

**TulStat Meeting Notes**  
**Date: May 17, 2018**

**1. Introduction**

- a. Mission and Vision of TulStat
- b. Overview of March 15 2018 meeting
- c. Review the problem

**2. Follow up from April Meeting**

**3. Notes**

- a. New Applicant slide are numbers from January
  - i. BIQ completion: would feel comfortable with 3-1 briefing (90 BIQ and brief 30)
- b. Keep tracking data of current applicants through the process
- c. Applicants by gender
- d. Female applicants are more successful in the program
  - i. How can get more female applicants?
  - ii. Teachers, other majors in college (look at last meeting notes for suggestions)
- e. Race demographics broken down by white, black, and Hispanic
  - i. Work in progress
- f. Recruitment to completion
  - i. After 111, applicant pool was depleted. 112 and 113 the top seems to be 40 people who have completed the application.
  - ii. 5-10% attrition rate. As applicant pool gets smaller, the attrition rate gets higher
  - iii. The 30 invited might not be the same 30 that joined the academy. Some might drop but they invite the alternates to make the 30 cap
  - iv.
- g. Recent Academy Demographics by gender and race
  - i. Struggle is with recruiting Hispanics
  - ii. If 2 or more race, they pick one.
- h. Overall recruiting strategy slide
  - i. Website-RFP needs to happen soon, might not make the July 1 deadline. Kim Melody is putting it together and could have a beta date by July 1.
  - ii. Building the YouTube presence. With short videos with FAQ and longer videos with longer explanations and including links to the recruitment page. TPD will work on making the videos
  - iii. Can build out a recruiting post strategy.
  - iv. 3000 hits per month on current recruitment page
  - v. Want to increase by 50% with new site and YouTube presence.
  - vi. Testing efficiencies: want to shorten the amount of time people move through the process. Starting on validation test/study. More college educated appropriated along with personality components.
  - vii. All online and can get immediate response. New Orleans has it online to take a free practice test to better prepare. Live by June 15. That will cut 1.5-2 months off application time. It could increase the out of town testing numbers

- viii. CPI turnaround 1-3 days (thumbs up thumbs down) and actually scores writhing 3 weeks
- ix. BIQ online-issue with MUNIS and Tyler-anyone who is a recruiter could see it. Lots of privacy issues that people outside TPD shouldn't see. Until the MUNIS upgrade, BIQ cannot be online.
- x. Can build but not "turn it on" until the upgrade is complete.
- xi. Expanded On site recruiting: face-to-face recruiting is making a turnaround with university students
- xii. Sociology, education, and \_\_\_\_\_ majors are getting a lot of interest.
- xiii. Talking to athletes, military, women's groups, fraternities, sororities, etc.
- xiv. TU and OSU-Tulsa are the ones they would like to start talking too and their groups. Getting both age groups-younger and older generations. Goal to expand by 25% applications
- xv. Push to apply the last semester of junior year or first semester of senior year
- xvi. Pre Hires: financially speaking will be the issue. Erica agrees position wise but would need to check with Mr. Kier. Pre hire helps transition them in a better physical condition and reduce injuries or other delays, and learning COT and TPD culture
- xvii. Pre hires are not lost. They are not held for over a year.
- xviii. Pre hires are required to withdraw from all other police applications
- xix. Pre hire could help those after college to build their physical endurance and prepare for the culture. They can start working on the academics, geography, 10 codes, teamwork, work on their slogan
- xx. PRIDE Program: the most it would cost would be \$18K. Look to be City Wide and not just TPD.
- xxi. Considering expanding the amount to \$1k or \$2k. It needs to be phrased correctly. No nepotism.
- xxii. Graphics of recruiting website on back of cars. It did not work for the county.

#### 4. Action Items

- a. **Dalgleish:** Look into ability to utilize public safety tax dollars saved from academies for pre-hires to retain more for upcoming academies
- b. **Perkins:** Set target to reach applicant testing from average 15 to 20 (for example)
- c. **Perkins:** Set a target for number of applicants per month
- d. **Perkins:** On the recruitment strategy overview with actions and targets, revise the targets for each to be based upon historical data and integration of new strategies. Revised targets to be presented at next meeting.