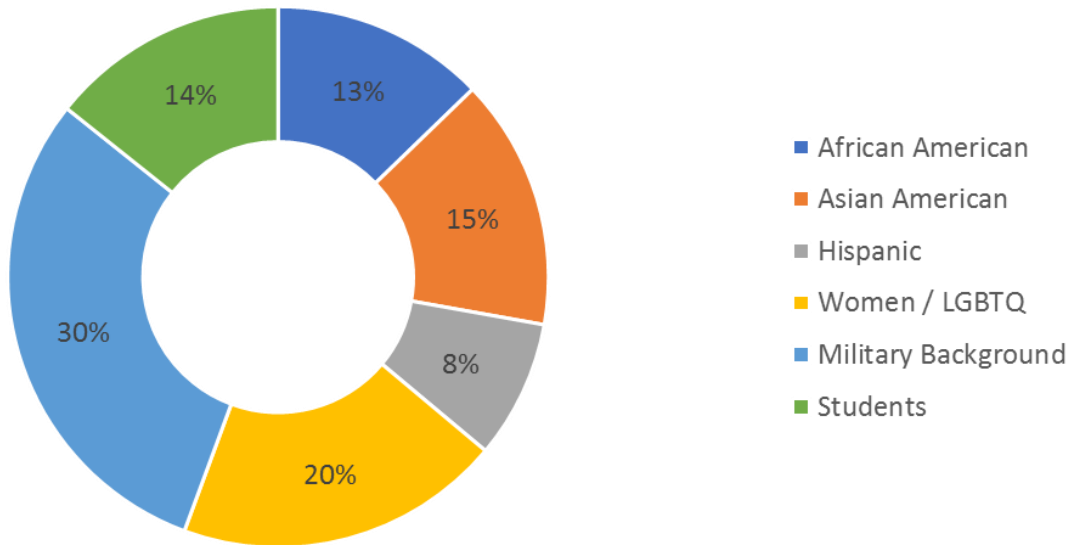


Recruiting Events



Police Academy Applications

Percentage of Applications Received Through Social Media Campaign



KEY TAKEAWAYS:

- Female, Military, LGBTQ and Asian American groups performed at a much higher rate as Civilian continued to optimize campaign targeting across each flight.
- Based on the learnings received campaign-over-campaign, Civilian has been able to decrease the overall cost per application (CPA) by 57%.



Recruiting Events

San Diego Testing	Monterey Academy
PelletB Tests- Substation	All-In-One Testing Weekends
Evergreen Valley College Job Fair	Boot Camp Series
Atlanta Georgia Testing	Juneteenth Recruiting Booth
WSTB (Physical Agility) – Monterey	The Fit Expo – San Jose
WSTB (Physical Agility) – San Mateo	Marine Corps Family Day
National Night Out	Assyrian Festival
Italian Festival	San Jose Pride Festival
Boba With A Cop	Diversity Employment Day- Oakland
San Jose State University Job Fair	SJSU Football Collaboration
PelletB Workshops	University of Reno (UNR) Recruiting
Ohlone College Career Fair	Hartnell College Career Fair
Sacramento State Career Fair	SJSU Softball Recruiting Event
Univ. of Reno Criminal Justice Program	



Ongoing Recruiting Efforts

- **Social Media Affinity Group** pushes
- **College Presentations** to include Activity Director/Sports affiliations
- **Practice Agility, Written & Oral Board Testing/Workshops**
- **All-in-One Weekend Testing:** Offered to out-of-area / out-of-state candidates
- **Hosting an annual Career Day** (October 20th, 2018)
- **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



Police Academy Status Updates

Academy Recruiting & Hiring	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	Academy 34 Oct. 2018 Start date 10/22/18
Applied	2217	1910	3025	3784
Proceeded to Backgrounds	221	190	284	420
Hired	56 ¹	57 ²	58 ³	55 ⁴
Graduation from Academy	4/27/18	8/17/18	12/14/18	4/26/19

¹(+3) Rollover from previous academy

²(+4) Rollover from previous academy

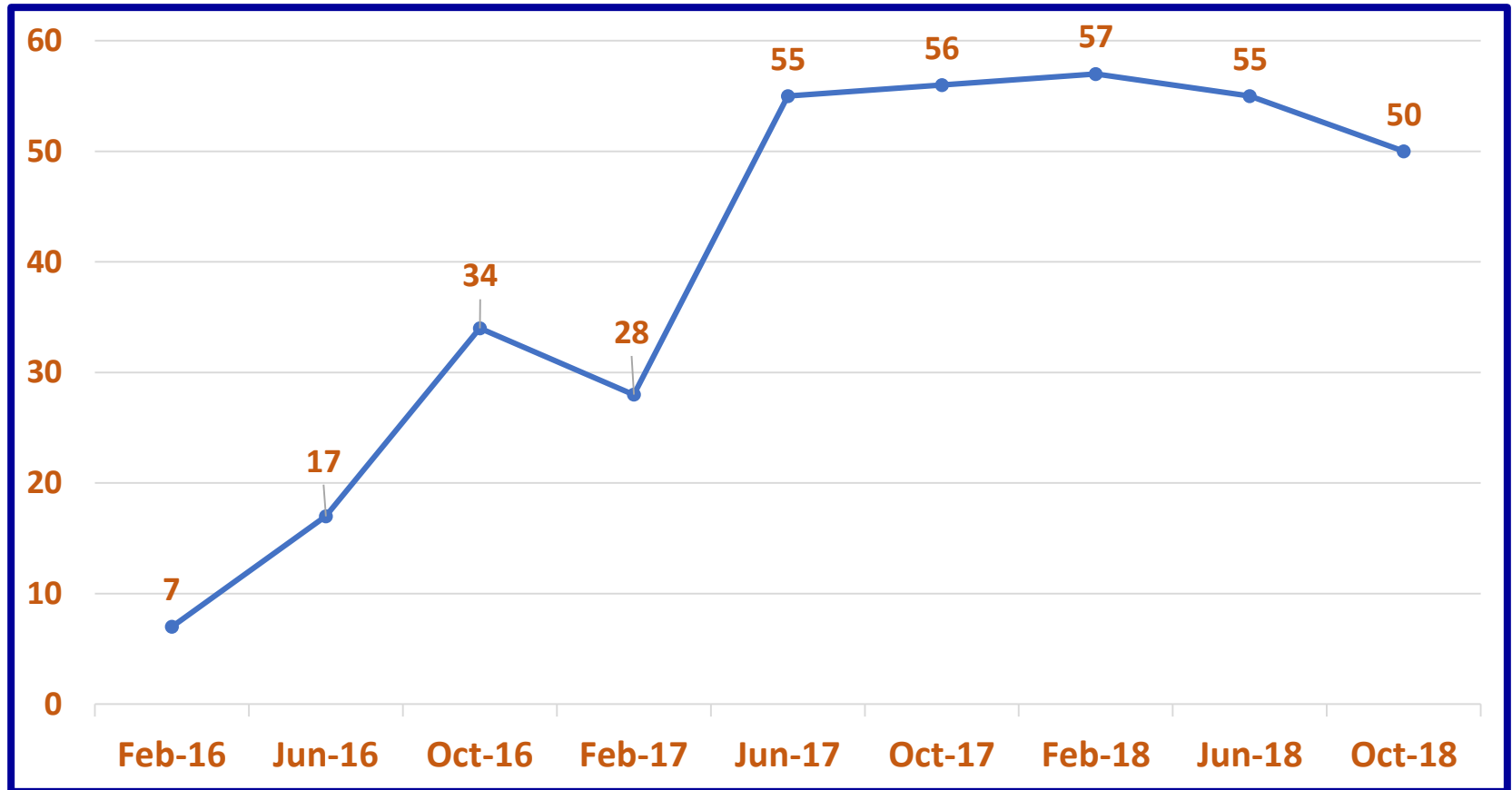
³(+3) Rollover from previous academy

⁴(+5) Rollover from previous academy: SJPd has a surplus of selected candidates for the February Academy.



Sworn Recruits Hired

February 2016 – October 2018



Laterals and Rehired Officers



From April 1, 2018 to
September 30, 2018:

10 Laterals Hired

8 Officers Rehired



Sworn Separations

April 1, 2018-September 30, 2018

Status	Type	Total
Resignation	In-Lieu of Termination	6
	Other Agency	5
	Personal	11
Retirement	Service	10
	Service Disability	3
	Non Service Disability	1
Termination	Termination	2
Transfer	Transfer to CSO	1
Grand Total		39



Communications Recruiting



Communications Now Hiring!

911 Call Taker
Salary Range: \$62,275 - \$75,670
Public Safety Communications Specialist (PSCS) AKA "911 Call Taker"

- Answers emergency and non-emergency calls on computerized phone system and creates calls for service to be dispatched
- Completes cold reports

Radio Dispatcher
Salary Range: \$66,830 - \$90,209
Public Safety Radio Dispatcher (PSRD)

- Dispatches police personnel on calls for service using computerized dispatch system
- Performs database checks and other service requests
- Also performs all call taker duties

Qualifications

- At least 18 years of age
- High School Diploma or equivalent
- Police background check required
- Customer service experience
 - PSCS: 1 year or 2080 hours
 - PSRD: 3 years or 6240 hours

Benefits

- 4 day work week, 10 hour days
- Paid training
- Paid shift differential
- Paid vacation and sick time accrual
- Medical, dental, vision
- Uniform allowance
- Additional bilingual pay
- Domestic partnership benefits
- Federated Employees Retirement System

Some people spend their whole lives wondering if they've made a difference . . .
Some don't have that problem

For more information call the Communications Training Unit at 408-277-4710 -OR- email us at: Sjpd911recruiting@sanjoseca.gov

The metric is different for Communications Recruiting.

- Community Events
- Social Media Pushes
- Civilian-facilitated advertising
- Examine current hiring practices: NTN, CritiCal, etc.

Communications Recruiting Flyer



**Conclusion:
SJPD is still working to
bring in the best candidates.**

QUESTIONS

