



2020

Recruitment Plan for 2020

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TABLE OF CONTENTS

| | |
|--|----------|
| PURPOSE | 2 |
| <i>RECRUITMENT PLAN</i> | 2 |
| <i>2020 RECRUITMENT OBJECTIVES</i> | 2 |
| PLAN OF ACTION | 3 |
| <i>YOUTH ACTIVITIES</i> | 3 |
| <i>COMPREHENSIVE MARKETING PLAN</i> | 3 |
| <i>FINALIZE LATERAL HIRING PROGRAM</i> | 4 |
| <i>OBJECTIVES FOR HIRING TELECOMMUNICATORS FOR BURLINGTON COMMUNICATION CENTER (BCC)</i> | 4 |
| <i>HIRING PROCESS</i> | 4 |
| PLAN IMPLEMENTATION AND REVIEW | 5 |

PURPOSE

Recruitment Plan

The recruitment plan of the Burlington Police Department (BPD) is an action plan to most aggressively pursue our 2020 recruitment objectives.

2020 Recruitment Objectives

BPD must continue to recruit qualified professional staff and police officers to meet the service needs of the community. Like all organizations, the personnel employed by BPD are constantly changing. In order to prepare for the future, the 2019 recruitment objectives are again adopted for 2020. The objectives continue to represent the most important goals for BPD recruitment.

1. Hiring Process

Provide all applicants with an equal opportunity for employment by providing a fair and effective hiring process that selects the most qualified candidates according to their individual knowledge, skills, and abilities as required to perform the duties of professional staff and police officers.

2. Agency Sworn Workforce

Increase the diversity of the workforce at the Burlington Police Department in order to better represent our service community's racial, ethnic, and gender composition to include a special focus on hiring Caucasian females, African American males and females, and Hispanic males and females.

3. Minority Applications

Increase the number of minority applicants for the position of police officer.

PLAN OF ACTION

Youth Activities

Engage youth early in their development in order to create an interest in a policing career. Utilize a variety of programs and attempt expansion to reach more youth.

1. Job shadowing day
2. High school internships
3. College internships and work-study partnerships
4. Continued participation in the Police Explorer Program
5. Continued management of the Junior Police Academy

Comprehensive Marketing Plan

Finalize the development of a comprehensive marketing plan with the assistance of available resources, including the City of Burlington Public Information Officer (PIO).

1. Finalize the target police officer persona
 - a. Create a graphic illustration
 - b. Distribute within the police department
 - c. Utilize to create marketing material and campaigns
2. Revise the Recruitment Website
 - a. Obtain high-quality images that emphasize a professional police organization composed of a diverse workforce
 - b. Obtain infographics and other imagery to aid in website design
 - c. Revise written content to provide more value to applicants and prospective police officers
 - d. Improve the layout and organic website navigation to convert interest in employment into an application
 - e. Create an employment interest submission with automatic email, text message, and phone call follow-up
3. Repair or eliminate external links to BPD job postings
4. Conduct an evaluation of workload and responsibilities for a permanent public information officer
 - a. Evaluate successful models for social media engagement by police departments, an important component for community engagement and recruitment
5. Conduct experiments with online marketing to increase website visits and applications

- a. Facebook ad boosts, pay-per-click advertising (such as AdWords), and search engine optimization (SEO)
6. Teach recruiting techniques to every staff member
 - a. Target persona
 - b. Elevator pitch
 - c. Ride-along
 - d. Follow-up best practices
7. Replace recruitment job fair boards

Finalize Lateral Hiring Program

A proposal to restructure lateral police officer hiring is awaiting final approval by the City Manager. If approved, lateral police officer applicants will be hired to a position on the BPD career ladder commensurate with their experience, training, and law enforcement certification.

1. Advertise lateral hiring program
 - a. Media release
 - b. Boost social media to expand exposure to cutting-edge opportunity for lateral police officers
2. Study the results of advertising and revised hiring practice to evaluate if the revised hiring practice results in an increase in lateral police officer applications and hires

Objectives for hiring Telecommunicators for Burlington Communication Center (BCC) (Updated 9-2020)

1. Hire additional telecommunicators for the Burlington Communication Center (BCC) in order to initiate dispatching for Graham Police/Fire
2. Directly work with the recruitment team to advertise job descriptions for newly created positions, particularly through social media and getting community support as well as advertising through key leaders
3. Update the recruitment website with awareness for recruitment opportunities for BCC
4. Diversify the workforce in the communication center

Hiring Process

1. Work with the City of Burlington Human Resource Department to identify and implement a system to review the social media profiles of applicants
2. Replace at least 25% of the panel interview teams to continue employee and system development
3. Develop a written standard operating procedure to define roles and responsibilities throughout the process

4. Evaluate the adoption of TABE 11/12 assessment to replace the Nelson-Denny assessment
5. Evaluate replacement of the lone BPD polygraph examiner during the FY2021-2022 budget

PLAN IMPLEMENTATION AND REVIEW

The plan will be carried out under the administration of the Professional Standards lieutenant and will include the Burlington Police Recruitment Team members. The City of Burlington Human Resources staff assists in the recruitment efforts by training recruitment team members in the area of equal opportunity, affirmative action, insurance benefits, salary ranges, and personnel matters as it relates to the hiring goals of the City of Burlington and the Burlington Police Department.

The Administrative Lieutenant will provide an annual analysis of recruitment that includes a review of the implementation of this recruitment plan and resulting applications and hires. The recruitment plan will be evaluated throughout the year and be revised as needed to meet the recruitment and hiring objectives of the Burlington Police Department.