



SPD Recruiting and Hiring Highlights

Prepared September 8, 2016

In-person Recruiting and Outreach Engagements (125 total engagements)

- 52 career fairs
- 16 speaking engagements
- 34 community events
- 23 test preparation workshops
- Sample of events:
 - **Diversity:** *UW Diversity Career Fair, API Heritage Festival, Korean American Chamber Career Fair, Urban Impact Block Party, Chinatown Open House, Arab Festival, Pista Sa Nasyon Filipino Festival, Vietnamese Martyrs Parish in Tukwila, Little Saigon Community Fair, San Gennaro Festival, Rainier Beach / Central Area Community Fair*
 - **Women:** *Women in Law Enforcement Career Fair, NW Women's Show, WA Women in Trades Career Fair, Women on the Rise Conference, Redefining your Future - Female Soldier Transition*
 - **LGBT:** *LGBTQ Teen/Youth Job Fair, Pride Parade*
 - **Armed Forces:** *Veteran's Networking, Naval Career Fair, Marine For Life, Heroes Air Show, JBLM Career Fair, Hiring Our Heroes*
 - **University/College/High School:** *UW, WSU, CWU, Seattle U., Seattle Pacific, Gonzaga, Univ of Idaho, Univ. of Alabama, South Seattle CC, Highline CC, Mount Rainier High, West Seattle HS, Rainier Beach HS*

Advertising

- 6 national campaigns – *Pandora, National Minority Review, Saludos*
- 9 local online/print campaigns – *NW Vietnamese News, El Mundo, International Examiner, NW Asian Weekly, Seattle Chinese Post, etc.*
- Leveraging LinkedIn career page
- SPD employment website
- Seeking to fill social media recruiter role (temp)

Community-Based Outreach Workgroup

- Strategic workgroup assembled to connect HR, Recruiting, Backgrounding, Community Affairs and Media Relations on a consistent basis and inform a singular message
- Engagement with Community Police Commission on series of listening sessions
- Leveraging media opportunities synergistically to spread messages of recruiting and hiring
- Establishing and training a “recruiting cadre” of officers from across precincts to do outreach and recruiting work in their communities – 57 officers on the list of interest for training in November

2016 Exams

2016 Entry-Level Exams (3 Exams Complete with 1 Remaining)				
Ethnicity	Application Started	Scheduled for Test (Passed Min Quals)	Showed up to Test	Passed / Referred
Indian	35	33	7	7
Asian	318	296	117	64
Black	458	417	109	49
Hispanic	386	360	125	69
White	1505	1444	508	339
Prefer not to respond	104	100	31	22
TOTALS	2806	2650	897	550

2016 Lateral Exams (2 Exams Complete with 1 Remaining)				
Ethnicity	Application Started	Scheduled for Test (Passed Min Quals)	Showed Up to Test	Passed / Referred
Indian	2	2	0	0
Asian	17	4	0	0
Black	52	32	10	10
Hispanic	28	10	2	2
White	122	67	21	19
Prefer not to respond	7	3	2	2
TOTALS	228	118*	35	33

* An excessively large number of people apply for lateral postings that are not current law enforcement officers and thus do not meet their minimum requirements and are disqualified here

Background Investigations

- Revisions made to process to cut cycle time by 25%, including moving polygraph to front end to avoid time spent on investigating candidates who fail it
- 9 full-time Background Detectives have processed 480 files YTD with 98 currently being worked and 54 awaiting assignment
- Still one more Entry-Level Exam and one more Lateral Exam to be conducted this year, which will produce approximately 200 more files to be processed

2016 YTD Background File Processing	
Hired	83
Approved and Pending Hire	6
Currently Assigned and In Process	98
Pending Assignment to Detective	54
Applicants Disqualified or Withdrawn	391
Total Files In Process YTD	632

SPD Hiring Statistics by Race and Gender

2014		
Total Officers Hired = 83		
American Indian/Alaska Native	0	0%
Asian	6	7%
Black or African American	7	8%
Hispanic or Latino	3	4%
Nat Hawaiian/Other Pac Islander	1	1%
Not Specified	0	0%
Two or More Races	3	4%
White	63	76%
Female	10	12%

2015		
Total Officers Hired = 97		
American Indian/Alaska Native	1	1%
Asian	1	1%
Black or African American	9	9%
Hispanic or Latino	7	7%
Nat Hawaiian/Other Pac Islander	0	0%
Not Specified	1	1%
Two or More Races	10	10%
White	68	70%
Female	11	11%

YTD 2016		
Total Officers Hired = 68		
American Indian/Alaska Native	0	0%
Asian	3	4%
Black or African American	7	10%
Hispanic or Latino	8	11%
Nat Hawaiian/Other Pac Islander	0	0%
Not Specified	3	5%
Two or More Races	3	5%
White	44	65%
Female	7	10%

Overall SPD Demographics

Race/Ethnicity	2014 Seattle Demographics*	Current SPD Demographics
American Indian Alaska Native	0.5%	1.8%
Asian	14.2%	6.5%
Black or African American	7.2%	8.5%
Hispanic or Latino	6.4%	5.2%
Nat Hawaiian or Other Pac Islander	0.5%	1.0%
Not Specified	0.2%	1.6%
Two or More Races	4.9%	2.9%
White/Caucasian	66.2%	74.4%
Female	50.0%	14.3%

* 2010-2014 American Community Survey 5-Year Estimates



SEATTLE POLICE DEPARTMENT

2016 RECRUITMENT PLAN OVERVIEW

Goals:

The goal of the recruiting unit is to attract highly qualified applicants and maintain a diverse workforce that closely reflects our community in the City of Seattle.

This is an on-going step towards building a consistent system that advertises, recruits, hires, retains and promotes the value of SPD employees.

Recruiters:

There are two full time recruiters assigned to the Recruiting Unit. Det. Andre Sinn is a 17 year veteran and has been assigned to the unit for more than 10 years. Det. Carrie McNally is a 25 year veteran and newest member of Recruiting. Det. McNally has held assignments in most bureaus in the agency. Both recruiters are trained in areas of diversity recruitment, sexual harassment, discrimination, ethics, Civil Service Rules, employment law, EEO and more. Recruiters are also knowledgeable about Department policies and procedures and stay current with other mandatory training requirements.

Testing:

In 2016, there will be four entry level testing dates and three lateral entry testing dates. The dates will be January 30, April 30, July 9 and October 8 for entry level and February 26, June 17 and November 4 for lateral testing. Have the testing dates available prior to the end of 2015 will be helpful for advertising locally and nationally and will be integrated into the hiring website and advertising to provide additional options for candidates that may be unable to make any given test date.

Strategies:

There are four main strategies used to attract qualified candidates based on strategies that have worked in the past along with follow up information provided by previous applicants that tested with the Seattle Police Department.

Seattle Police Department Website:

The Seattle Police Department hiring website, www.seattlepolicejobs.com is current, provides a significant amount of information about the testing and hiring process and is linked to key information about the agency and community.

Information about each recruiter with a photo, email and phone number is listed on the site encouraging contact with questions and requests for additional information. In general, all phone and email requests are answered within 48 hours. Candidates may also sign up for workshops and download study materials for the testing process. Applications can be made online from the main hiring website.

The website contains current information but one of the goals for 2016 will be to update the agency photos, add additional information for veteran candidates and provide additional information about work/life balance by sharing stories about current officers.

Employees:

All agency employees are encouraged to engage in recruiting through work and personal contacts. Employees are encouraged to contact members of the recruiting unit for flyers and recruitment materials. Employees who recommend a candidate that is hired can receive a day off with pay upon hire.

In early 2016, 4 x 6 cards will be distributed to all precincts and officers in the agency. The cards are intended to be an invitation to community members, family and friends to consider a career with the Seattle Police Department. Personnel can present the card and provide their name to interested candidates with the SPD hiring website and contact information for the recruiters. The referral officer will be blind copied if the candidate contacts the recruiters. The goal is to give officers an opportunity to connect with candidates in the community and they will be updated about the testing and hiring process, thus providing more personnel with information about the agency's hiring process.

Community:

Recruiters have strong community relationships with potential partners that can help reach qualified candidates such as minority leaders, churches and agency representatives in the African American, LGBTQ, Latino, API and Native American advisory Councils . Recruiters attend all major community parades, festivals and precinct picnics. Relationships have been formed with the Office of Immigrant and Refugee Affairs and the Department of Neighborhoods to assist with growing connections with diverse communities within Seattle.

In early 2016, 4 x 6 cards with hiring information will be delivered to all City of Seattle Community Centers with hiring information, SPD hiring website and recruiter contact information. These cards will also be distributed to business partners, educational institutes and workout facilities across the city.

Military:

Recruiters maintain a close relationship with military personnel through networks, job fairs and large scale events hosted on Joint Base Lewis-McChord. Det. McNally is the point of contact for Transition Assistance and works as a liaison with JBLM commanders to provide assistance and resources to transitioning military personnel and their families.

In early 2016, we will be adding additional information to the website about military benefits and the hiring process. Information will also be added to the recruiting materials that are specific to veterans' preference information and military transition to law enforcement specific information.

Advertising:

With a projected goal of 100+ hires for 2016, the advertising goal needs to be robust and nationwide. Almost all of the agencies in the greater Seattle area are hiring and we need to look inside and outside the area to attract qualified candidates.

We have identified several advertising options for 2016 and the goal is to run three major national campaigns and evaluate the success and reach at the 6 month mark in order to adjust if necessary.

National Campaigns:

- Alaska Airlines Magazine – the publication is read by more than 2 million people monthly and the goal will be to run this ad three times in 2016.
- Pandora Radio – this online music system can target listeners by age and in other cities across the country. The goal will be to engage listeners in the 25 – 29 year old age group in Atlanta, Detroit, St Louis and Minneapolis. The target age group reaches more than 50% of the city in the chosen locations. We are planning 3 week ads in each of the cities based on the testing dates for the year. The data will be

reviewed and analysis in June of 2016 to ensure that the cities and age groups are proving productive.

- Monster / Military / Diversity Network – we have a year-long plan for advertising on the biggest online job boards in the US. The dates of the advertising will coincide with the testing dates to ensure that the banner ads and highlights will be strategically planned for dates that the applications periods are open.
- Additional online advertising – jobs ads have been placed on Indeed.com, PoliceOne, American public University, American Military University and any other free advertising options as soon as possible after the application period is open.
- Ethnic / Diversity Advertising – We will advertise with local minority-market radio and newspaper publications to increase contacts with qualified candidates. We are working closely with the Ethic Media Coordinator from the Office of Immigrant and Refugee Affairs to identify and engage with new organizations to fairly distribute ads throughout the year. We will also be advertising through several women’s professional networking groups such as IAWP and the National Association of Professional Women.
- Radio / TV – We continue to partner with C89 Radio and will be looking for additional radio, television and billboard opportunities for 2016.

Workshops:

Workshops continue to be popular and helpful educational items for interested candidates prior to the test. We will continue to provide 5 workshop dates prior to each entry level test in 2016. The workshops are designed to educate and provide candidates with a better understanding of the overall testing and hiring process. They are informed about the written and video exams, physical agility test, oral board interview and background process.

Candidates can view the schedule of workshops on the SPD website and registration is by email. Candidates will receive email confirmation with the location and directions of the workshop.

The workshops are offered to schools, community groups and at Joint Base Lewis-McChord throughout the year. Recruiters are willing to give the workshop when requested and with a group large enough to justify the potential overtime costs that may be associated with the workshop.

Educational Outreach:

Recruiters are routinely asked to speak at schools and colleges in and around the greater Seattle area. The goal in 2016 will be to attend schools with younger students to help provide information about future career opportunities. The ideal outcome will be to provide future opportunities and share information about behaviors and actions that may hamper future job opportunities. If students recognize the future, they may refrain from activities that may disqualify them from being hired in the future.

Det. McNally has the lead on developing programs for women and girls that may be interested in law enforcement careers. The formation of the NW Women's Law Enforcement Network will assist with creating more connections and opportunities for women to connect with women that may not have considered law enforcement careers. The goal will be to attend more school functions, create an open house for women in law enforcement and be a visible group that gives back to the community in Seattle and surrounding areas. The long term goal is to highlight Washington State as a leader in law enforcement career opportunities for women.

Explorer Post and Teen Employment:

The Seattle Police Explorers post is also made up of a racially, ethnically, and economically diverse group of people coming from all over Western Washington. The Explorers are 14 to 21 years old and have expressed an interest in law enforcement and community service. The interaction with such a diverse number of law enforcement professionals and community

members ensures that the Explorers are exposed, and open to a multitude of ideas and perspectives. Having an open mind is vital for an Explorer because it helps them collaborate and solve problems as a team and introduces them to law enforcement career opportunities.

The Teen Employment Program is a job readiness/preparation program designed to provide youth with job skills and career development training in the criminal justice system. Work focuses on addressing community needs from helping develop a youth engagement strategy for each of the five precincts or utilizing bi-lingual skills to translate community outreach document to improve communication with our diverse communities.

Career Fairs:

It is a top priority of the Recruiting Unit to maintain strong ties with the local, regional and national citizenry and organizations. Recruiters and Recruit Support Team officers attend job fairs on an on-going basis. Yearly attendance at community events include, Torchlight, Gay Pride, Central Area Community Festival, Pista Festival, The First Nations Pow Wow, NW Women's Show, Community Council Meetings, Crime Prevention Coalitions, College and Vocational School career days, Church meetings, Diversity festivals, and more. These events represent a large variety of minority groups throughout the city and region.

In 2015, recruiters attended more than 40 career fairs and we expect this number to grow in 2016 based on hiring goals.

Liason With Other Police Agencies:

SPD sets a very high standard for recruiting and the numbers are reflective of success. Agency recruiters and personnel from Civil Service look to SPD recruiters for insight, recommendations and ideas about how they can achieve similar achievements. Recruiters are also open to new and innovative methods and are willing to collaborate for the greater goal of bringing great candidates into the law enforcement profession.

Evaluating Results:

Civil Service continues to track how the candidates heard about job opportunities during the application process. The Seattle Police Department website continues to be the largest method that candidates hear about the Seattle Police Department, followed by information provided by a Seattle Police Officer. Workshop stats are closely monitored along with contacts at career fairs.

HR routinely gathers feedback from candidates that are hired, to help better broaden future advertising or community involvement events. Ongoing evaluations and advertising costs per applicant will be evaluated semi-annually based on testing dates in order to make appropriate adjustments.