

2022 RECRUITING STRATEGY PROPOSAL



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MISSION:

The mission of the Baton Rouge Police Departments' Recruiting Division is to seek out qualified candidates that are interested in servicing their community from a public servant's standpoint. This mission is to reflect the demographics of the City of Baton Rouge so that the Baton Rouge Police Department can continuously build and formulate greater relationships with its citizens and community leaders.



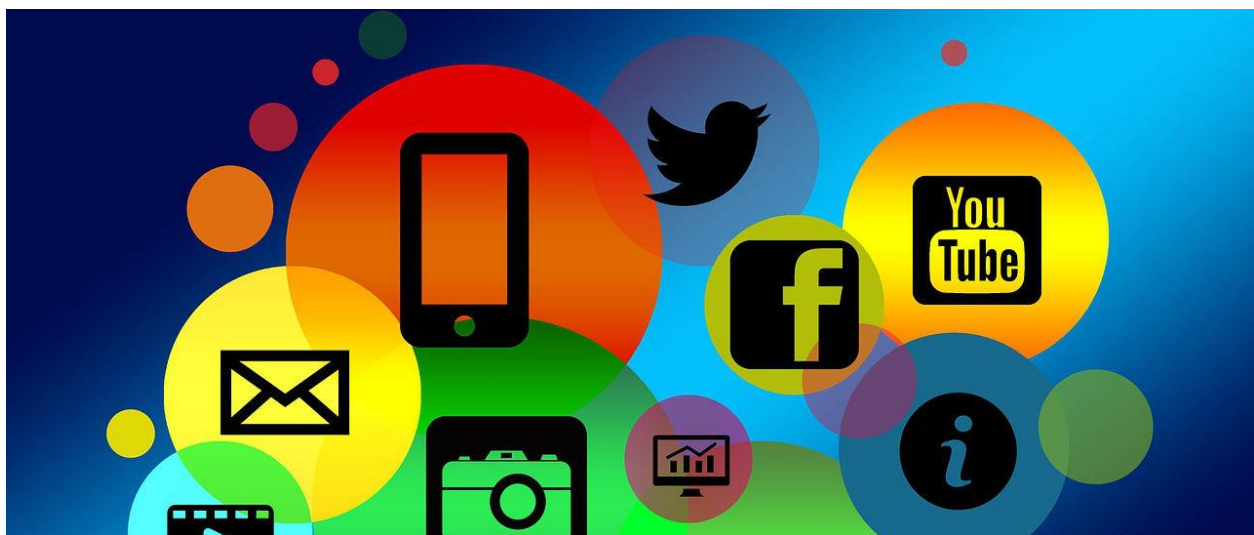
Goals:

In 2021, The Baton Rouge Police Recruiting Division needed project direction and strategy assistance for marketing and public relations as it relates to the promotion of the Department's recruiting efforts. As we have moved into 2022, a \$50,000 budget was immediately used to implement a marketing campaign that focuses strictly on recruiting new officers to fill vacancies within our agency. These funds will aim to assist in multiple promoting techniques like commercials, bill boards, news ads, push cards, flyers, and continuous marketing across different social media platforms. The Department will continue to develop branding and focus on consistent messaging which can be used across all marketing, media, and communication delivery methods.

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Strategy:

The Baton Rouge Police Department in association with Clay Young Enterprises developed a marketing strategy that should increase the amount of contacts with individuals seeking a career in law enforcement. Although no portion of the \$50,000 budget was used for creative materials, it allotted our department to execute strategical methods of marketing through *television, radio, digital media, and bill boards.*



The Department has a need for assistance through the relationships with the citizens of Baton Rouge, social media, and outreach to potential applicants. BRPD prides itself in being a diverse organization, with a workforce representative of the community it serves. In the previous years, approximately 50% of the Recruiting Unit's applications were from minority applicants. In spite of COVID-19, the department is expected to receive approximately 100-200 applications for the calendar year of 2022 behind the execution of new marketing strategies. The Department provides recruits who successfully complete an academy and field training, an opportunity for a long fulfilling career in law enforcement.

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Recruiting Events

The Baton Rouge Police Department's Recruiting Division has always been dedicated to attending various Recruiting Events. Attending events allows us the opportunity to meet individuals seeking out career-oriented jobs and that may pose strong interest in Law Enforcement Careers. For 2022, we plan to target events in the following areas.

- Military Yellow Ribbon Event (**March 19th, 2022**)
- Baton Rouge Career Fair (**March 31st, 2022**)
- High School Senior Seminars and/or Career Fairs (**TBA throughout 2022**)
- Mall of Louisiana (**Once a month for 2022**)
- Baton Rouge Police Open House Recruiting Event (**March & August 2022**)

Partnerships:

The Baton Rouge Police Department has learned that by building partnerships with community organizations (i.e. Employ BR, Chief's Advisory Council, local churches and pastors), we have seen great success in bridging the gap between local Law Enforcement Agencies and the citizens of Baton Rouge.



In constant communication with the community's Faith Based Leaders, we have been able to successfully attract new candidates which also reflected an increase in minority applicants. Recruiters have reported that persons who possess strong religious beliefs make exceptional officers because of the 'balance' they possess.

Continuous Applicant Communication:

The Department seeks a strategy for different levels of communication with the applicant through multiple outlets. Although some department's application processes can be quite lengthy, the Baton Rouge Police Department has taken on the use of up-

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to-date technology that allows for quicker processing and more efficient ways of retaining and obtaining applicant documents. This strategy has allowed us to promote a mechanism of remaining in contact with applicants throughout the process by collecting the necessary documents wirelessly prior to an in-person engagement.



Examples of this may include digital materials which could be distributed at key times and may coincide with the application process. Information highlighting the positive aspects of the City of Baton Rouge could be distributed to out of state applicants during the initial application submission. Other examples may include providing specific messages regarding testing and application status to individuals through text messages and email.

Developmental Programs:

Agencies report helping persons during the early stages of their career to identify with an anchor to the agency. The Baton Rouge Police Department has begun to develop these anchors through various programs including *internships, student workers from the local universities, police explorers (ages 14-18), and police cadets (ages 18-20)*. At the same time, participation in these programs is what will give our agency an opportunity to interact with individuals and observe their personalities and work ethic. Many of these programs result in the successful recruitment of participants.

Branding:

The Department desires a relevant, impactful, and effective brand to market itself to applicants. Law enforcement applicants will gravitate to the organizations they feel most align with their interests and that fit their expectations. A successful brand will allow the Department to target and effectively recruit, not only higher quality applicants, but individuals prepared to make a long-term commitment.

The brand or tag line for the Department's recruiting efforts will represent the Department and be designed to attract individuals from all aspects and segments of the community. With the Spanish population continuously growing in the Baton Rouge area, it is our mission to meet the demographical need of our community and seek out the most qualified applicants.

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Identifying Core Values:

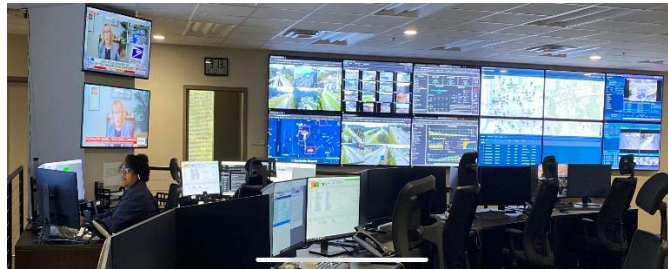
The Baton Rouge Police Department has adopted a Vision, Mission, and the Law Enforcement Code of Ethics as the standards by which all members shall conduct themselves at all times. Our vision for the Baton Rouge Police Department is that it be one with the community, single-minded in purpose, principle and resolve in the advancement of public safety. We will continue to be the leader in law enforcement for the Greater Baton Rouge Area. As Baton Rouge Police Officers, we embrace these following values of our department:

- **Honesty, Integrity, and Fairness, as these foster public support and confidence.**
- **Commitment to Service, as it is our calling.**
- **Courtesy and Respect, as these enhance our stature.**
- **Professionalism, as it reflects our pride.**



Serving as its constitution, the core values clarify why our department exists, what it represents, and how it conducts itself. While there are many similarities between law enforcement agencies, there are distinct differences between each community's expectations and how its department provides services. With this, the Baton Rouge Police Department will use its core values to establish the standard for evaluating the recruitment and selection of new officers.

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Staffing Analysis:

To determine the number of officers required to serve the needs of the City of Baton Rouge, we should conduct a staffing analysis. Assuming our department receives appropriations to fund additional positions, the projected need is added to the number of current vacancies. At the same time, the average turnover will be determined. To estimate the anticipated vacancies, planned and unplanned turnovers must be considered. Planned attrition includes persons who are known to be leaving the department in the next 12 -18 months (i.e. retirement). Reviewing the average number of persons who resigned in the past 24 - 36 months can be used to estimate the number of unplanned turnover. Combined, the staffing projection, current vacancies, and estimated turnover provides recruiters with an approximation of the number of new officers that will actually need to be recruited.

Summary:

Under continuous research in understanding best practices for recruiting new officers, the Baton Rouge Police Recruiting Division has established additional goals for 2022 that aim to drive our Department toward a generation that is ever changing at an accelerated rate. Because of the recent years in dealing with heavy scrutiny on Law Enforcement, Marketing and Promotion has been found to play the most important role in seeking out new candidates. It is also understood that the Faith Based Community has taken a stand in referring very qualified young men and women seeking to serve their community and help make a change. While continuing to constantly develop our Department's core values and a strong brand, it is always in high hopes that our Agencies attractiveness will continue to draw in qualified candidates that seek to serve the City of Baton Rouge.