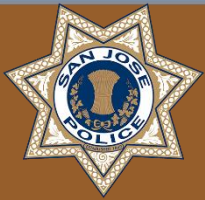


# **Public Safety, Finance, and Strategic Support Committee**

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

**August 19, 2021  
Item (d)2.**

**Presenter: Lieutenant Christina Anaya**



## SWORN APPLICATIONS



FY16-17

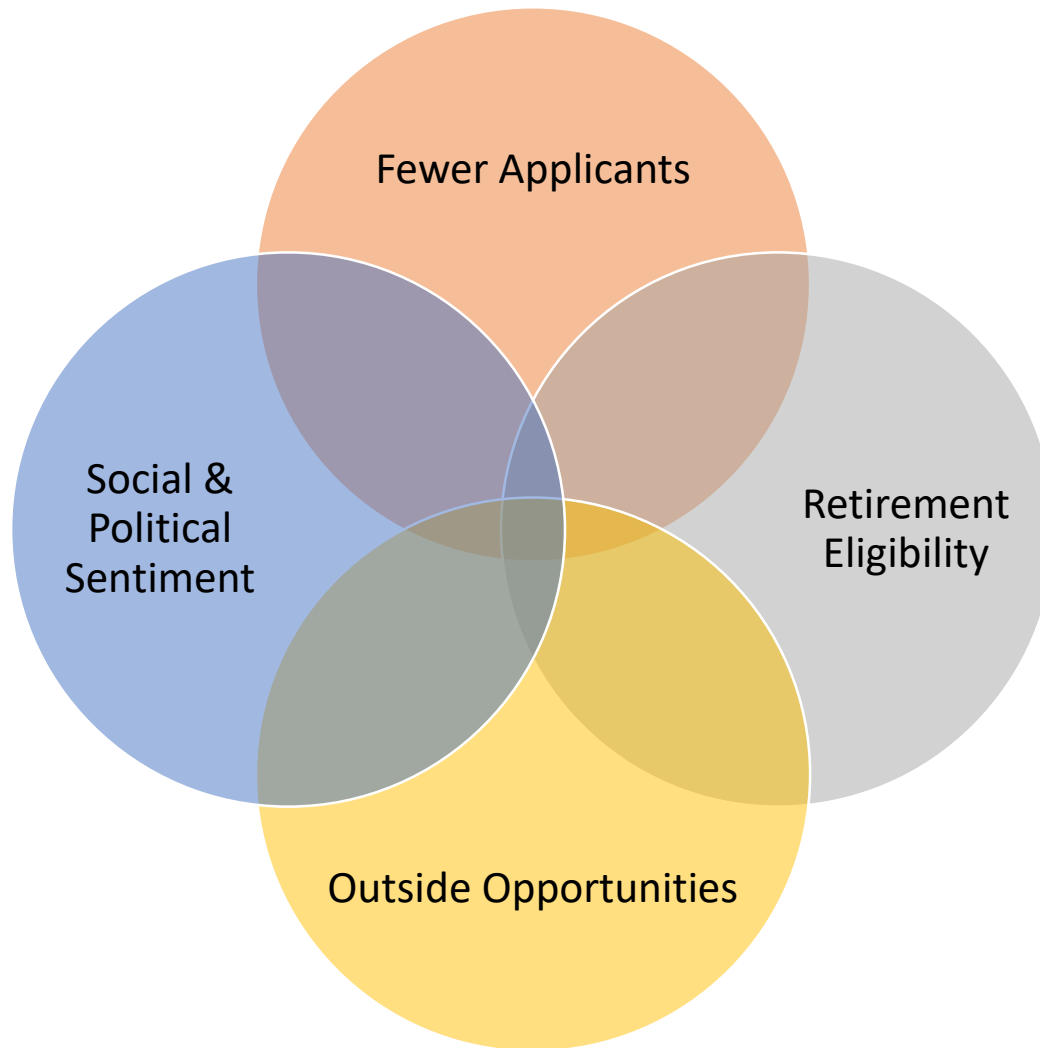
FY17-18

FY18-19

FY19-20

FY20-21





# Recruiting Efforts

Career and Job  
Fairs

College and  
University  
Presentations

Community  
Events

**On Hold**

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



# Civilian, Inc.

- Full-Service Advertising Agency
- Media Strategy
- Digital Media vs. Traditional Media
- Purchasing Media and Tracking



# 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 #Fitpiration #SJPD #SanJosePolice #SJPDRecruiting #workoutmotivation #FitnessJourney #FitnessGym #Fitnesslover #FitLifestyle #policeWorkouts #Gym #StayStrong #StayHealthy #InstaGym #FitnessGoals #PoliceOfficer #CriminalJustice #911



SJPDRECRUITING

**Posts**



sjpgdrecruiting

...



**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





# SAN JOSE POLICE DEPARTMENT

## CHAPLAIN DAVE BRIDGEN SOUTHERN POLICE STATION

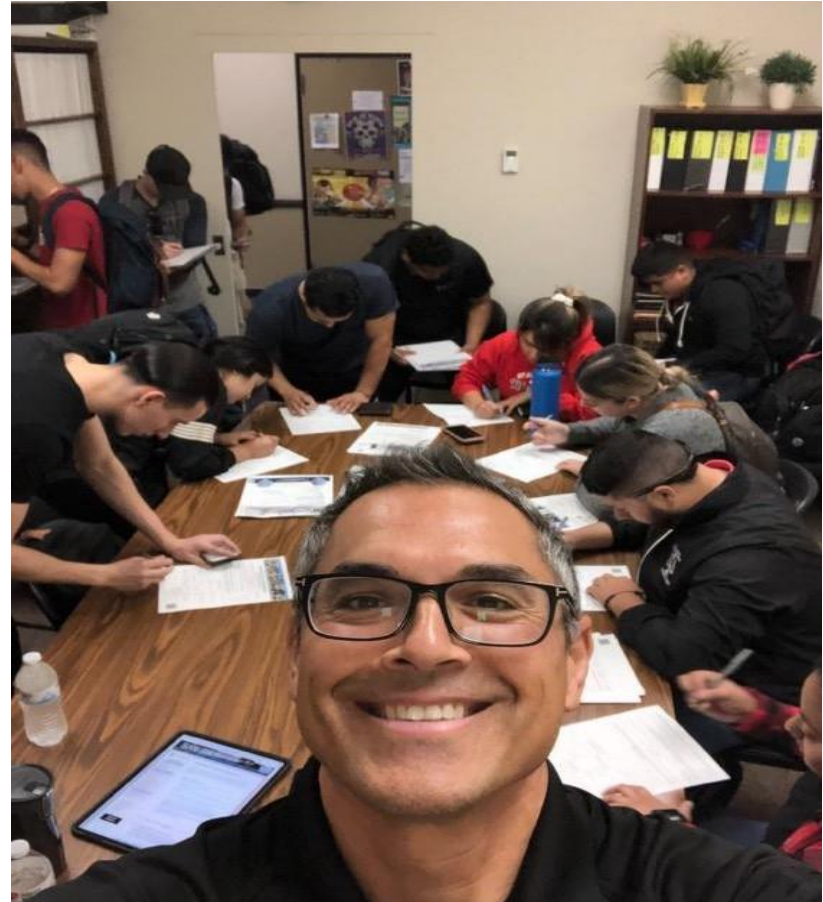
6087 GREAT OAKS PARKWAY



# Diversity Specific Recruiting

## Colleges and Universities

- Diablo Valley College (CA)
- Grand Canyon University (AZ)
- 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)
- University at Albany (NY)
- University of Houston (TX)
- University of New Orleans (LA)



# Ethnicity Definitions

## American Indian or Alaska Native

- A person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.

## Asian

- A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.

## White

- A person having origins in any of the original peoples of Europe, the Middle East, or North Africa.

## Native Hawaiian or Other Pacific Islander

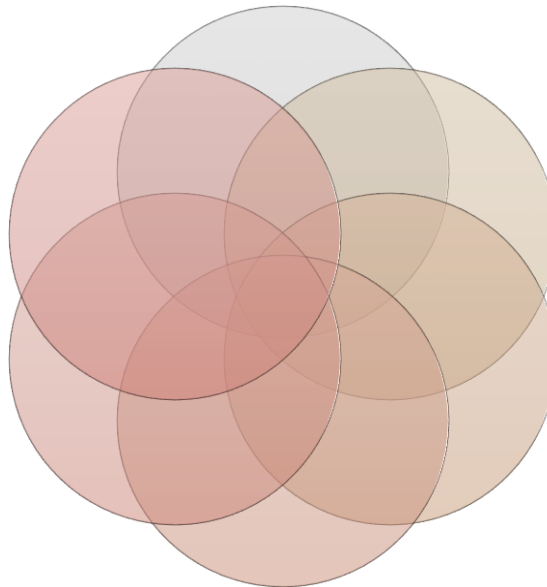
- A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.

## Hispanic or Latino

- A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race. The term, "Spanish origin," can be used in addition to "Hispanic or Latino."

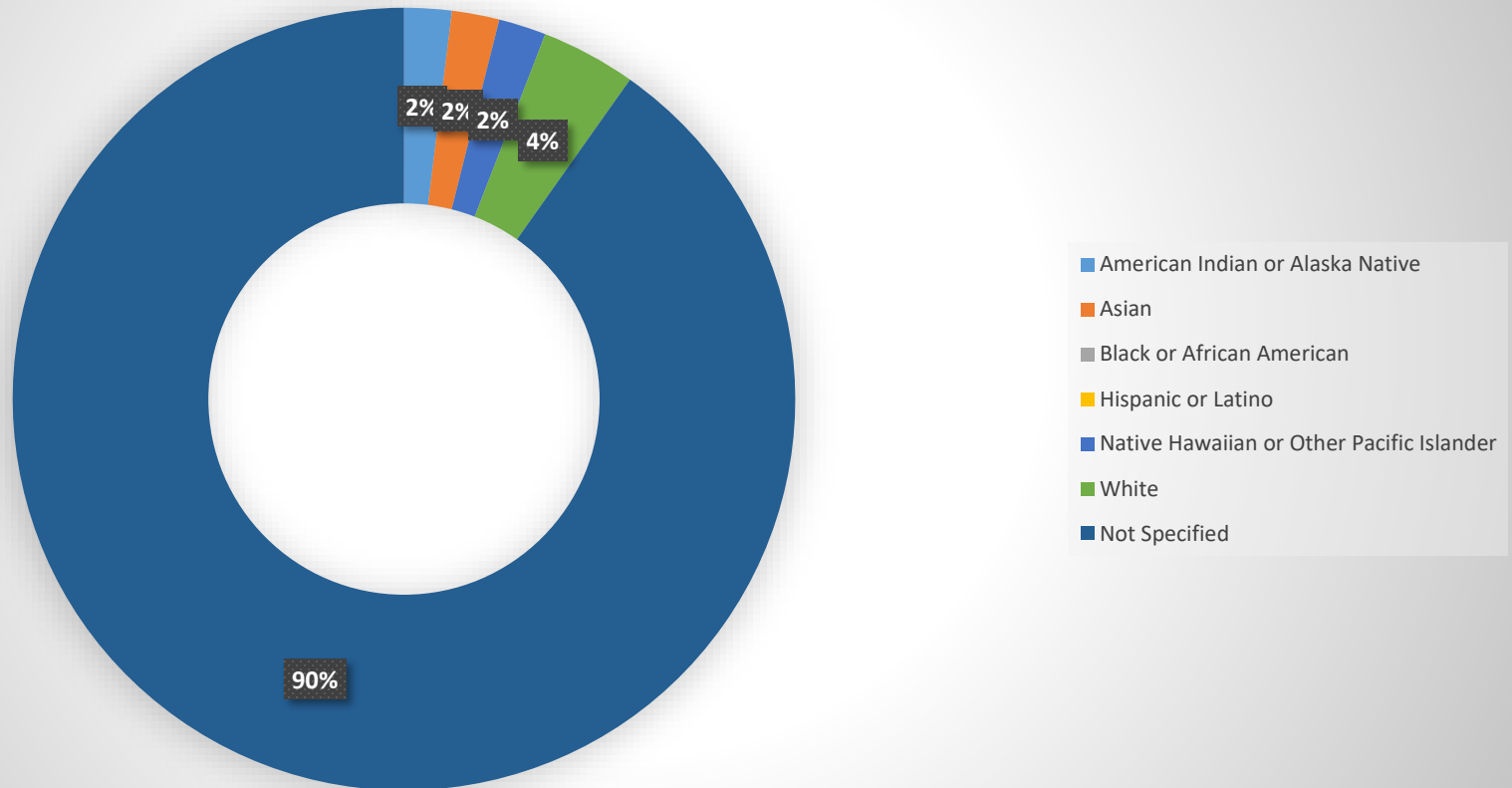
## Black or African American

- A person having origins in any of the black racial groups of Africa. Terms such as "Haitian" or "Negro" can be used in addition to "Black or African American."



# Academy Reported Ethnicities

SJ-39





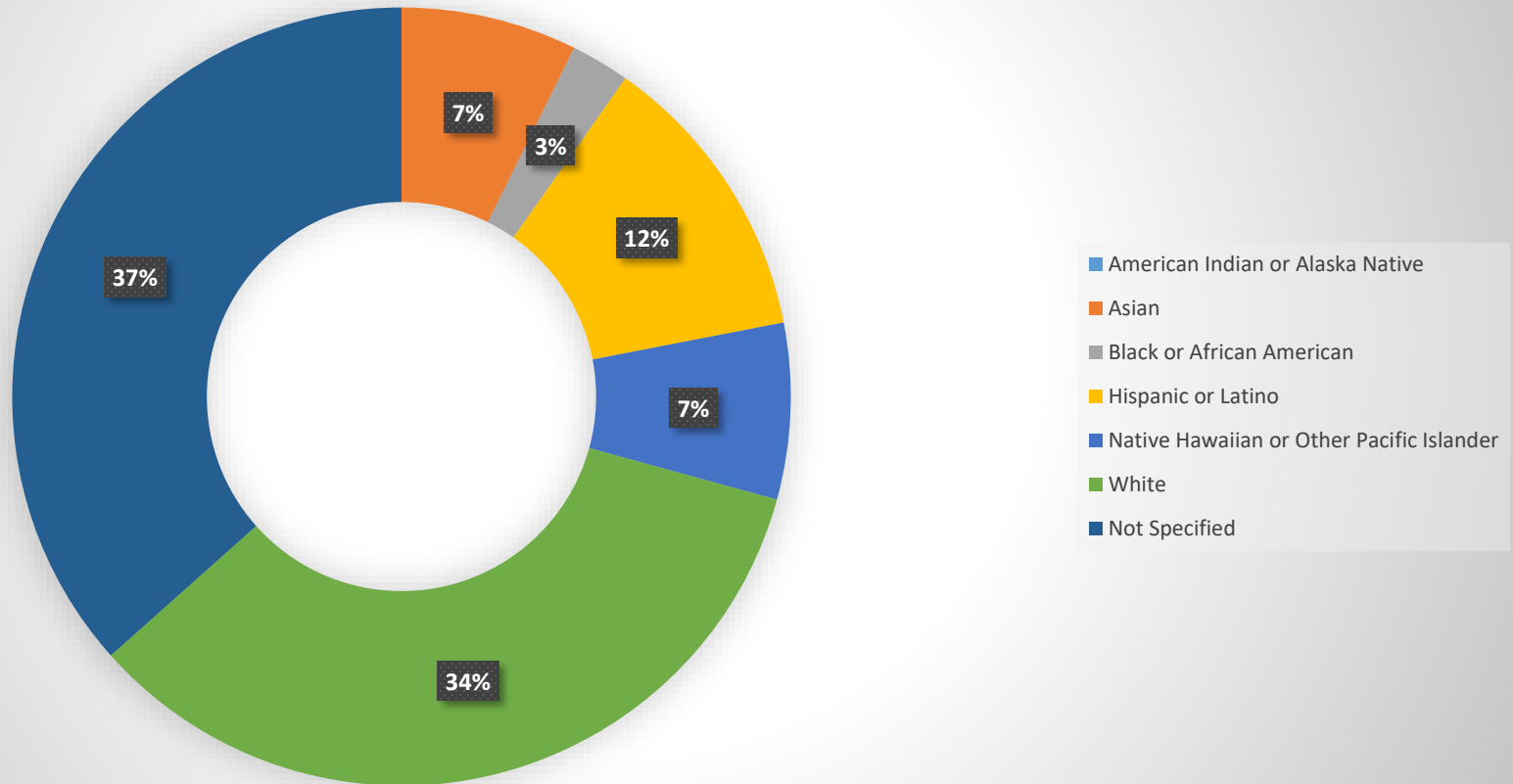


## San Jose Police Department - Academy 39



# Academy Reported Ethnicities

SJ-40





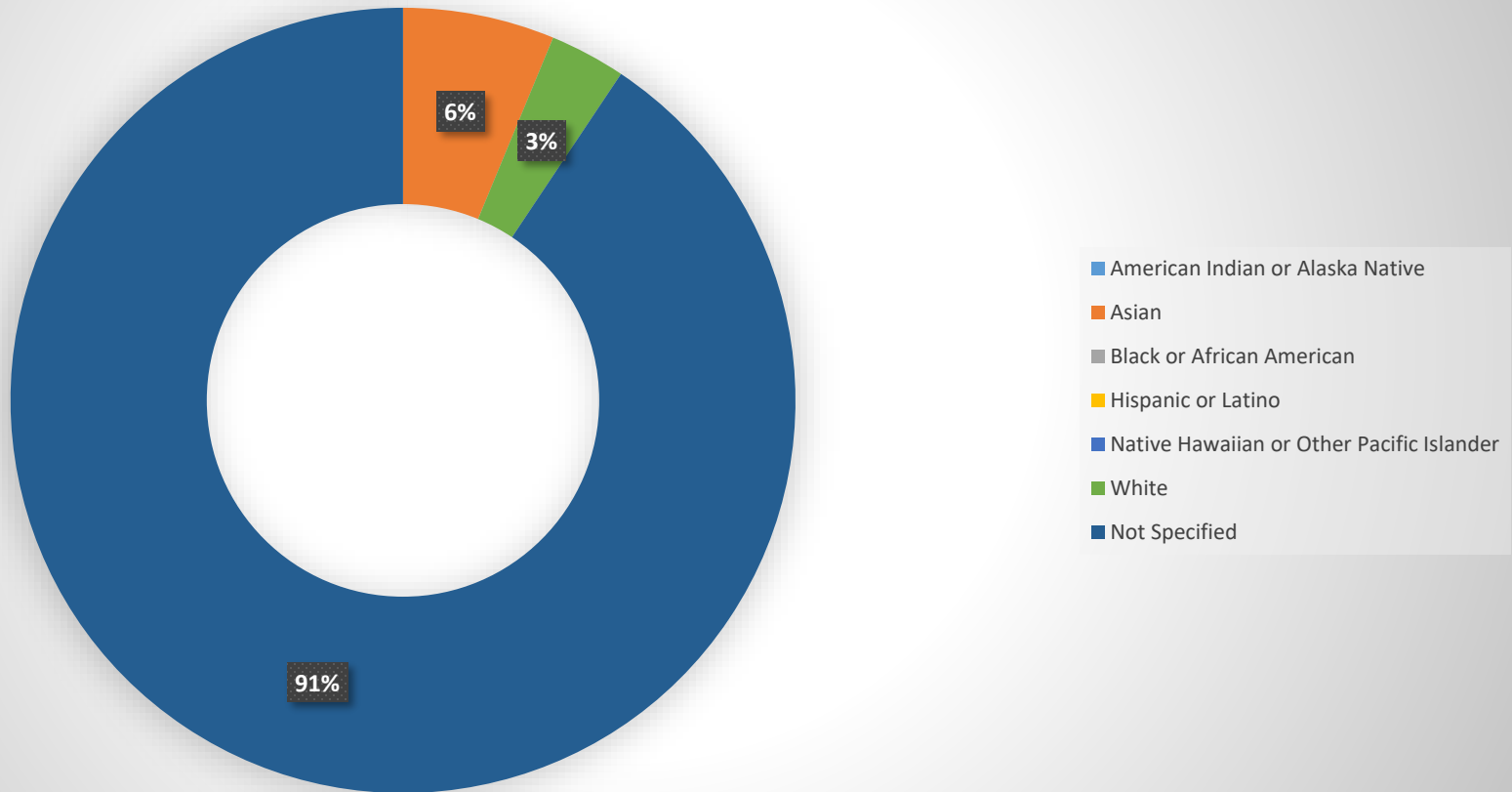


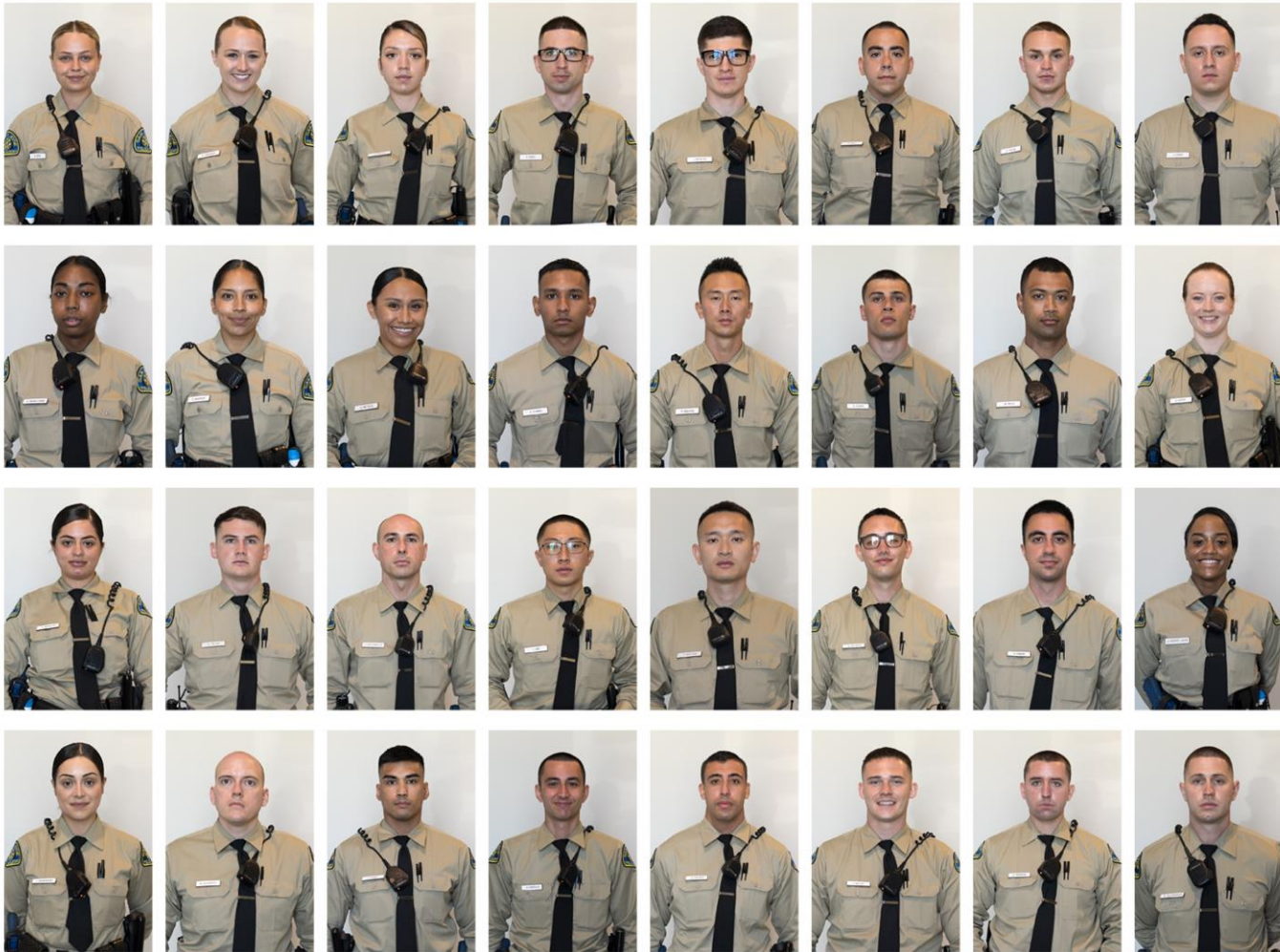
## San Jose Police Department - Academy 40



# Academy Reported Ethnicities

SJ-41

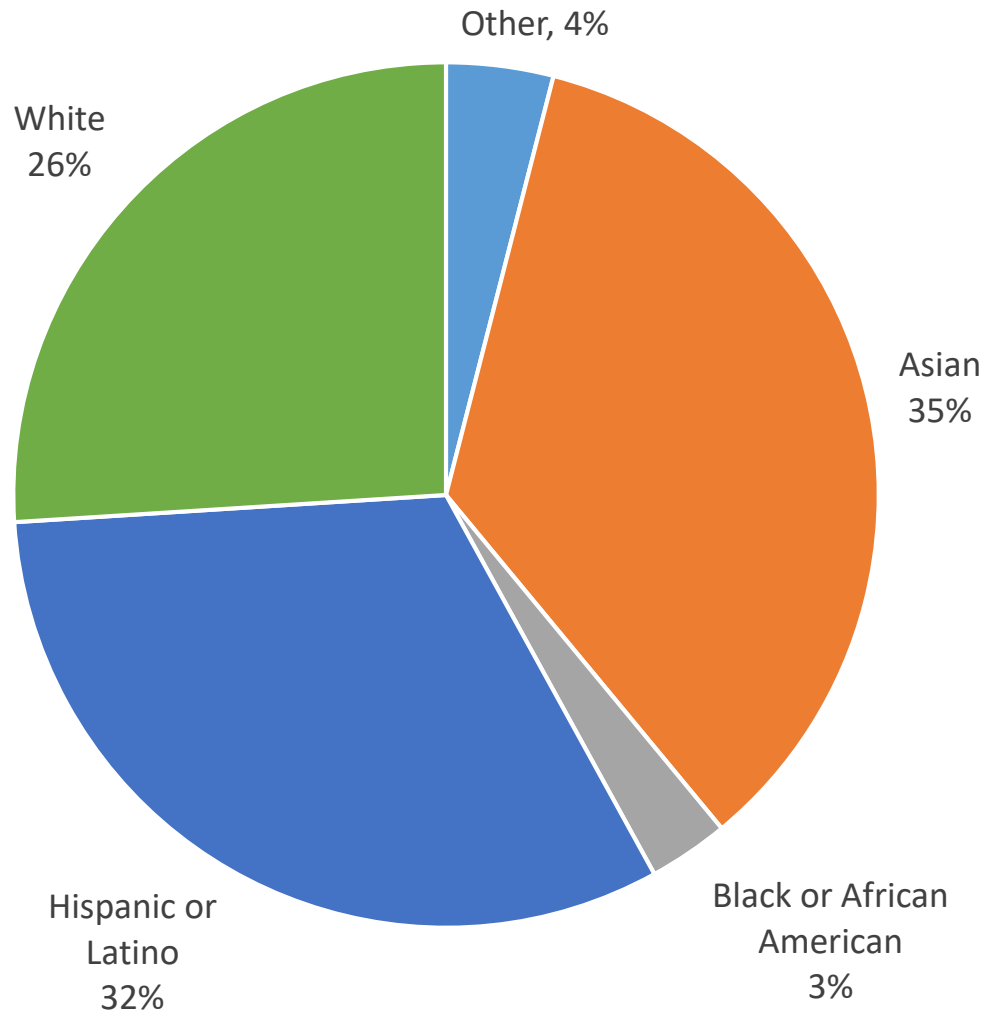




## San Jose Police Department - Academy 41



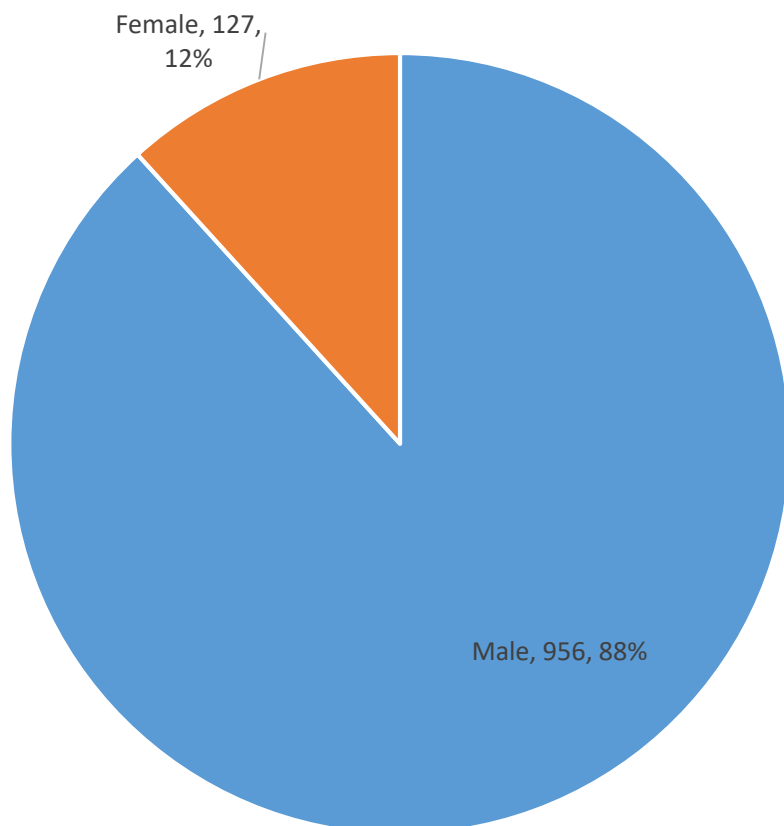
# Demographics of San José Residents



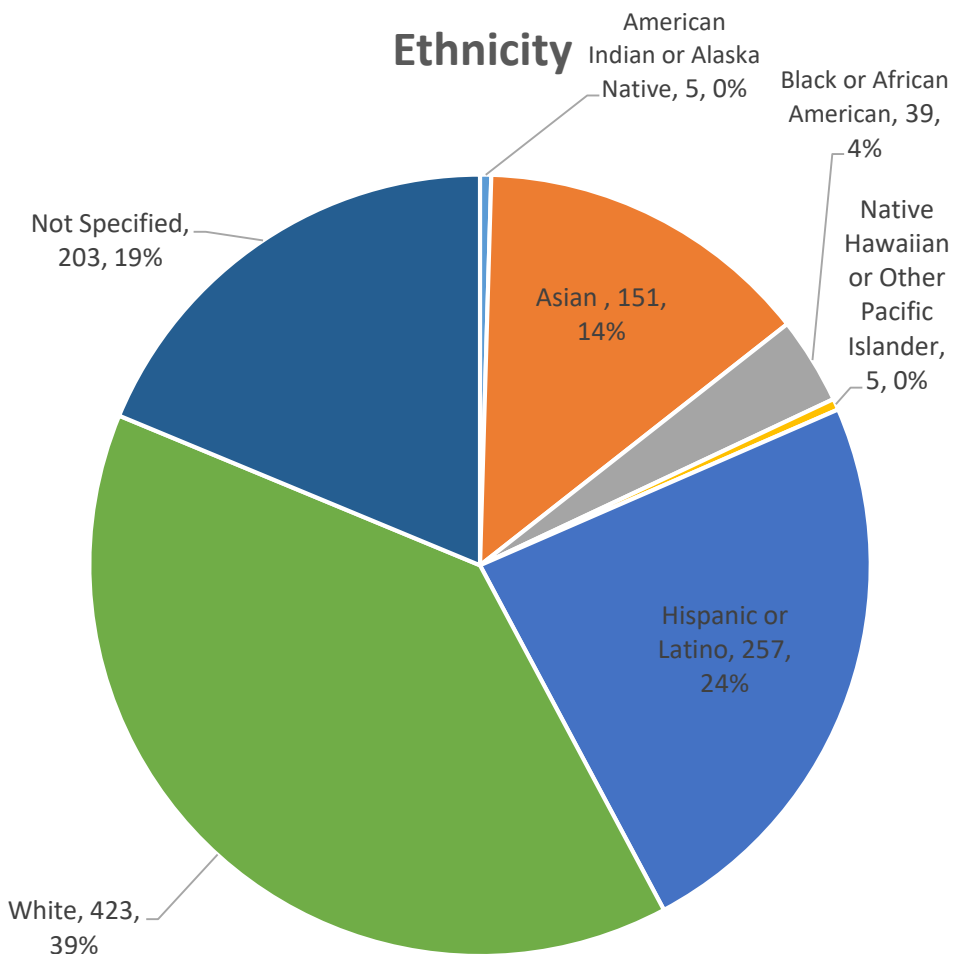


# Department Overall

## Gender



## Ethnicity

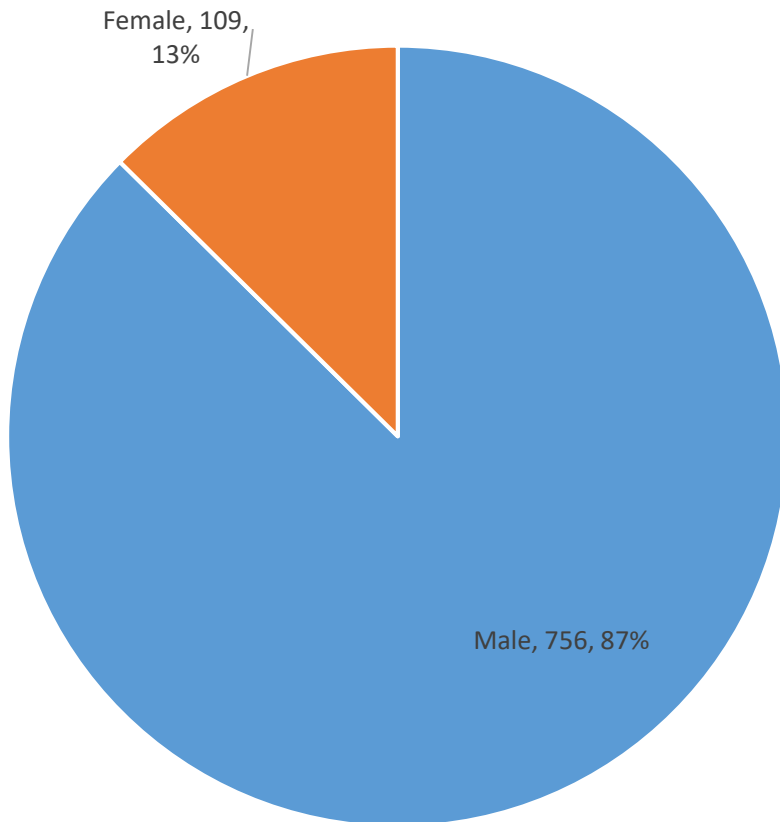


As of 07/2021

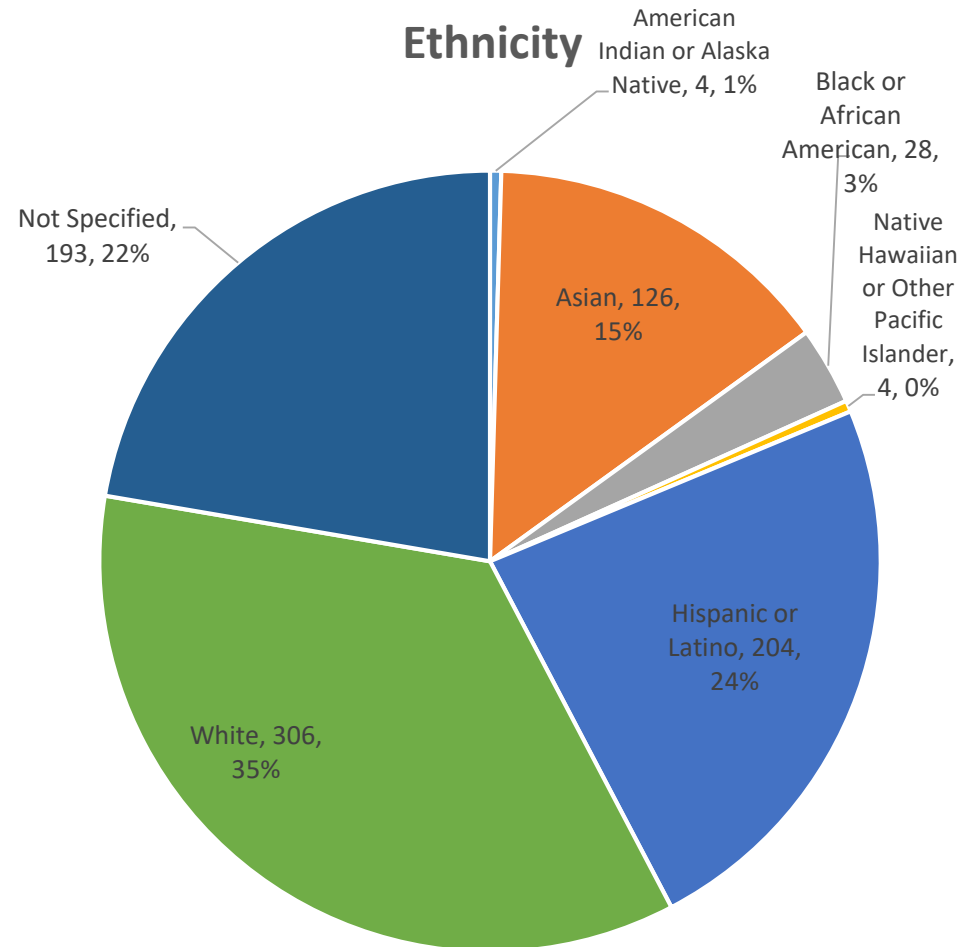


# Officers

## Gender



## Ethnicity



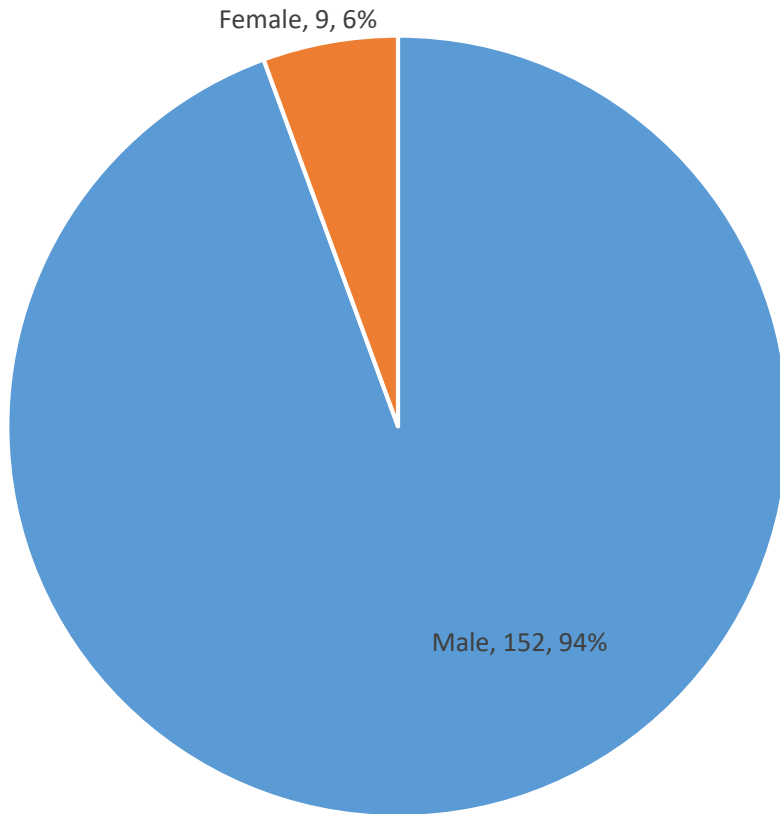
As of 07/2021



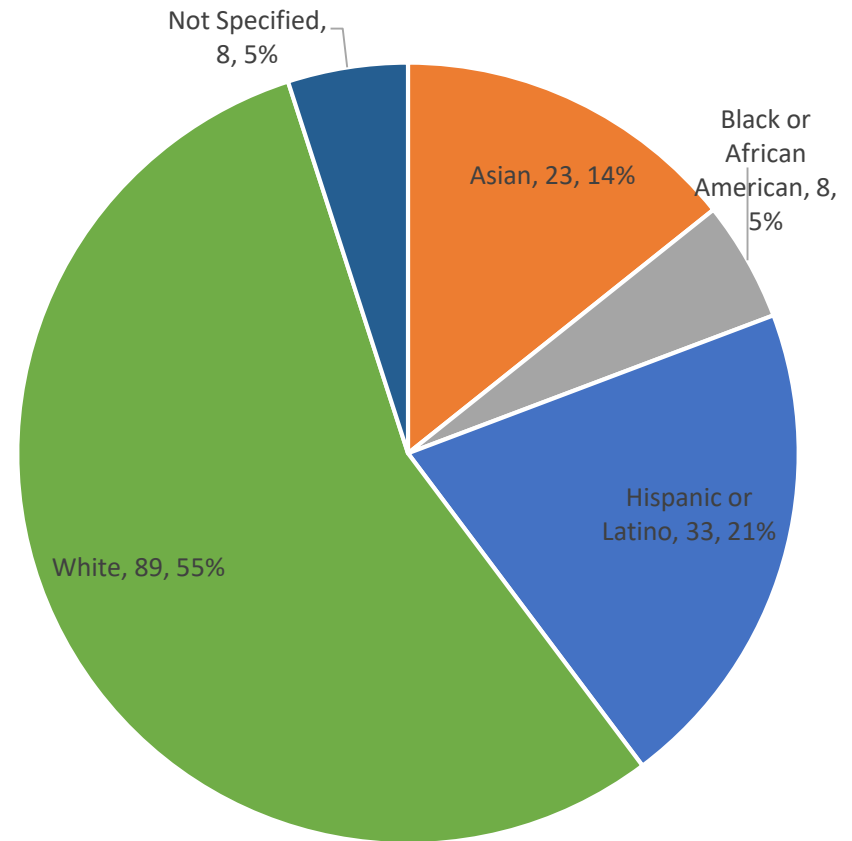


# Sergeants

## Gender



## Ethnicity

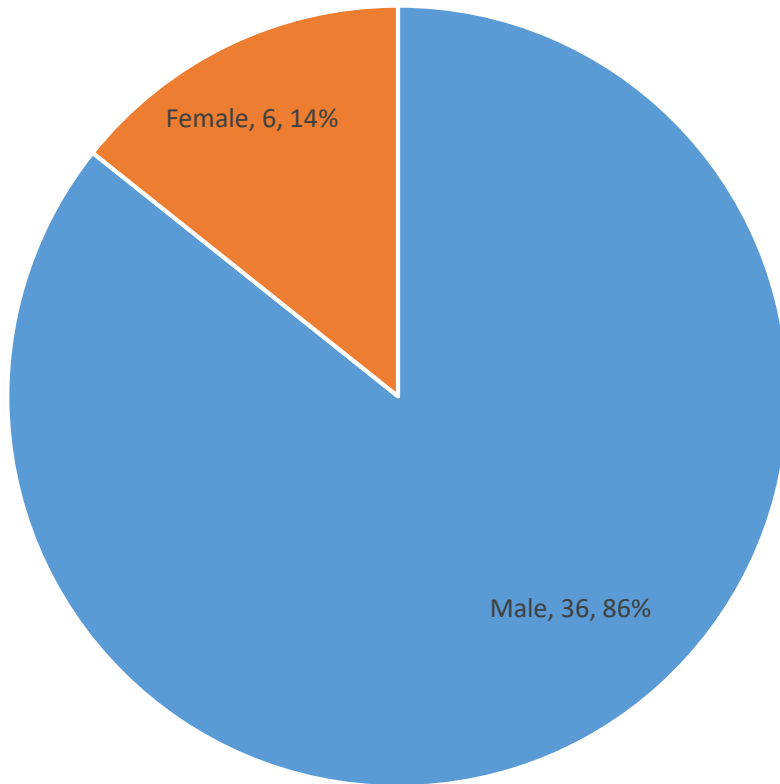


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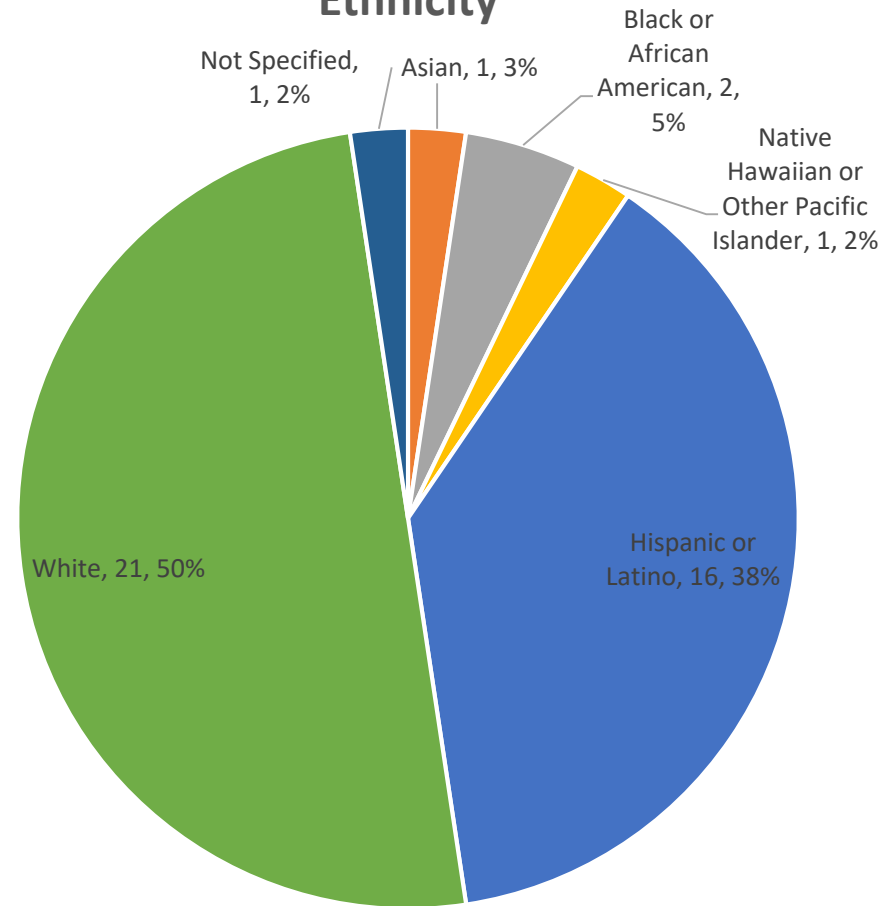


# Lieutenants

## Gender



## Ethnicity

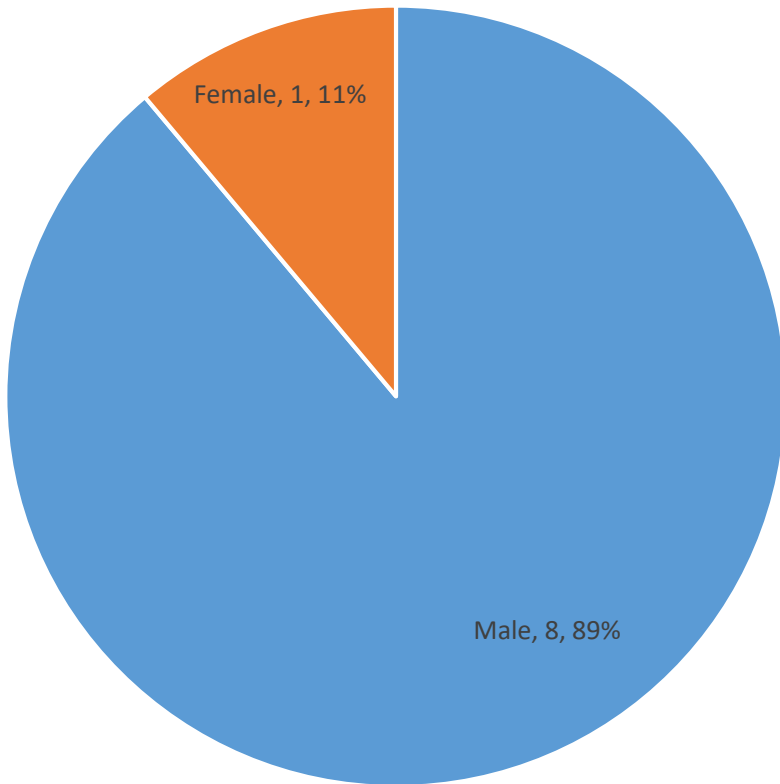


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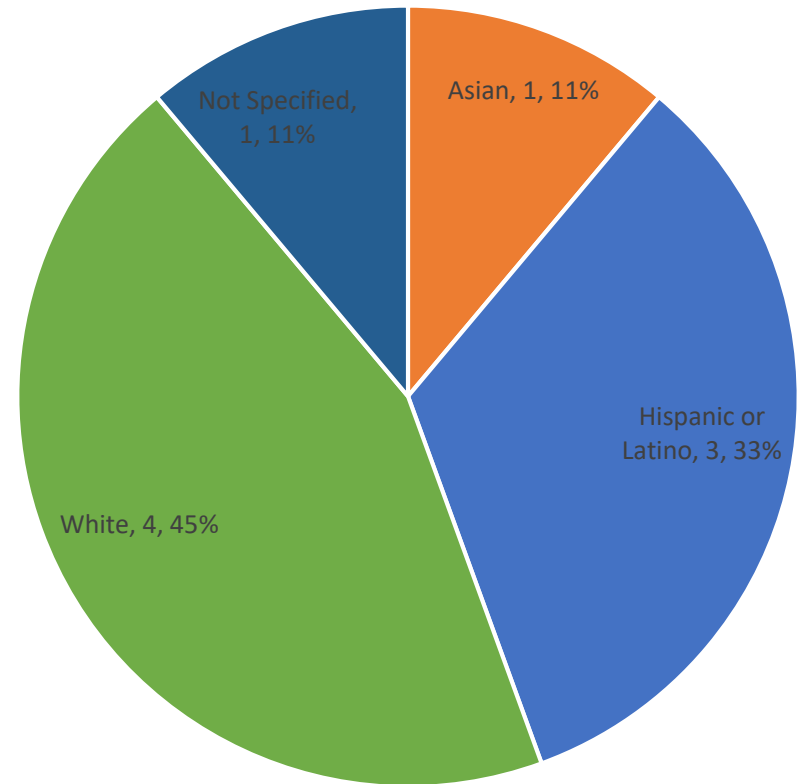


# Captains

Gender



Ethnicity

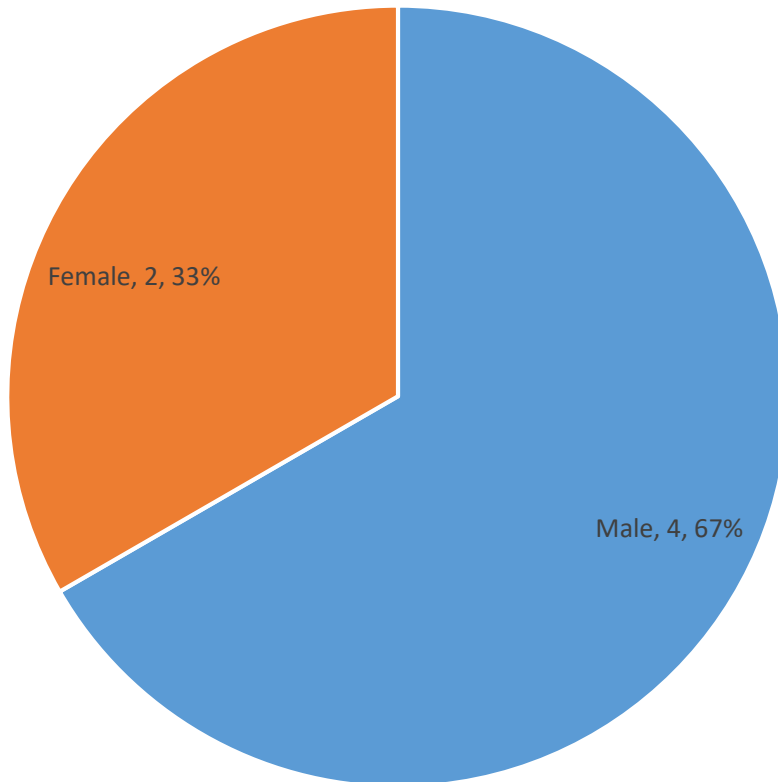


As of 07/2021

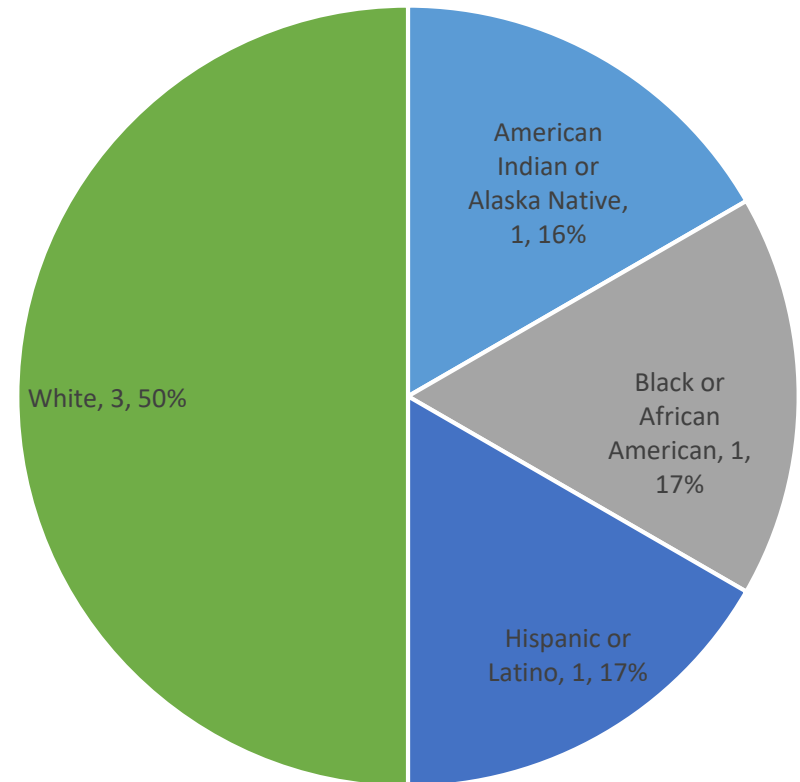


# Chief, Assistant Chief, and Deputy Chiefs

Gender



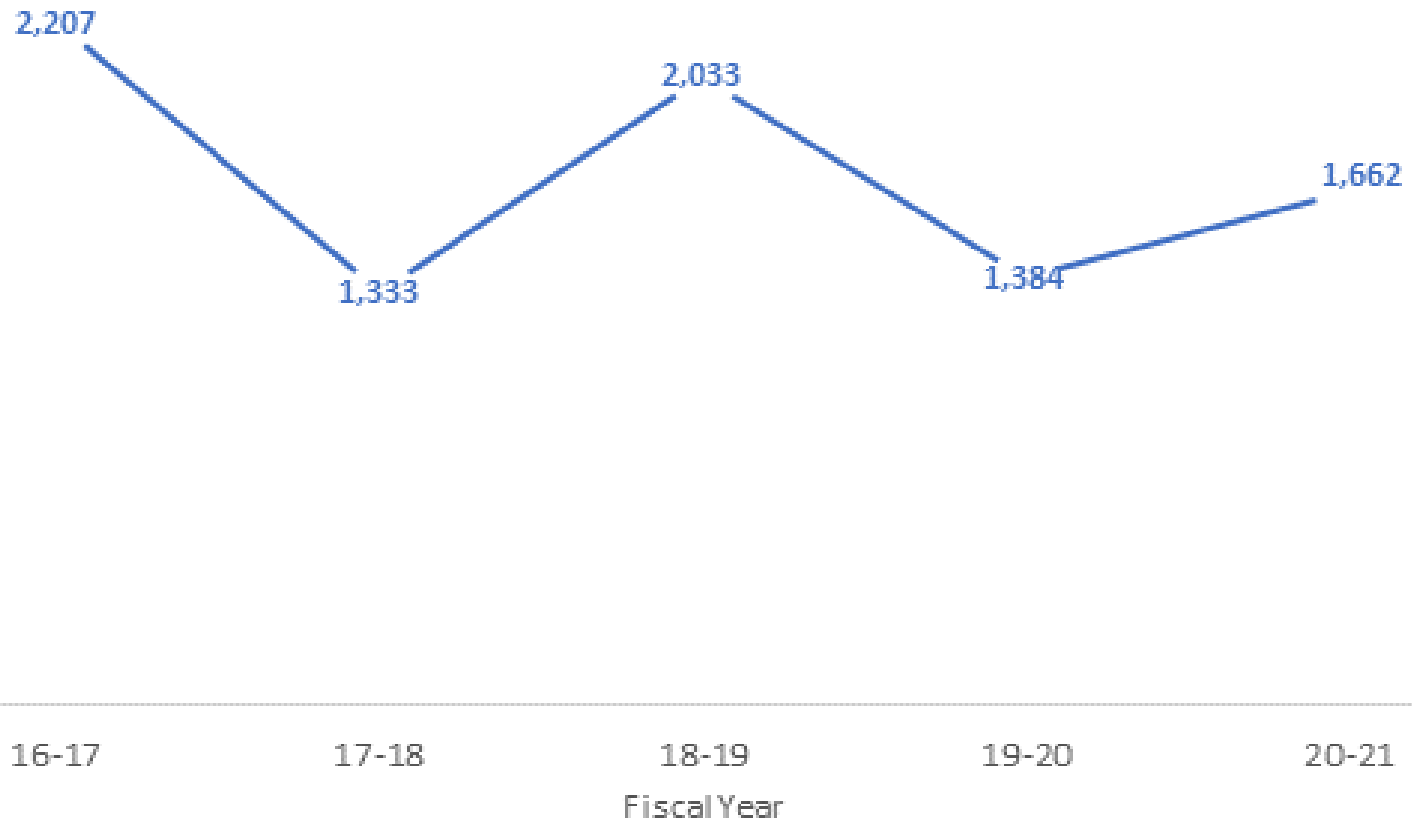
Ethnicity



As of 07/2021

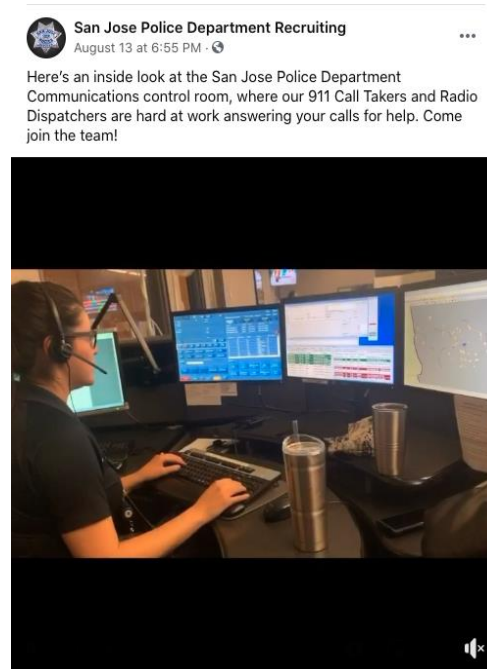


## COMMUNICATIONS APPLICATIONS



# Communications Personnel Recruiting Efforts

- Communications Recruiter
- Critical Workshops
- Oral Board Workshops
- Information Sessions with Q & A
- Outreach before Job Posting





# QUESTIONS

