TulStat Police Recruiting
March 15, 2018

1. **Mission and Vision Review**

2. **Defining the problem**: How do we raise the manpower of TPD to the funded number?

   a. University of Cincinnati recommendations
      i. Patrol vs Non-Patrol numbers

3. **Measuring Success**
   a. How to measure incremental progress?
      i. Academies are at full capacity
   b. How to measure ultimate success?
      i. Ultimate success is TPD having **459** sworn patrol officers and **499** sworn non-patrol officers as recommended in the University of Cincinnati study.

4. **Action Items**
   a. Marketing & Website (Perkins)
      i. Budget is $100,000
         1. Financial numbers included the marketing plan and website
            a. $50K for website (microsite)
            b. $40K for marketing
      ii. Solidified the website committee and vetting specs and then send to IT
         1. No one is from Communications is on the committee but should look into inviting them
         2. Need to link from COT employment to TPD recruitment website.
      iii. Marketing: SEO, digital marketing, and Social Media and Trips for recruiting.
      iv. Will need a RFP

   b. Capturing the reason for leaving (Dalgleish)
      i. Started capturing exit interviews and forms for TPD.
      ii. There is possibility to enter exit interviews in MUNIS.
      iii. Problem will be turning it into meaningful data

   c. Lateral Transfers (Perkins)
      i. Concerned with equity issues and service length. Reach back to 4 years of academy classes and could be advanced if meet standards
         1. Could be slippery slope. Where to stop?
         2. Establish parameters to help stop the slippery slope
      ii. Needs a full package including a movement on the pay scale
      iii. It would help fill in the classes
      iv. MOU can be used outside the negotiations

   d. G4S willingness to hire with no penalty (Perkins)
      i. Long-term planning is needed

   e. Word of Mouth marketing (Drobinko)

        i. Pride Program is in place ($250 to officer that candidate listed on application with the exception of recruiters.

        ii. Paying out about 10-15 a year currently but maybe increase it to $500 to encourage those to reach out to recommend applying to the TPD

        iii. Discuss in staff meeting is that it takes a community to encourage others to apply. Recruit for the force you want!

    f. Recruiting

        i. Guardiola said the college in Guymon said they are excited to have TPD there for recruiting and could be a new hub for recruitment

        ii. Look for Active Follow ups with those who didn't fill out the 30 pg BIQ and reaching out to them to offer assistance.

        iii. Follow ups will be in May (no recruiting during this time)

        iv. Increasing presence in social media.

        v. Possible BIT testing

        vi. Police Explorer program, maybe have a TPD program of a 2-3 day TPD summer program (like TFD's summer program)

        vii. Recruiting college athletes

        viii. Actively recruiting for January class

5. Action steps

a. Cost and time for this proposal and for a revamp of the current website (Perkins)

b. Marketing plan and meet with Lathen for possible design (Perkins)

c. Exit interview strategies and to improve participation with limited resources (Dalgleish)

d. Erica and the Mayor will need to discuss what was pitched by the Union people that Perkins spoke with and will provide an update on next steps (Erica Felix-Warwick)

e. Follow up on pre-hires and overtime issues (Amy Brown)

f. Pride Program. Is there a budget for it? If so, how could we encourage other employees to recommend someone and get the incentive? (Dalgleish)

g. Further discussion with G4S for a long-term plan to hire those who finish college (Perkins)

h. Examine a summer youth program to encourage young people to become an officer. (Dalgleish)

i. Look in MUNIS for TPD applicants and invite those to be tested (Dalgleish)

j. Additional data to analyze (Perkins)

    i. More detailed data by class

        1. #s for invited to join by class

        2. #s for started class by class

        3. #s for completed class

        4. Can you show the breakdown of demographics for each of these as well? Do you have applicant & recruitment tracking software you're using? If so, could you export and provide excel file to OPSI and they could do different visualizations?

    ii. # of applicants by month from MUNIS

    iii. # of those applicants by month that convert to BIQs