

Memorandum




DATE: April 10, 2015

TO: Honorable Members of the Public Safety Committee: Sheffie Kadane (Chair), Adam Medrano (Vice Chair), Dwaine Caraway, Jennifer S. Gates, Sandy Greyson, Scott Griggs

SUBJECT: **Recruiting Overview**

On Monday, April 13, 2015, you will be briefed on the Recruiting Overview. The briefing materials are attached for your review.



Eric D. Campbell
Assistant City Manager

Attachment

cc: Honorable Mayor and Members of the City Council

A.C. Gonzalez, City Manager	Jill A. Jordan, P.E., Assistant City Manager
Warren M.S. Ernst, City Attorney	Mark McDaniel, Assistant City Manager
Craig D. Kinton, City Auditor	Joey Zapata, Assistant City Manager
Rosa A. Rios, City Secretary	Jeanne Chipperfield, Chief Financial Officer
Daniel F. Solis, Administrative Judge	Sana Syed, Public Information Officer
Ryan S. Evans, First Assistant City Manager	Elsa Cantu, Assistant to the City Manager



Recruiting Overview

Public Safety Committee
April 13, 2015



www.dallaspolice.net

David O. Brown
Chief Of Police

Purpose

To review the Dallas Police Department's attrition and efforts towards recruiting.

Goals

Presentation will provide information related to

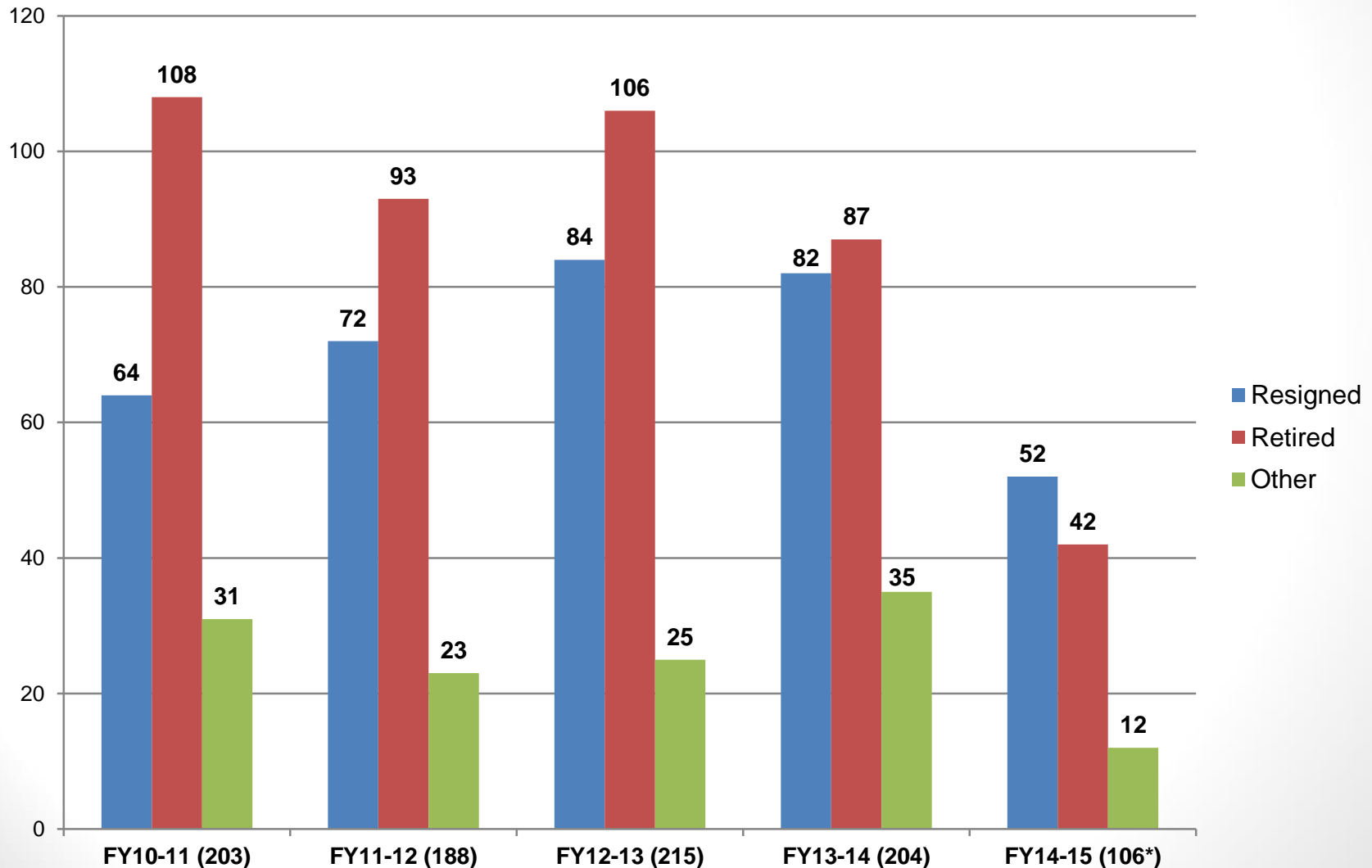
- Staffing levels
- Historical data on attrition
- Diversity
- Recruiting efforts – both current and planned

Sworn Staffing Levels

2005 - 2015

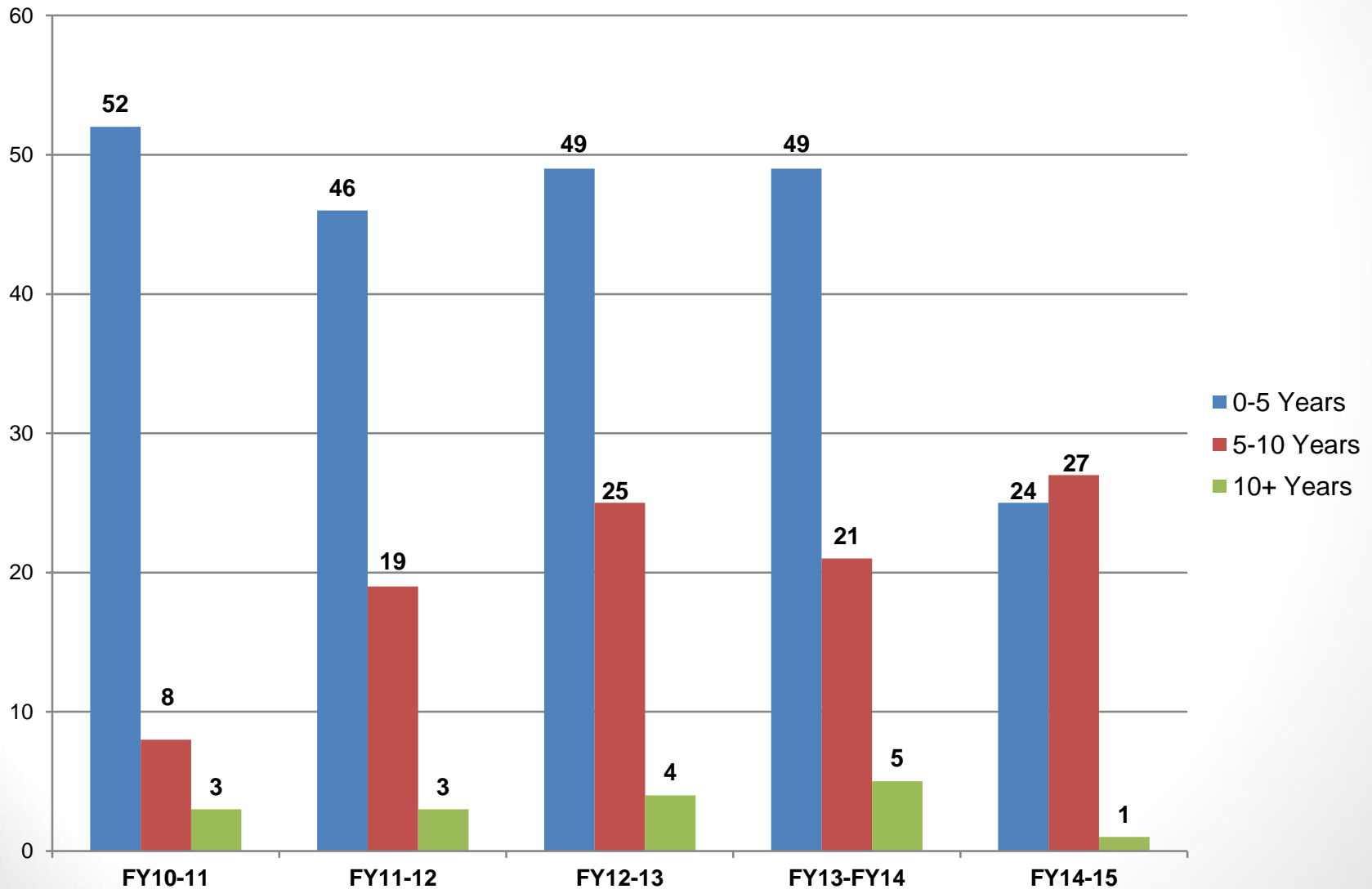
End of Fiscal Year	Total Sworn Personnel	Attrition	Attrition Rate
14 - 15	3,511 (projected)	106 (estimated 217)	6.10%
13 - 14	3,496	204	5.80%
12 - 13	3,519	215	6.20%
11 - 12	3,511	188	5.40%
10 - 11	3,690	203	5.60%
09 - 10	3,597	191	5.30%
08 - 09	3,389	186	5.49%
07 - 08	3,186	173	5.43%
06 - 07	3,018	176	5.83%
05 - 06	2,972	174	5.80%

Sworn Attrition 2010 - 2015



Resignations by Tenure

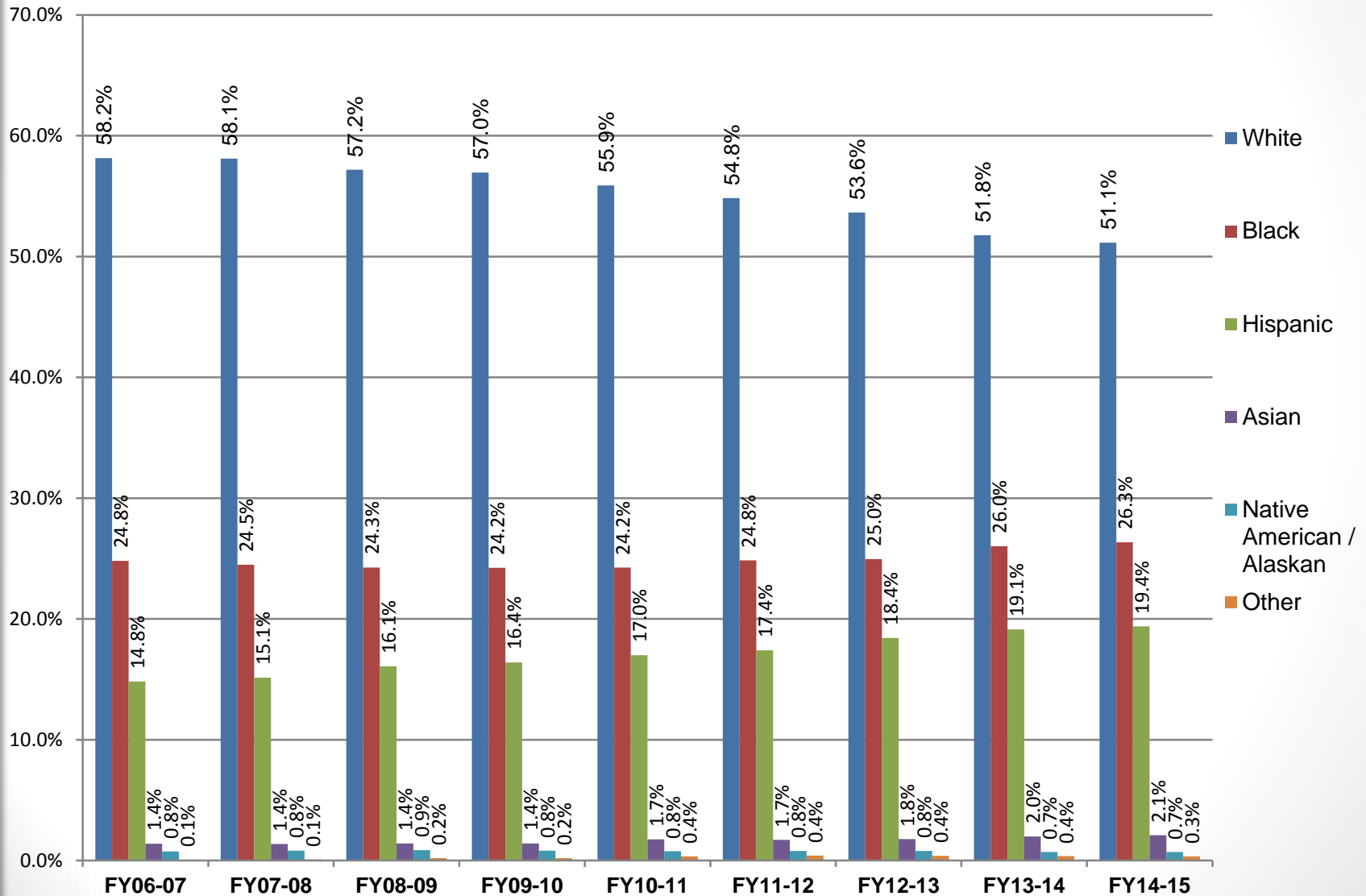
2010 - 2015



Diversity

- The department is continuing to become more reflective of the city demographics
 - African American – 26%
 - Hispanic – 19%
 - White – 52%
 - Asian – 2%
 - Female – 17.6% (National Average 11.6% per FBI)
- Hispanic representation has grown 3.5% over the past five years
- African American staffing is reflective of the city population

Diversity



Current Recruiting Efforts

Team Dallas

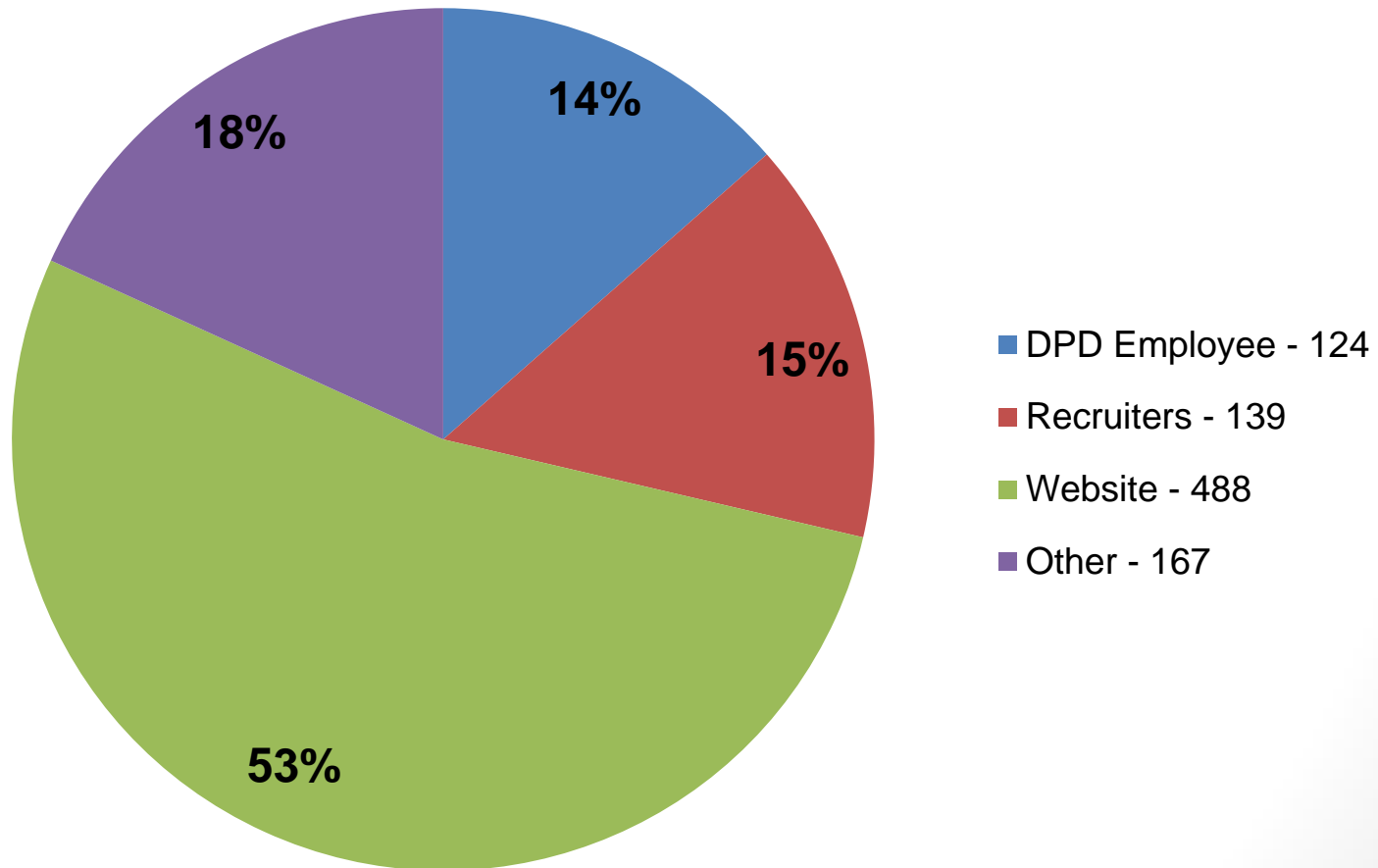
- Focus is on recruitment of residents of Dallas and/or the DFW metroplex
 - “Building Homegrown Applicants”
- Engage citizens at local universities, community events, and other relevant functions
- Connecting with citizens in areas we traditionally have not recruited

Internet Traffic

- Social media presence
- Advertise events



Applicant Recruiting by Source





Future Recruiting Efforts

I. Creation of Dynamic Recruiting Website

II. Internship Program

- Attract high school and college applicants
- Rotational assignments within department
 - Ride-along opportunities
- College credit
- Minimal to no cost

III. Cadet Program

- Create an internal hiring pipeline
- Explorer  Cadet  Dallas Police
- Duties similar to Public Safety Officer position

Cadet Program Costs

Proposal

- 20 cadets per year

Cost

- Based on Public Safety Officer pay
- \$11.67 per hour
- 20 hours per week
- \$12,146.00 annually

Total

- $\$12,146.00 \times 20 \text{ Cadets} = \$242,290.00$ annual
Equipment/Clothing Est. \$500.00 each

Questions?