



City of Dallas

DPD Recruiting and Retention Strategies

**Public Safety Committee
February 13, 2023**

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Personnel Division
Dallas Police Department
City of Dallas

Presentation Overview



- FY 21/22 Recruiting Results
- FY 22/23 Recruiting Strategies
- Statistical Data



FY 21/22 Recruiting Results



	FY 19/20	FY 20/21	FY 21/22
Police Applications Received by Civil Service	4,481	2,995	3,802
Sworn Applicant Pool	725	839	802
Sworn Hired	269	166	200
Non-Sworn Applicant Pool	197	821	329
Civilians Hired	52	175	142



FY 22/23 Recruiting Strategies



The Message: “One City One Team. Together, We Can!”

Applicant data director recruiting:

- Out of State: Efforts focused on locations with high numbers of existing applicants (New York, Illinois, and Puerto Rico).
 - Sell Dallas, not just Dallas PD.
- In Texas: Win fight against other large agencies. Texas applicants are already familiar with DPD due to size and name recognition. Promote career opportunities other/smaller agencies don't offer.



FY 22/23 Recruiting Strategies



Focus on diversity in hiring:

- Continue to Develop relationships with WCC, HBCU, and HACU institutions.
 - WCC = Women's College Coalition
 - HBCU = Historically Black Colleges and Universities
 - HACU = Hispanic Association of Colleges and Universities

Strengthen the pipeline from community to Department:

- Implement Pathways Apprenticeship Program. (Three Positions)
- Transfer P-Tec Liaison position to Personnel Division
- Restructure Internship Program. (U.N.T Dallas)
- Reinstate funding for Dallas PD Cadet Program.



FY 22/23 Recruiting Strategies



- Increased military/veteran recruiting efforts:
 - Targeted career fairs and in-person installation visits to increase presence.
 - Advertise in military publications.
 - Work with DPD Military Liaison on DOD Skill Bridge Program

Military Installation	Visits per year
Fort Hood	6
Camp Pendleton	3
Naval Base San Diego	3
Fort Bragg	1
Fort Polk	3



FY 22/23 Recruiting Strategies



- What is the D.O.D Skill Bridge Program?
 - Skill Bridge is an opportunity for Service members to gain valuable civilian work experience through specific industry training, apprenticeships or internships during the last 180 days of military service prior to release from Active Duty. Skill Bridge connects Service members with industry partners and real-world job experiences that are designed to aid the Service Member in finding meaningful and gainful employment after discharge.

23 Current Law Enforcement agencies using Skill Bridge Program

(A few noted below)

- Los Angeles Police Department
- Fresno Police Department
- Shreveport Police Department
- Mesa, Arizona Police Department



FY 22/23 Recruiting Strategies



- Add additional qualifiers for Civil Service Application
 - Example: POST Certification or Peace Officer License equivalent to TCOLE in applicant's state
 - Military Discharges – Uncharacterized/General on case-by-case basis
 - General discharges – Given due to not receiving COVID Vaccinations.
 - Uncharacterized Discharges- Issued to Military Recruits that have not completed Basic Training due to a medical disqualifier or injury sustained during training.

*Will not accept any discharge based on misconduct

Applicants with these types of discharges would need to meet the college hour requirement and would not qualify for the military exemption



FY 22 Recruiting Strategies



- Restructure Lateral Transfer policy for officers:
 - Modified academy classes for out of state laterals (Active Peace Officers)
 - Abbreviated academy classes for TCOLE licensed Officers
 - Out of State Laterals can be added to existing academy classes after obtaining TCOLE License

- Benefits of restructured policy:
 - Increased lateral applicant pool
 - Shorter “academy to streets” time
 - Reduced training cycle
 - More marketable to lateral candidates



FY 23 Recruiting Strategies



- Create an out-of-state Lateral Police Training Team:
 - Team of one Sergeant / four Police Officers or Senior Corporals
 - Team will find qualified candidates; Assist in submitting TCOLE forms
 - Ensure candidates meet TCOLE requirements for challenging TCOLE
 - Will be pre-hired five weeks to take Texas Supplemental Peace Officer Course,
 - Lateral team will assist with preparing for the TCOLE exam



FY 22/23 Recruiting Strategies



- Reorganize Recruiting Unit:
 - Road Recruiting Team for in-person recruiting events (8)
 - In-House Recruiting Team for applicant processing and correspondence (2)
 - A recruiter will work directly with PIO for media production, content creation and publication
- Seek outside firm for ad placement (ex. Marketing/Advertisement Firms)
- Shift of focus from traditional advertising (print, radio, billboards, etc.) to targeted social media and digital content
- Increased presence on existing DPD Recruiting social media platforms
- Utilize online virtual meetings such as Microsoft Teams, Skype and Zoom, to speak prospective applicants
- Create posters for hiring events to increase visibility
- PIO creates scheduled social media content creation (Monday Mentions, Training Thursday, Live video events, etc.)
- Reallocate portion of travel budget to paid social media advertising
 - Target specific audiences with branded messages



FY 22/23 Recruiting Strategies



- Create new Dallas Police Recruiting website:
 - Create new stand alone website for recruitment
 - Currently, recruitment has a webpage under dallaspolice.net
 - Standalone websites are common for other large police agencies
 - Website to have new, more marketable domain name (joindallaspd.com, DPDcareers.com)
 - New website will be an additional marketing and recruitment tool
 - Photos
 - Videos
 - Interactive Content



Dallas Police Department current webpage



City of Dallas Translate

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- Lateral Entry Police Officers
- Employment Verification

Contact

Dallas Police Department
Personnel Division
1400 Botham Jean Blvd.
Dallas, TX 75215
• 214-671-4409
• 800-527-2948

[Facebook](#)



"Our Excellence Begins With You"

On behalf of the men and women of the Dallas Police Department, congratulations on your interest in becoming a member of the Dallas Police Department! The Dallas Police Department was founded in 1881, and it is the 2nd largest police department in the State of Texas and the 9th largest police department in the country. The Dallas Police Department is comprised of over 3100 sworn members and over 600 non-sworn members. The Dallas Police Department provides police services to over 1.3 million citizens who reside in a city occupying 385 square miles. The Dallas Police Department is dedicated to recruiting, hiring, and training a highly skilled and qualified department that reflects the diversity of the community that we serve. The Dallas Police Department offers a wide range of assignments and more opportunities for advancement and professional development than other departments. Please become familiar with this website, it contains useful information about our testing and hiring process. This is the first step in a rewarding career with a progressive and diverse police department.

<https://dallaspolice.net/join-dpd>



FY 22/23 Recruiting Strategies



- Implementation of a new applicant tracking system software
 - Purchase a new applicant tracking system
 - Make hiring process and candidate pipeline more efficient
 - Will help structure and organize the hiring process
 - Software will work as a database with information regarding the applicant (example: track locations of where we are receiving an influx of applicants)
 - Will assist Personnel Unit to track the status of the applicant during the hiring process
 - Applicant will be able to upload necessary documents or information requested by Personnel Unit



FY 22/23 Recruiting Strategies



- Formalize Recruiting Incentive Program
 - Make applicable to Sworn and Non-Sworn Dallas Police personnel
 - Specify awards/incentives for recruiting sworn and non-sworn applicants
- Current Recruiting Incentive Program (applies to Sworn only):
 - Recruits one police applicant (hired) = DPD Recruiting shirt
 - Recruits two police applicants (hired) = Recruiting challenge coin
 - Recruits three police applicants (hired) = Permanent award (Recruiter Bar)
- Monetary Recruiting Incentive Program







FY 22/23 Recruiting Strategies



- Create a formal Non-Sworn Recruiting Strategy
 - Work with Civil Service Recruiter for recruiting Non-Sworn Dallas Police Personnel
- Create and manage job postings on employment websites targeting Non-Sworn position applicants
- Involve representatives from units requesting Non-Sworn staffing in the recruiting process
 - Responding to correspondence
 - Creating ads
 - Participating in career fair events



Fiscal Year 23 Academy Dates



Class	Date
Class 392	March 1, 2023
Class 393	April 26, 2023
Class 394	June 21, 2034
Class 395	August 8, 2023
Class 396	September 27, 2023



Fiscal Year 23 – Retention Strategies



- The Wellness Program – Wellness Unit, will be focusing on the physical, mental, and emotional health of all departmental personnel, sworn and non-sworn.
- The Alcohol Rehabilitation Program- Provides employees of the police department 30 days of paid administrative leave to attend an in-patient alcohol support and rehabilitation program
- The Monetary Retention Incentive Program- Retain veteran officers





The following slides contain the data used by the Recruiting Unit to create their strategies and direct their efforts



YTD-FY 21/22 Hiring Demographics



	Actual Number	Male	Female	Percentage
White	64	50	14	32.00%
Black	49	42	7	24.50%
Hispanic	68	54	14	34.00%
Asian	4	3	1	2.00%
American Indian	11	11	0	5.50%
Other	4	4	0	2.00%
TOTAL	200	164	36	100.0%



Top Applicant Locations

*Applicant data as of 2022 Trip data for FY 2021-22



State	Number of Applicants	Number of Recruiting Efforts/ Trips
Texas	409	178
Illinois	43	1
New York	74	1
California	52	6
Florida	8	12
Puerto Rico	34	1

- Total number of applicants processed by DPD 10/1/21 to 8/27/22 = 802



Prospective Locations



Washington (Tacoma/Seattle)	Nebraska (Omaha)
Michigan	Indiana
Georgia	Wisconsin



Most Common Disqualifiers



- Applicant Withdrawal
- Previous Felony (Admission/Conviction)
- Illegal Drug Usage
- Failed Psychological Exam
- Failed Polygraph Exam
- Undesirable Conduct (Background Phase)
- Recent Marijuana Usage
- Failed Applicant Interview Board



Comparison of City of Dallas Demographics to DPD



Race	City of Dallas	Dallas Police Department
White	26.8%	43.2%
Black	21.8%	25.6%
Hispanic	41.4%	27.0%
Asian	6.7%	3.2%%
American Indian	0.2%	0.4%
Other	0.3%	0.6%

Gender	City of Dallas	Dallas Police Department
Male	49.6%	81.0%
Female	50.4%	19.0%

Population estimates provided by US Census Bureau data as of July 1, 2019



Languages Represented on the Department



- Spanish
- Khmer
- Cantonese
- Korean
- Kurdish
- Lao
- Thai
- Vietnamese



Historical Hiring and Attrition



Fiscal Year	End of Year Staffing	Hiring	Attrition	Gain/Loss
09/10	3690	284	191	+93
10/11	3511	24*	203	-179
11/12	3519	196	188	+8
12/13	3496	192	215	-23
13/14	3523	231	204	+27
14/15	3490	209	242	-33
15/16	3338	142	294	-152
16/17	3070	190	458	-268
17/18	3028	199	241	-42
18/19	3067	281	242	+39
19/20	3149	269	187	+82
20/21	3120	175	204	-48
YTD21/22	3084	200	236	-36



DPD Overtime Expenses, Hours, and Strength



Fiscal Year	Overtime Budget	Overtime Expense	Overtime Hours	Year Begin Strength	EOY Strength
FY22	\$ 28,057,368	\$ 37,485,540	534,487	3,120	3,084
FY23*	\$ 28,147,367	\$ 42,069,107	552,932	3,084	3,200

* Projected





City of Dallas

Questions?