

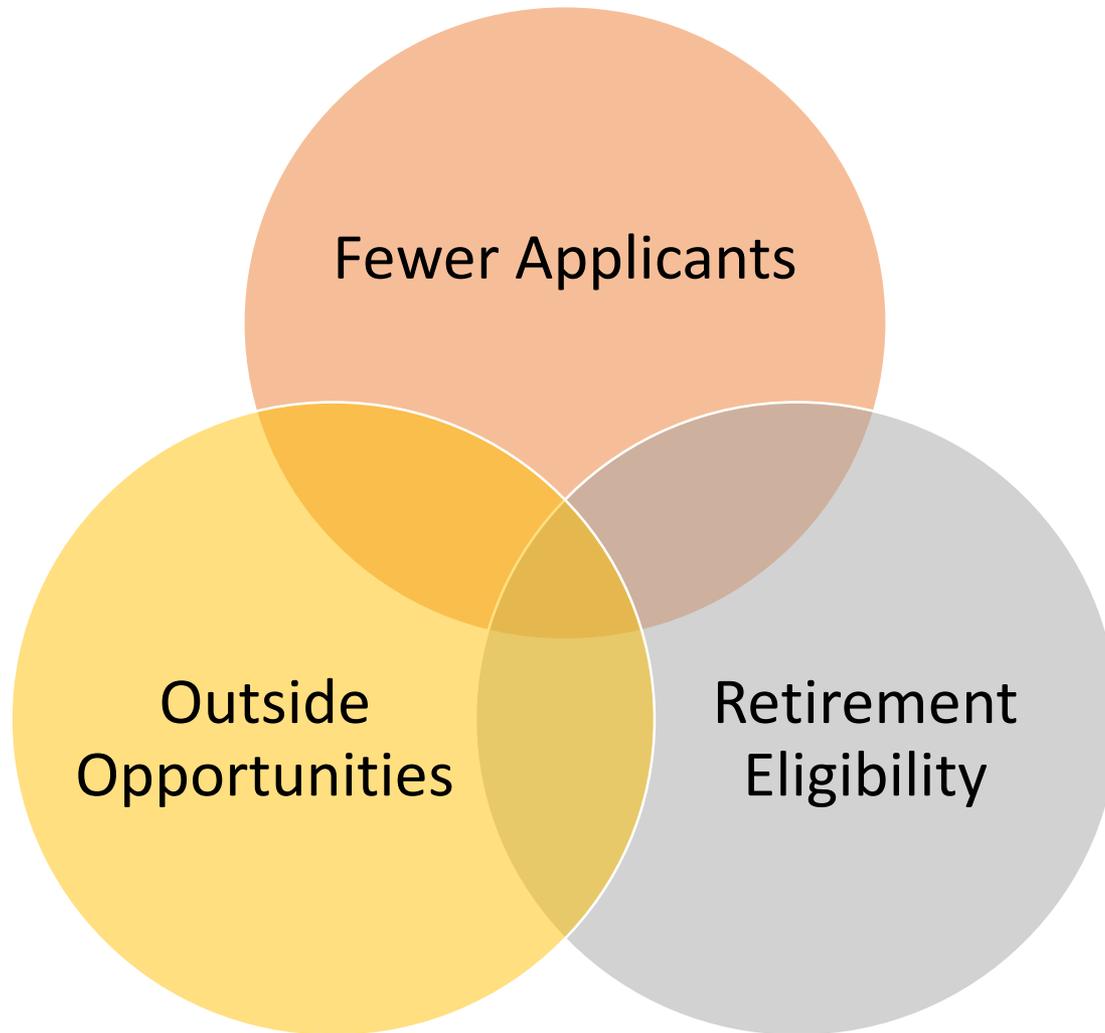
**Public Safety, Finance, and
Strategic Support Committee**

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

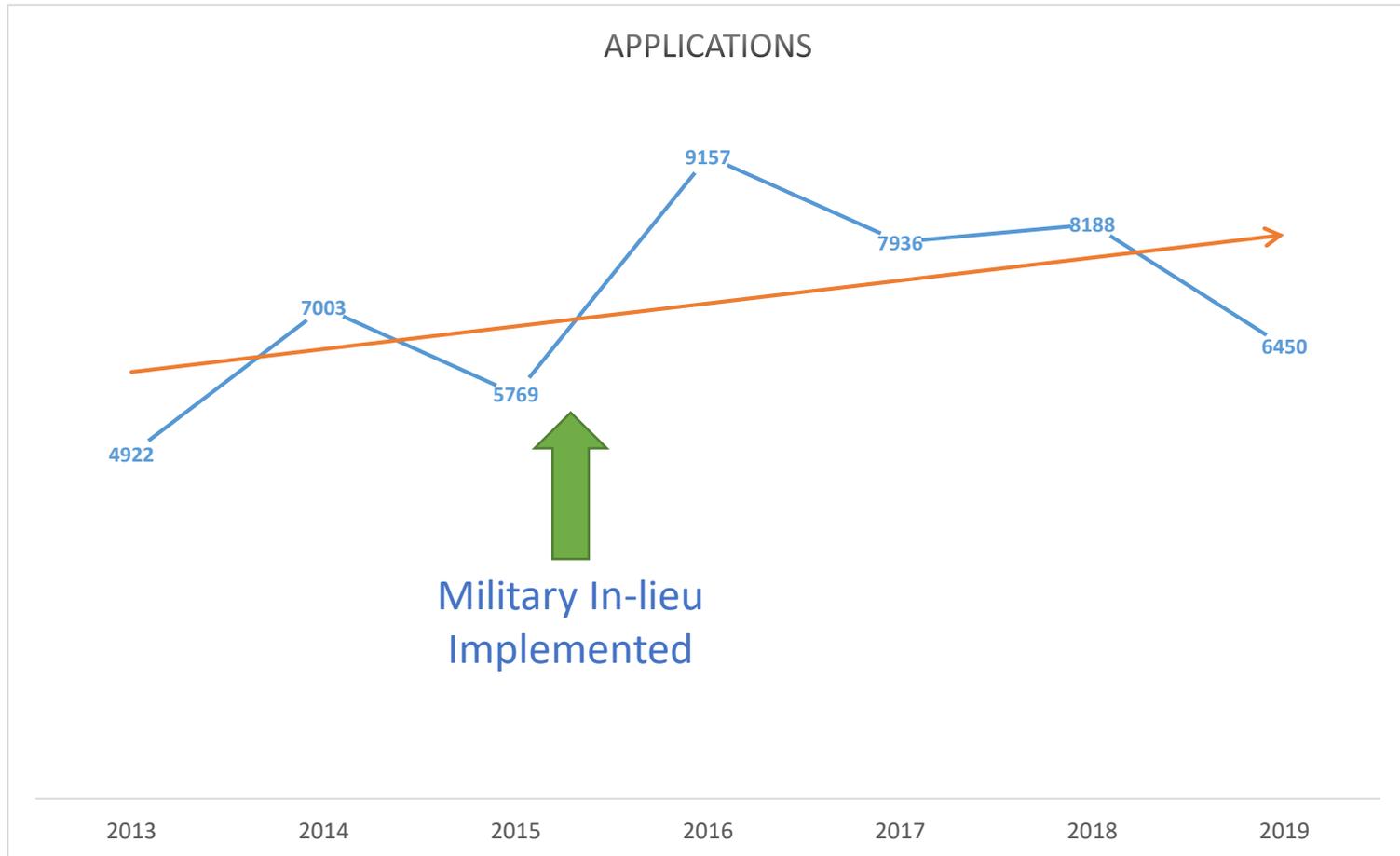
**September 17, 2020
Item d (2)**

**Presenters: Stephen Donohue,
Laura Biersdorff, Jennifer Hern**



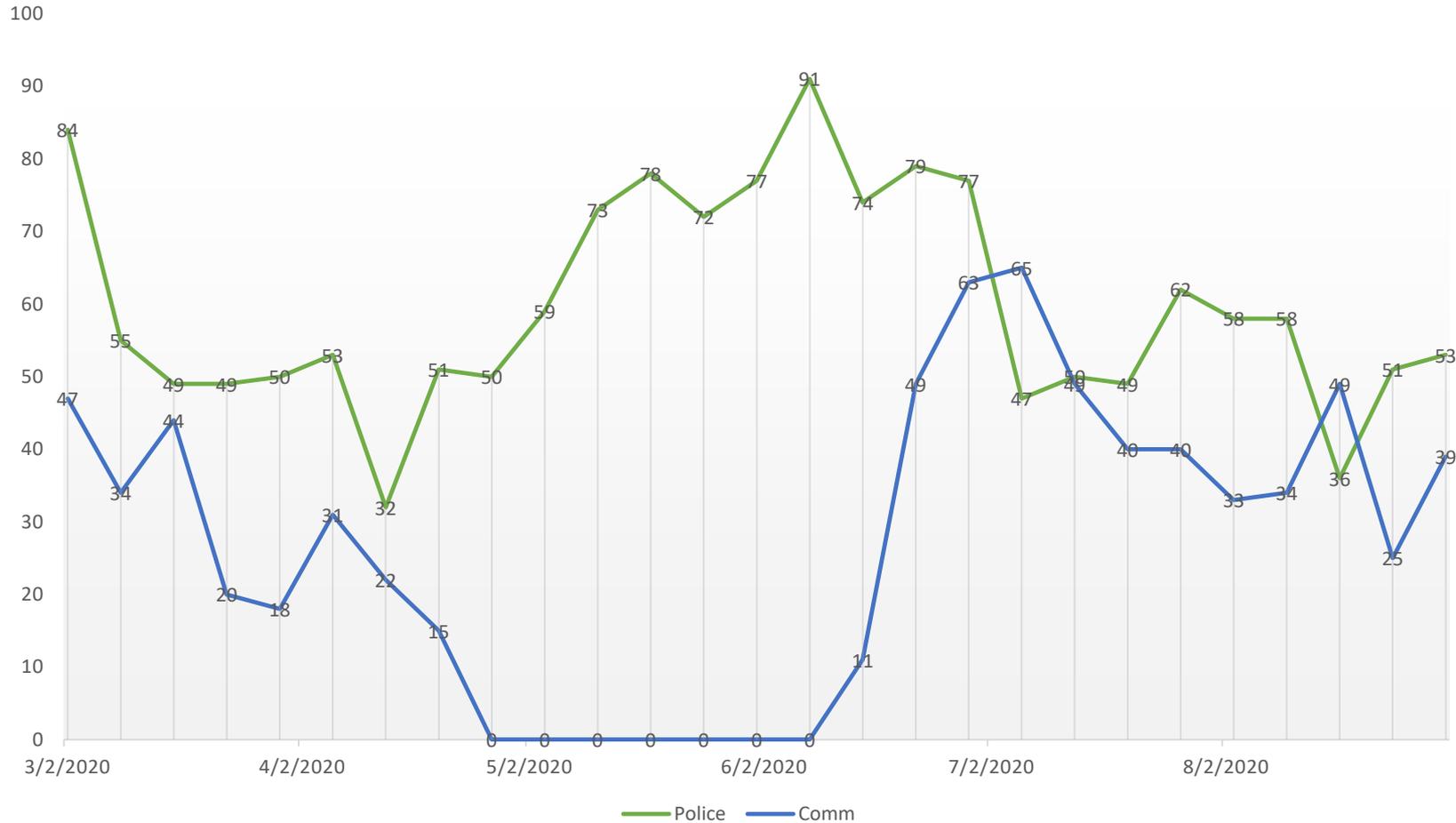


Seven Years of Sworn Recruiting



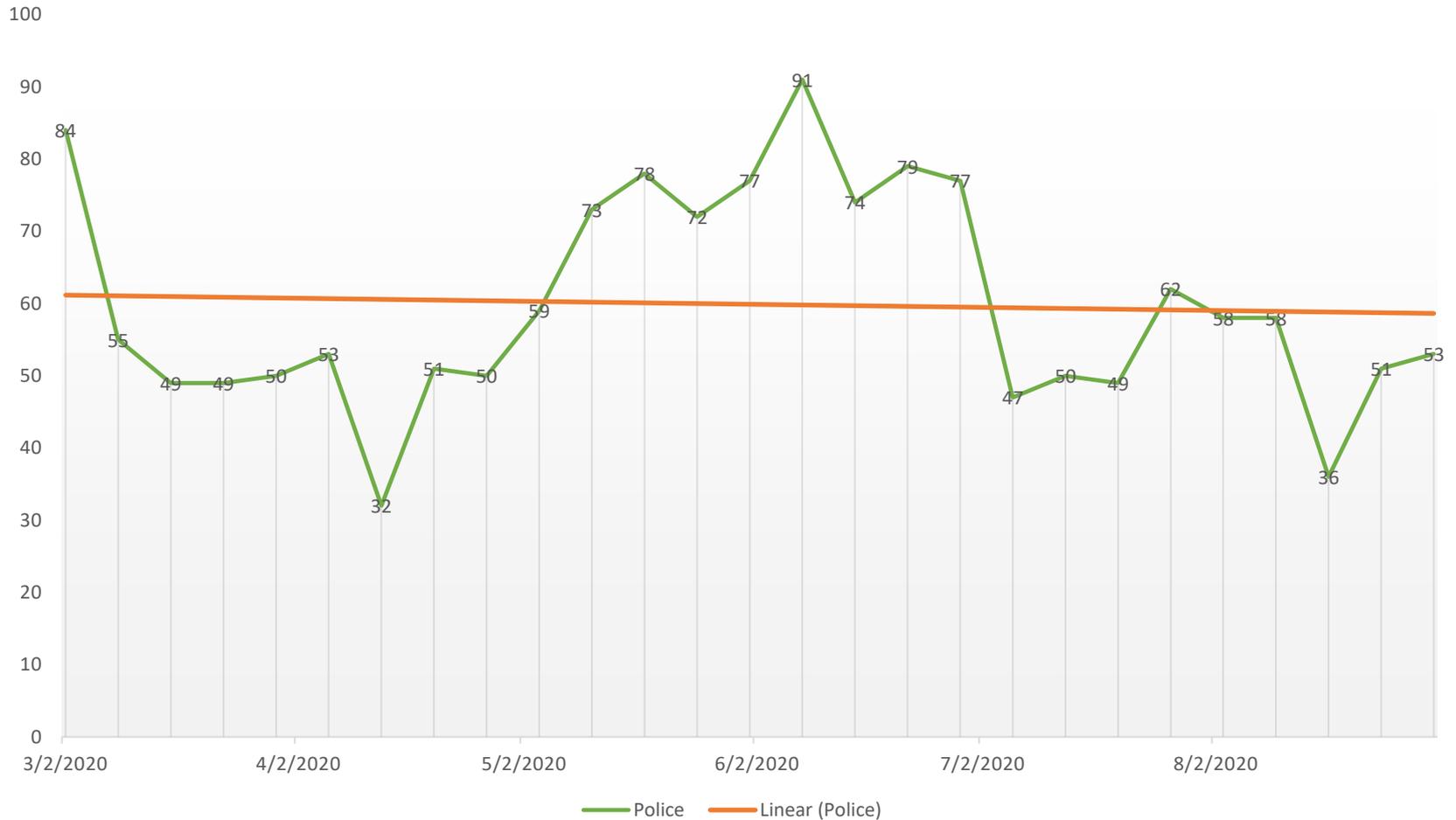
Six Months of Applications Received

Applications Received



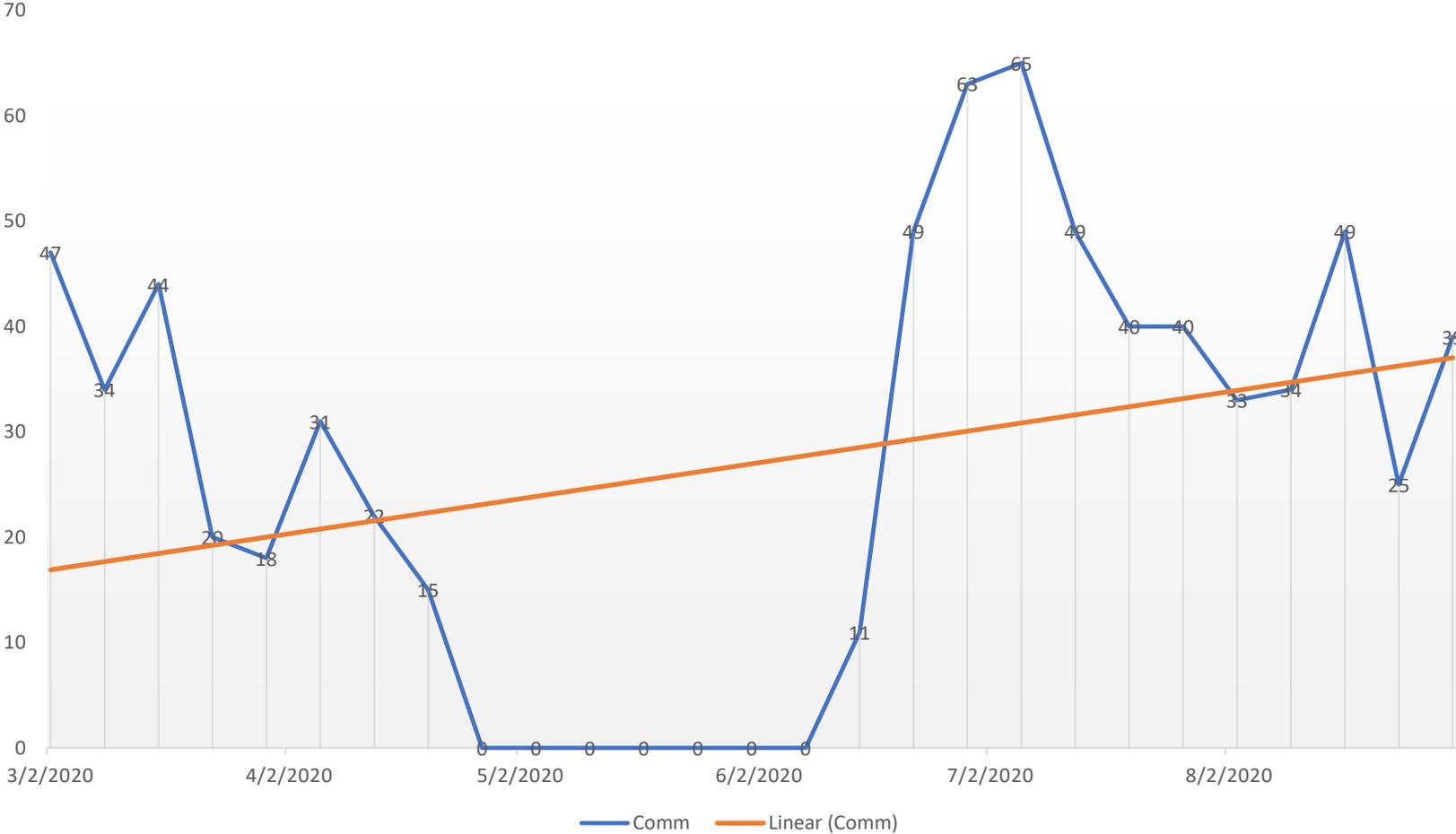
Sworn Applications Trend

Applications Received



Communications Applications Trend

Applications Received



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



Diversity-specific Recruiting

Events

- American Indian Heritage Celebration
- Assyrian Festival
- Black Joy Parade
- Boba with a Cop
- EID Ramadan Celebration
- Evergreen Islamic Center Comm. Meal
- Filipino Adobo Festival
- Iranian Women's Leadership Conf.
- Italian Festival
- Juneteenth Festival
- Lebanese Festival
- NAACP Gala
- Oakland Art & Soul Festival
- Oakland Attend & Achieve Rally
- Pride Parade, San Francisco
- Pride Parade, San Jose
- Vietnamese Film Festival

Colleges and Universities

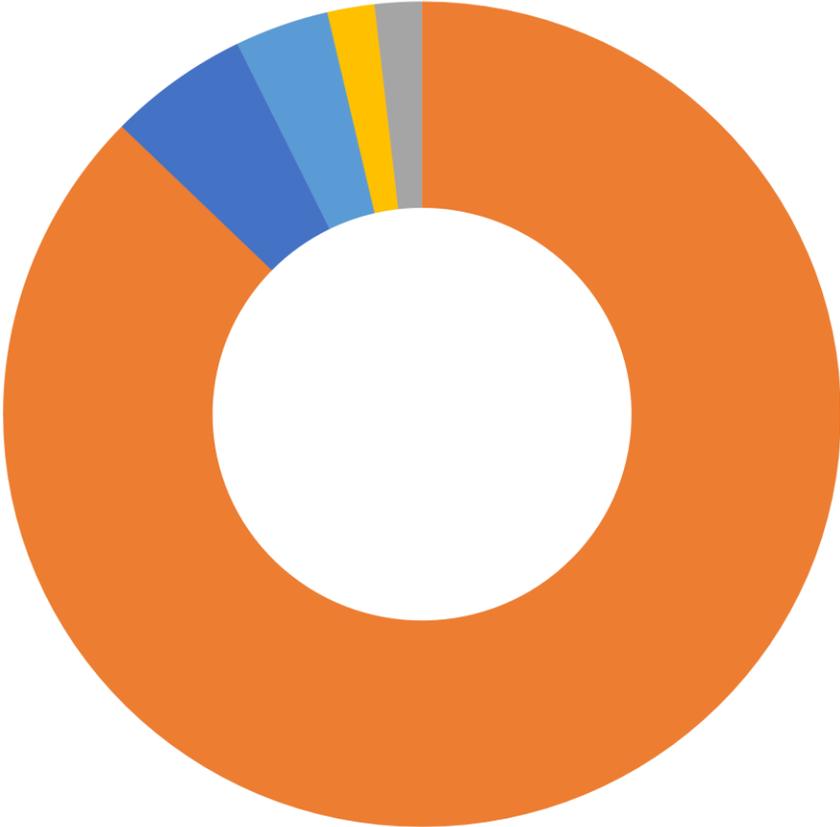
- CSU East Bay (CA)
- CSU Fresno (CA)
- CSU Monterey Bay (CA)
- CSU Northridge (CA)
- CSU Sacramento (CA)
- CSU San Bernardino (CA)
- Holy Names University (CA)
- John Jay College (NY)
- Merritt College (CA)
- Rutgers University (NJ)
- Saint Xavier University (IL)
- San Francisco State University (CA)
- San Jose State University (CA)
- University of Houston (TX)
- University of Illinois at Chicago (IL)



Reported Ethnicities

ACADEMY CLASS 38

- Mexican-American, Mexican, Chicano
- Not-Specified
- Other Hispanic, Latino, or Spanish-Origin
- Unspecified Hispanic or Latino
- White





Academy Class 38



Future Complications

- Climate
- Pandemic

Where do we go from here?

Career and Job
Fairs

College and
University
Presentations

Community
Events

On Hold

Military Events

Unaffiliated
Academy
Presentations

Online
Presence



Social Media Marketing



San Jose Police Department Recruiting

@SJPDyou · Police Station

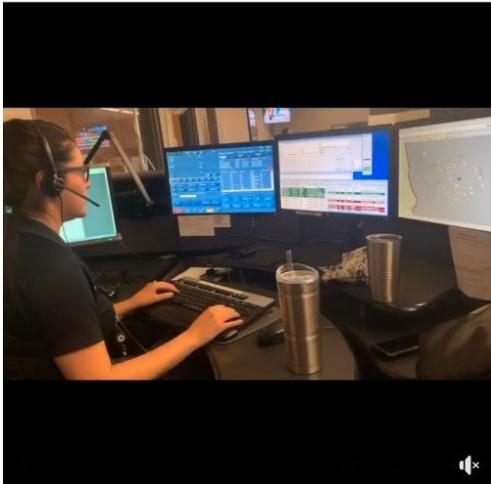
+ Add a Button



San Jose Police Department Recruiting

August 13 at 6:55 PM · 🌐

Here's an inside look at the San Jose Police Department Communications control room, where our 911 Call Takers and Radio Dispatchers are hard at work answering your calls for help. Come join the team!



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



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...

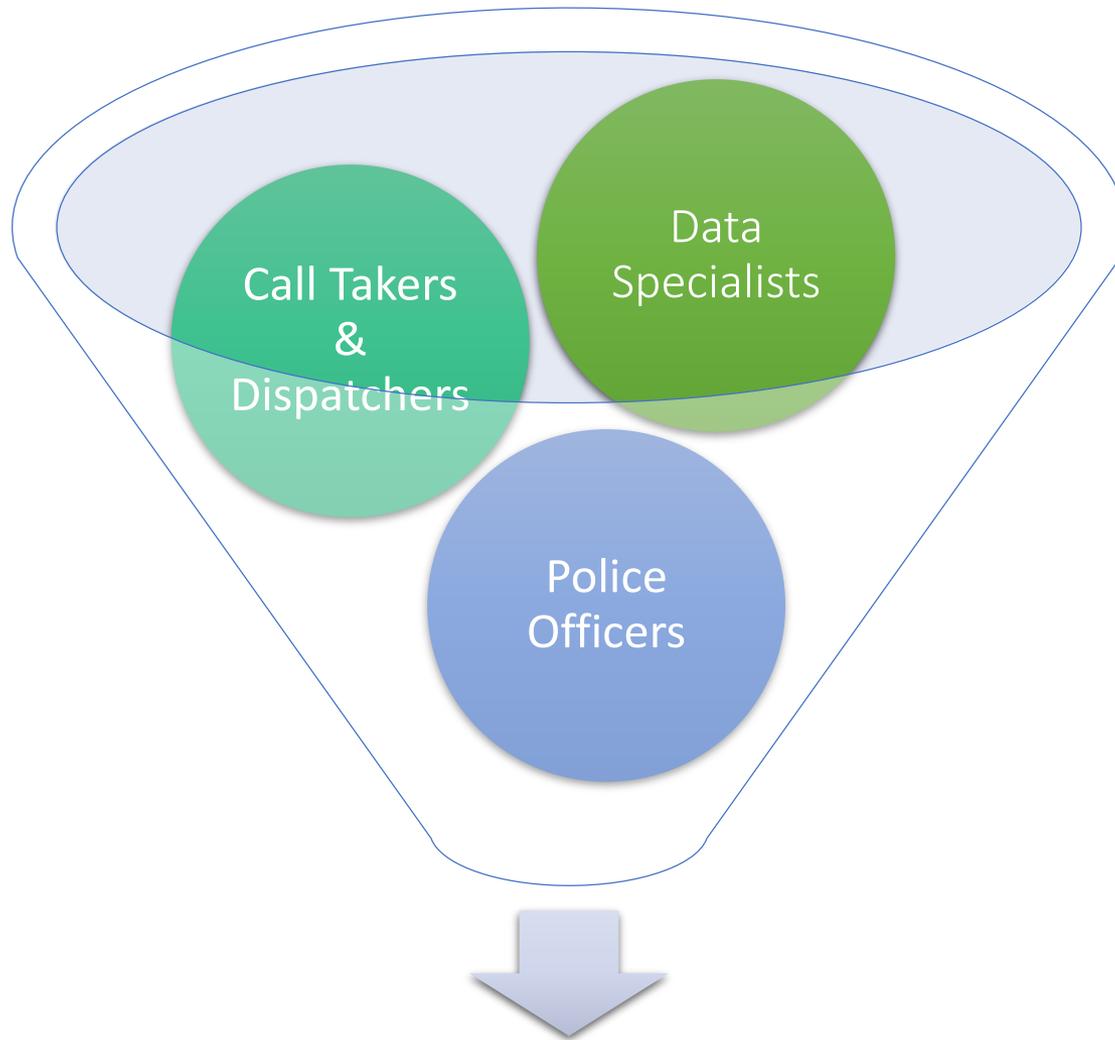
No matter who you are or how you define yourself.

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



Communications Recruiting





SJPD Recruiting Unit



#SJPDFitness



#SJPDFitness Series



The San Jose Police Department Recruiting Unit is now hosting #SJPDFitness to help applicants currently in the testing and hiring process. This fitness series will prepare applicants for the (WSTB) physical agility exam and the police academy. Weekly structured workouts, tailored to all fitness levels, will provide participants the ability to progress in their fitness and develop techniques to meet the needs of testing and the academy. All workouts will take place outdoors, at the San Jose Police Southern Substation, at 6087 Great Oaks Parkway, San Jose.



Please note:

- Due to Covid-19 restrictions, there are a limited number of participant spots available.
- All events will comply with the latest local, state, and federal Health Orders.
- All participants will be expected to abide by social distancing and face covering requirements.
- Participants must wear athletic clothing and bring a water bottle.
- No bags, backpacks, or weapons will be allowed.
- Events may be canceled due to weather or extreme heat.

The series will be taking place on Wednesday evenings from 5:30 PM to 7:30 pm. If interested send us an e-mail at SJPDrecruiting@sanjoseca.gov with your name and phone number.



#SJPDFitness





QUESTIONS

