

# Seattle Fire Department Recruitment Program

Updated 6/12/2016

## Staff

### HR Staff

1. Director of Human Resources
2. Senior Personnel Specialist
3. Personnel Specialist (primary recruitment coordinator)
4. Personnel Specialist (primary hiring process PM)
5. Administrative Specialist I
6. Office and Maintenance Aide

41 Recruitment Taskforce Members (uniformed Firefighters and officers)

## Budget

2015 Actuals, as of 1/13/16:

Recruitment Overtime	\$16,690.00
Operating Supplies	\$29,357.28
Advertising Costs	\$12,114.05
Copying/Printing	\$3,146.55

### Overtime:

Since all of the Recruitment Taskforce members are operations Firefighters, any job fairs are staffed on overtime. This is a cost savings over a dedicated uniformed FTE. Utilizing task force members also allows flexibility in who attends each event. For instance, a woman would be scheduled to attend Storm Games, a veteran to a JBLM job fair.

### Operating Supplies:

Other non-recruitment HR program costs are included in this Operating Supplies budget area, however, nearly all funds are dedicated to recruitment. The largest cost item in 2015 was QR decals which were placed on all Department apparatus (approx. \$20,000). The QR code directs smartphone users to [www.SeattleFireJobs.com](http://www.SeattleFireJobs.com) and were scanned 550 times during the 2015 recruitment period. HR manages recruitment materials and has developed hands-on items for job fairs. A rope/knot tying item was added to the package in 2013 (\$0). Temporary tattoos & first aid give aways were added to recruitment kits in 2015.

### Advertising:

Advertising partnership fees and job posting costs are reflected here. See marketing/advertising program description for details on 2015 efforts.

### Copying/Printing:

These costs included 5,000 recruitment business cards, 500 posters, and a set of "Hiring Now" banners used at the Pride Parade and International District Festival.

## Recruitment Taskforce

Recruitment Taskforce duties include:

1. Staff recruitment tables at a job fair or community event

# Seattle Fire Department

## Recruitment Program

Updated 6/12/2016

2. Talk to candidates via phone or email, while on shift
3. Serve as a contact for candidate station visits
4. Serve as a mentor/contact to a pool of applicants

### Mentoring Program:

Development of a formal mentoring program from application through probation is an agenda item within the Diversity Committee.

### Contact List:

Taskforce members managed a targeted recruitment email contact list. 206 applicants signed up to receive specific targeted emails.

### Events:

The following is a list of 2015 events attended by task force members. Items with an asterisk were events which the Department had not had a recruitment presence at prior to 2015.

- |  |              |
|--|--------------|
| 1. Marine For Life Lunch                           | 02/11/2015   |
| 2. Youth Career & Resource Fair                    | 02/17/2015   |
| 3. Military Transition Job Fair                    | 02/24/2015 * |
| 4. Expanding Your Horizons                         | 03/20/2015   |
| 5. NW Recruiters Association Luncheon              | 04/15/2015 * |
| 6. UW Spring Job Fair                              | 04/16/2015   |
| 7. JBLM opportunities Unlimited                    | 04/30/2015 * |
| 8. Maritime Career Day                             | 05/05/2015   |
| 9. UW Job Fair                                     | 05/07/2015   |
| 10. Women in Trades                                | 05/08/2015   |
| 11. Hire-A-Vet job fair                            | 05/20/2015 * |
| 12. Rainier Beach HS Career Fair                   | 05/21/2015   |
| 13. Worksource Diversity and Multilingual Job Fair | 06/16/2015 * |
| 14. Festival Sundiata                              | 06/20/2015   |
| 15. Brandon Gibson Football Camp                   | 06/25/2015 * |
| 16. Greenwood Car Show                             | 06/27/2015 * |
| 17. Seattle Storm (Native American)                | 07/18/2015 * |
| 18. Seattle Storm (Japan night)                    | 07/21/2015 * |
| 19. Hispanic Seafair                               | 07/26/2015   |
| 20. Taylormade Outreach                            | 08/08/2015 * |
| 21. Iron Girl                                      | 08/23/2015 * |
| 22. Stand with those who serve                     | 08/30/2015   |
| 23. Seattle Storm (Asian Night)                    | 09/03/2015 * |
| 24. Seattle Storm                                  | 09/13/2015 * |
| 25. Derech Emunah Seattle Girls High School        | 11/24/2015 * |
| 26. Chief Sealth High school                       | 12/14/2015   |
| 27. Nathan Hale High school                        | 12/17/2015 * |

### Recruitment Partnerships

UW Signature Employer:

# Seattle Fire Department

## Recruitment Program

Updated 6/12/2016

This service costs \$1,800 annually. The membership provides additional visibility with UW students and alumni, including recognition on the UW website, social media channels, and preferred speaker and panel opportunities. This partnership was requested by the Diversity Committee and approved by SFD Leadership beginning in 2014. A UW specific flyer was developed in 2015 for distribution to UW athletes and students.

### High School and Middle School Partnerships:

Partnerships with Rainier Beach and Chief Sealth High Schools are in discussion. An opportunity to have students visit Recruit School is being arranged with contacts at the High School.

### Seattle Storm:

HR arranged for a recruitment presence at several Storm games throughout the 2015 season/SFD application period. The Storm fan base is incredibly diverse. Meetings with the Seattle Storm also focused on marketing/advertising materials and possible pro bono assistance in this area.

### Rat City Rollergirls:

The Department paid for sponsorship level advertising in 2011 and 2013.

## **Marketing/Advertising**

### Press Conference:

Chief Scoggins and Mayor Murray spoke about the Department's hiring needs at a 6/30/2015 press conference. The Department's new website and targeted recruitment videos were also unveiled at the press conference.

### Recruitment videos:

The Diversity Committee received approval from the SFD Leadership Team to develop a series of 60 second targeted recruitment videos. PIO and Seattle Channel produced the 5 targeted videos. Completed videos were posted during the 2015 application period. At the end of the 2015 recruitment period, the 5 videos combined had been viewed 7,388 times.

Additionally, a brief written exam overview video was produced in-house with Training Division equipment. This video was viewed 3,757 times in the 4 weeks it was posted prior to the Written Exam.

### www.SeattleFireJobs.com:

The site was converted to the City's new CMS template. Updates and site structure are managed by HR staff.

### SFDRECRUITMENT:

This notification email list currently has 17,639 subscribers. A mass email is sent to this list to announce open application periods.

### NEOGOV:

Chief Scoggins approved several communications under his signature to be distributed directly to applicants. A reminder of written exam workshops, oral board workshops, and physical prep were distributed.

# Seattle Fire Department

## Recruitment Program

Updated 6/12/2016

SFD.recruitment@seattle.gov:

HR responds to emails that come in to the recruitment inbox. A list of “blurbs” are maintained to ensure consistent messaging.

Social Media (Twitter, Facebook, FireLine RSS):

Recruitment notices are forwarded to the PIO to post on various Department social media channels.

Recruitment Hotline (206-386-9078):

HR records updates to the recruitment hotline. Information recorded here mirrors the website.

Flyers (EMT, Fire Science, Women in the Department, general hiring process, general fire service):

These flyers are used at recruitment events or mailed to candidates upon request. HR maintains updates and develops new informational materials. The general hiring process flyer has been translated into several languages.

Posters:

Recruitment Posters were vetted by the Diversity Committee. 170 posters were mailed to schools, community centers, and community organizations during the 2015 open application process. The rest were distributed to SFD members for distribution throughout the community.

Business Cards:

A new recruitment business card was developed and vetted by the Diversity Committee for use in 2015. The cards highlight Department strategic plan values and employment benefits. The new QR code is included on all materials and directs prospective candidates to [www.SeattleFireJobs.com](http://www.SeattleFireJobs.com).

Advertising:

SFD HR staff met with the Seattle Office of Immigrant and Refugee Affairs to identify ethnic media outlets. This resulted in several targeted advertising campaigns (NW Asian Weekly/Seattle Chinese Post, International Examiner, Seattle Medium, the Facts, Univision). Job posting list:

1. Seattle Medium – 2013, 2015
2. The Facts – 2013, 2015
3. Seattle Times - 2013
4. Titan/King County Metro – bus ads - 2013
5. NW Asian Weekly/Seattle Chinese Post – 2015
6. International Examiner – 2015
7. Univision PSAs- 2015
8. NWjobs.com - 2013
9. NW Colors/Diversity Job Board - 2013
10. Seattle Colleges – 2013, 2015
11. UW Alumni website – 2013, 2015
12. i-women.org – 2013, 2015
13. wehireheroes.com - 2013
14. VeteranJobs.net - 2013
15. Vetjobs.com - 2013
16. Military.com - 2013
17. scacc2108.org/Central Area Chamber of Commerce) – 2013, 2015

### **Recruitment Data**

Recruitment Metrics:

# Seattle Fire Department

Updated 6/12/2016

## Recruitment Program

A survey was added to the application during the 2015 application period to better inform advertising efforts. The email notification list and SeattleFireJobs website are by far the most common way applicants "first learned about this job opportunity."

Advertisement/Career Center/Poster/Job Fair	130	1.8%
News/Public Service Announcement	134	1.9%
Other website/Social Media	862	12.2%
Other/Friend/Family/Co-Worker	1437	20.3%
Seattle Fire Department website/Notification List	4528	63.9%

### Recruit School Evaluation Data:

Data entry of recruit evaluations is currently underway. This data will hopefully be used to validate, modify or remove various selection process steps.

### Department Uniformed Employee Demographics, queried 1/13/2016:

76 / 7.8%	Female
903 / 92.2%	Male
50 / 5.1%	Hispanic/Latino
750 / 76.2%	White
59 / 6.0%	Black
71 / 7.2%	Asian/Pacific Islander
18 / 1.8%	American Indian/Alaskan Native
31 / 3.2%	Two or More Races
5 / 0.5%	Unknown
984	Total Uniformed Employees