OPERATION’S UNIT

■ APPLICANT PROCESSING TEAM
  • 1 Sergeant
  • 1 Senior Corporal
  • 8 Civilian

■ RECRUITING TEAM
  • 1 Sergeant
  • 9 Senior Corporal Recruiters

■ BACKGROUND TEAM
  • 2 Sergeants
  • 17 Detectives
  • 3 Non-Sworn Civilian Investigators
2007 FISCAL YEAR GOALS

- 7 recruit classes with capacity up to 50 officers
- Expand recruiting efforts outside the metroplex.
- Monthly on-site applicant processing (conducted at police headquarters).
- Update DPD website to include video streaming and an online application.
- Implement an applicant tracking system.
APPLICANT FLOW COMPARISON

Projected FY 05-06 FY 04-05 FY 03-04

Projected: 2597
FY 05-06: 1852
FY 04-05: 1826
FY 03-04: 978

Legend:
- Projected
- FYTD
- FY 05-06
- FY 04-05
- FY 03-04
- FY 02-03
### Applicant Flow Comparison

*Numbers only reflect through April 24, 2007.*

<table>
<thead>
<tr>
<th>Year</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
<th>JAN</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEPT</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY '06-07</td>
<td>65</td>
<td>117</td>
<td>74</td>
<td>222</td>
<td>202</td>
<td>304</td>
<td>327*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FY '05-06</td>
<td>206</td>
<td>67</td>
<td>107</td>
<td>138</td>
<td>192</td>
<td>185</td>
<td>111</td>
<td>169</td>
<td>172</td>
<td>155</td>
<td>196</td>
<td>168</td>
</tr>
<tr>
<td>FY '04-05</td>
<td>101</td>
<td>89</td>
<td>75</td>
<td>107</td>
<td>137</td>
<td>126</td>
<td>151</td>
<td>213</td>
<td>283</td>
<td>183</td>
<td>195</td>
<td>166</td>
</tr>
<tr>
<td>FY '03-04</td>
<td>92</td>
<td>54</td>
<td>43</td>
<td>93</td>
<td>44</td>
<td>77</td>
<td>96</td>
<td>116</td>
<td>51</td>
<td>135</td>
<td>114</td>
<td>63</td>
</tr>
<tr>
<td>FY '02-03</td>
<td>111</td>
<td>48</td>
<td>98</td>
<td>107</td>
<td>53</td>
<td>46</td>
<td>103</td>
<td>126</td>
<td>79</td>
<td>142</td>
<td>57</td>
<td>52</td>
</tr>
</tbody>
</table>
Note: Three (3) academy classes have been hired this fiscal year with four (4) additional classes scheduled.
TOP LOCATIONS FOR RECRUITING

- Metroplex
- Killeen (Ft. Hood)
- Michigan
- Military

Most success over a 5-year period by location

- Military (Implemented May 2005)
- University of North Texas
- Dallas Community Colleges
ADVERTISING

- 70% of advertising budget is spent in the metroplex; 30% outside the metroplex.

- All recruiting efforts outside of the metroplex are preceded by advertisement announcing the recruiting event.
ADVERTISING STRATEGIES

- Dallas Morning News
  - Bi-weekly employment ads (metro section, sport section, and employment section)
  - Quick – aimed at college students and younger on the move generation (ran weekly)
  - Al Dia – Hispanic newspaper advertised in Spanish

- Ft. Worth Star Telegram

- Monster. Com

- Billboards

- Flyers and brochures – distributed on college campuses, high schools, job/career fairs
ADVERTISING STRATEGIES

- **Billboards**
  - 17 billboards have been placed in the Dallas metropolitan area.
  - Billboards have been placed in other Texas cities.
  - 10 billboards were placed out of state (Oklahoma, Arkansas, Mississippi, Louisiana) targeting college students and military personnel.

- **G. I. Jobs Magazine**
  - A monthly publication with a circulation of 60,000 will target 230 military transition classes worldwide.
TOP ADVERTISING MEDIANS

- DPD Website – 39.32%
- DPD Officer Referral – 16.10%
- Dallas Morning News – 11.24%
- Billboards – 6.36%
RECRUITING STRATEGIES
FY 2006-2007

- Assign recruiters to 6 regions to focus on recruiting at universities/college campuses and conduct hotel interviews in major cities instead of conducting on-sites in other cities.

- Conduct more classroom presentations at college campuses.

- Make classroom presentations to high school students about careers in law enforcement.

- Heavily advertise the $10,000 incentive bonus.
Cadet Program

- 17 to 22 years old and enrolled in high school or attending college with a minimum of 12 semester hours and a 2.0 GPA
- 4 year maximum participation; must leave before 23rd birthday.
- 20 hour work weeks on days or evenings only
- Assignment rotated quarterly
- Non-patrol assignments until completion of 3-week cadet class.
- 18 approved for hire as cadets
- 68 applicants since program opened in June 2006
APPLICANT INCENTIVES

- Since the inception of the military waiver in May 2005, 1053 applicants, with at least 4 years of military service, have applied.

- 81 recruits have been hired under the military waiver.

- Since the inception of the $10,000 incentive in May, 2006, the Department has experienced the most hires in 15 years. On pace to hire 337 new officers this fiscal year.
RECRUITING STRATEGIES

COMMUNITY OUTREACH

- Partner with the Office of Community Affairs who will:
  - Facilitate a series of meetings with community leaders to organize community volunteer recruiters.
  - Notify Recruiting of all Safety and Health Fairs, community events, and safety educational programs.
  - Facilitate public broadcast announcements with KHVN 970 AM Radio, KNON 89.3 FM Radio, Radio Korea Texas, Vietnamese Radio, and Chinese Radio.
QUESTIONS?