1. Introduction
   a. Mission and Vision of TulStat
   b. Overview of March 15, 2018 meeting
   c. Review the problem
      i. How do we raise the manpower of TPD to the funded number?

2. Follow up from March Meeting
   a. Website Proposal
      i. Committee will meet next week to review specs for microsite and to
discuss Search Engine Optimization (SEO) and social media marketing
through Instagram, Twitter, and Facebook. Remember to let data drive
what is effective (review numbers through SEO and social media
marketing).
   b. Budget for pre-hires
      i. Any academy position that is not filled could be used for pre-hire funding
but would take a while to rollover
      ii. While recruiting is in the rural colleges, college athletes, veterans, and job
fairs, they are finding the younger generation cannot pass the physical
training compared to ten years ago.
      iii. TPD is receiving many veteran applicants and it is a natural fit for them.
      iv. Currently, no line items for pre-hires.
   c. Pride Program
      i. This program has been around since 1999 and the incentive for current
officers is $200.
      ii. The purpose is to get more referrals.
      iii. Officers will be reminded to utilize and help promote recruiting. Right
now, there is no encouragement for the officers to recruit.
      iv. The amount may need to be increased as $300 in 2018 is equivalent to
$200 in 1999.
      v. In order to give the current officer proper credit, ask the recruits on
orientation day when they are less stressed from the test.
   d. G4S Discussion
      i. No change since last discussion.
      ii. They have good education benefits and attracts those without a
bachelor’s degree but want to eventually apply to TPD
      iii. Not for those with a bachelor’s degree ready for the academy
   e. Lateral Transfers
      i. Not something being considered at this time. OKC is considering a lateral
transfer program and it will be one to watch.
      ii. Numbers can be underwhelming with such a program
      iii. Could also be picking up another PD’s problem.
   f. TPD Applicants who stopped in MUNIS and invite them to be tested.
      i. If an applicant stopped the process in MUNIS but then is contacted, they
are more likely to complete the BIQ.
      ii. Contacting them is increasing the number of applicants. (Data is included
in the slides)
   g. Additional data to analyze
      i. See slides for current data
h. **Other discussion topics**
   i. Millennials want to be a part of a culture, which is building a brand; some examples are from the military: “The Few, The Proud, The Marines,” “Army Strong,” “America’s Navy, Forged by the Sea,” and “Aim High.” The Coast Guard has their core values simply stated as “Honor, Respect, Devotion to Duty.” There needs to be a focus on the values of the organization presented to the public.
   ii. It was mentioned to consider a joint recruitment effort with TFD. With TPD’s educational requirement, this may be difficult.

3. **Measuring Success**
   a. Keep tracking data of current applicants through the process

**List of Suggested Strategies**

a. Decals on cars (i.e. Work for TPD)
b. Recruiting in Criminal Justice classes (Tulsa Tech?)
c. Posting bodycam video on Vimeo/YouTube
d. Recruiting from Social Work programs
e. Tuition Assistance
f. Equipping Officers to Recruit (one-pager/ 3x5 card)
g. Showcasing TPD in the Media with recruitment message
h. Updating Pride Program and pushing out that information to TPD
i. Using unfilled academy positions for pre-hires

4. **Action Items**
   a. Possibly create a process for **rolling over unfilled academy** positions for pre-hires
   b. Christina will participate on the panel creating the website.
   c. Prepare a **one-pager to give officers** to help recruit in the community
   d. Consider **other areas of expertise to recruit**, such as teachers and students that are studying social work, speech pathology, or psychology. Focus on women’s groups and veterans at colleges.
   e. Consider a long-term effort with **college tuition assistance**, such as offering to pay the last two years of college in exchange for two-three years of serving as an officer or pay back the tuition.
   f. What are some other ways to recruit? Example: **decals on cars** that say “Join TPD...”
   g. Finding opportunities to show Tulsans what it is like for an officer, such as a **web series or posting body cam footage online**.
   h. Updating the **Pride Program** and encouraging current officers to utilize the program.
   i. **Call potential recruits** who have completed an application in MUNIS (rather than email). The call should come from an officer or management.
   j. Complete **template for recruitment demographics** (see below)
   k. Meeting before next TulStat to vet ideas from the April 19 meeting.
Draft Agenda for May 17 TulStat Meeting – 2:30pm

1. Recap of Problem Statement and Progress toward Goal
2. Data
   a. Flow Chart for Class 114
   b. Follow-Ups from Applications Started in MUNIS
   c. # of applicants and % of Applicants completing BIQ
   d. Demographic Analysis of Recruiting Pool (see template below)
3. Strategies – Which ones are we pursuing and which ones are we abandoning?

Fill out for each TulStat meeting

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