

**CITY OF OAKLAND
AGENDA REPORT**

OFFICE OF THE CITY CLERK
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2006 JUN 15 PM 5:49

TO: Office of the City Administrator
ATTN: Deborah A. Edgerly
FROM: Finance and Management Agency/Oakland Police Department
DATE: June 27, 2006

**RE: A Monthly Informational Report on the Measure Y Accelerated Police
Recruiting, Hiring, Training and Deployment Strategy**

The attached report contains the most current information concerning the Measure Y accelerated recruitment and hiring strategies. The purpose of this effort is to assist the Oakland Police Department in achieving full staffing of sworn personnel by January 2007.

Respectfully submitted,



William E. Noland, Director
Finance & Management Agency

Respectfully submitted,



Wayne G. Tucker
Chief of Police

Prepared by:
Marcia L. Meyers Director
Office of Personnel Resource Management
Finance & Management Agency

Prepared by:
Debra Taylor Johnson
Director of Administration
Oakland Police Department

APPROVED AND FORWARDED TO
THE PUBLIC SAFETY COMMITTEE:


Office of the City Administrator

Item: _____
Public Safety Committee
June 27, 2006

Measure Y Recruiting and Hiring Update



Measure Y Accelerated Police Recruiting, Hiring, Training and Deployment Strategy Monthly Update – Monthly Update

Finance and Management Agency

June 27, 2006

Contact: Dee Lyons, Office of Personnel Resource Management
(510) 238-7679

Summary of Accomplishments for May 2006

- 156th Academy will graduate 16 trainees on June 2, 2006
- 157th Academy is projected to graduate 16 trainees on August 11, 2006
- 158th Academy scheduled to start with 45 recruits on June 5, 2006, and will graduate on December 8, 2006. This is the highest number of recruits for Oakland in any one academy.

Table 1: 158th Academy demographics

Metric	Number	Percent
Ethnicity		
African-American	8	18.18%
Asian	8	18.18%
Caucasian	17	36.36%
Hispanic	12	27.27%
Gender		
Female	6	13.64%
Male	39	86.36%

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Measure Y Recruiting and Hiring Update

(158th Academy demographics continued)

Metric	Number	Percent
City of Residence (in % order)		
Oakland	6	13.64%
Hayward	3	6.82%
San Francisco	3	6.82%
Alameda	2	4.55%
Daly City	2	4.55%
Oakley	2	4.55%
Tracy	2	4.55%
Benicia	1	2.27%
Castro Valley	1	2.27%
Chula Vista	1	2.27%
Concord	1	2.27%
Daly City	1	2.27%
Davis	1	2.27%
Emeryville	1	2.27%
Fremont	1	2.27%
Newark	1	2.27%
Novato	1	2.27%
Petaluma	1	2.27%
Pleasanton	1	2.27%
Redwood City	1	2.27%
Rodeo	1	2.27%
Rohnert Park	1	2.27%
Sacramento	1	2.27%
San Jose	1	2.27%
San Lorenzo	1	2.27%
San Mateo	1	2.27%
San Rafael	1	2.27%
San Ramon	1	2.27%
Stockton	1	2.27%
Sunnyvale	1	2.27%
Union City	1	2.27%
Walnut Creek	1	2.27%
TOTAL TO ACADEMY 6/5/2006	45	100%

- Lateral Academy scheduled to start with 15 recruits on August 14, 2006
- **Normalized Academy Curriculum**
 Reported by Lt. Downing:
 Thorough assessment of Academy objectives, and re-alignment with POST standards found that the OPD Academy exceeded desired and required standards for officer training. Comprehensive normalization of standards resulted in identification of 120 hours of training that could be synthesized with no reduction in training objectives or compromise

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in standards. Even with these changes, OPD academy training continues to exceed POST standards. This conscious choice is to ensure that officer safety, community goal obtainment, and administrative objectives are met by all graduates. A copy of revised training curriculum was provided to Public Safety Committee Members.

- **Scheduled expedited Lateral Oral Boards** will be held June 7th and 8th for the August Lateral Academy.
- **Developed and disseminated Citywide Recruitment Incentive and Mentorship Program.** Research indicates that websites and referrals from current officers and city staff are the most significant source of viable candidates. We also know from experience that mentoring trainees while in the academy bolsters their success levels. This program encourages this behavior. The program has been communicated to OPD staff and will be in the upcoming edition of Bridges.
- **Developed and launched Marketing Strategy**
 - It's More Than You Think! (Attachment A) -Tagline
New literature and imagery developed and campaign begins June 11, 2006
 - List of print media provided (Attachment B)
 - List of career fairs provided (Attachment C)
 - Oakland 1st Community outreach continued -
 - One-stop centers/PIC
 - NCSC Network
 - East Bay Works
 - 'OPD hiring' Billboard type banner to be installed on Hall of Justice Building by June 23, 2006
- **Launched new OPD website**
 - www.opdjobs.com
 - Linked to City site, former OPD site, and over ten 'links' to ensure visibility
 - Positioning moved from 56th page to 1st page when searching via Google for Police Recruitment
- **Process Improvements**
 - Expanded phone lines from three to five to handle increasing influx of calls
 - Candidate tracking system data now available
 - Recruited Annuitants to assist with Career Fairs
 - Recruiting Unit Office update in progress
 - Permanent Staffing interviews conducted or in process
- **Budget Report** developed
- **Lateral officer requirements aligned** with POST directives as it relates to active status requirements. The updated requirement is that applicant must have been in active status within 36 months of hire date.
- **Request for proposals** to assist with recruitment efforts beyond the West Coast developed and transmitted to Recruit/ Consultant Agencies

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Measure Y Recruiting and Hiring Update

- **The first of three major recruitment events is scheduled for San Diego** June 18-23 to coincide with Western States Police and Fire Games. This week long event is attended by over 12,000 members of police and fire and those interested in this profession. Participating states include Arizona, Colorado, Hawaii, Nevada, Oregon, Utah, Washington and of course California. This event is perceived as an ideal recruiting event for massive exposure throughout the West, in addition to the 95,000 military staff, and nine major colleges and law enforcement academies in the greater San Diego region. Staff will engage in a variety of activities during the week including:
 - Deliver information seminars on Policing in Oakland and others at host hotel and on military bases
 - Onsite testing (written and Physical Ability) at Camp Pendleton and at host hotel
 - Presence at major events (Boxing, Rifle and Softball)
 - Recruitment activity at six (6) colleges and two (2) Law Enforcement Academies
- **Staff participated in a two (2) day POST Recruiter Training course** which was attended by all major law enforcement jurisdictions and agencies in California. An informal survey during training identified that within California alone there are currently 5,300 openings for law enforcement positions. Not all agencies included retirement when calculating openings so the actual figure will be higher. The training was beneficial in both calibrating our own strategy and learning about noteworthy strategies we had not considered yet.

OPD Recruitment Campaign - Print Ads
a/o 5/2006

Media	Size	Publication date/Week
El Mundo	1/4 page - 4.125"W x 9.75"H	Wednesday, June 07, 2006
Travis Airforce Base Tailwind	1/4 page - 6 7/16"W x 6"H	Friday, June 09, 2006
El Mensajero	1/4 page - 9.562"W x 2.812"H or 4.027"W x 6.677"H	Sunday, June 11, 2006
San Francisco Chronicle	1/4 page - 5 3/4"W x 10 1/2" H	Sunday, June 11, 2006
Sacramento Bee	1/4 page - 5.7"W x 10.5"H	Sunday, June 11, 2006
Fairfield Daily Republic	1/4 page - 6 3/8"W x 10.5"H	Sunday, June 18, 2006
Modesto Bee	2 3/16"W x 3"H	Sunday, June 11, 2006
San Jose Mercury News	1/4 page - 5 11/16"W x 10.5"H	Sunday, June 11, 2006
Vallejo Times Herald	1/4 page - 5 15/16"W x 10.5"H	Sunday, June 11, 2006
Vacaville Reporter	1/4 page - 5 15/16"W x 10.5"H	Sunday, June 11, 2006
Oakland Post	1/4 page - 4.125"W x 9.75"H	Wednesday, June 14, 2006
El Observador	1/4 page - 6.44"W x 10.5"H	Friday, June 16, 2006
Riverside Press Enterprise	1/4 page - 5.761"W x 10.5"H	Sunday, June 18, 2006
Fresno Bee	Bottom page box - 3.75"W x 4"H	Sunday, June 18, 2006
San Diego Union-Tribune	1/4 page - 5.72"W x 10.75"H	Sunday, June 18, 2006
Oakland Tribune	1/8 page - 4.6"W x 6.5"H	Sunday, June 25, 2006
El Mensajero	1/4 page - 9.562"W x 2.812"H or 4.027"W x 6.677"H	Sunday, June 25, 2006
Santa Rosa Press Democrat	1/8 page - 5.75"W x 5"H	Sunday, June 25, 2006
Riverside Press Enterprise	1/4 page - 5.761"W x 10.5"H	Sunday, June 25, 2006
Modesto Bee	2 3/16"W x 3"H	Sunday, June 25, 2006
Bakersfield Californian	1/2 page - 6 7/16"W x 10.5"H	Sunday, June 25, 2006
Chico Enterprise Record	1/4 page - 5 7/8"W x 10.5"H	Sunday, June 25, 2006
El Observador	1/4 page - 6.44"W x 10.5"H	Friday, June 30, 2006
Santa Rosa Press Democrat	1/8 page - 5.75"W x 5"H	Sunday, July 02, 2006
Fresno Bee	Bottom page box - 3.75"W x 4"H	Sunday, July 02, 2006
El Mundo	1/4 page - 4.125"W x 9.75"H	Wed., July 05, 2006
Print Ad Sizes, page two	Size	Publication date/week
Travis Airforce Base Tailwind	1/4 page - 6 7/16"W x 6"H	Friday, July 07, 2006
San Francisco Chronicle	1/4 page - 5 3/4"W x 10 1/2" H	Sunday, July 09, 2006
Sacramento Bee	1/4 page - 5.7"W x 10.5"H	Sunday, July 09, 2006
Santa Rosa Press Democrat	1/8 page - 5.75"W x 5"H	Sunday, July 09, 2006
Vallejo Times Herald	1/4 page - 5 15/16"W x 10.5"H	Sunday, July 09, 2006
Vacaville Reporter	1/4 page - 5 15/16"W x 10.5"H	Sunday, July 09, 2006
Fairfield Daily Republic	1/4 page - 6 3/8"W x 10.5"H	Sunday, July 16, 2006
Modesto Bee	2 3/16"W x 3"H	Sunday, July 09, 2006

Oakland Post	1/4 page - 4.125"W x 9.75"H	Wednesday, July 12, 2006
El Observador	1/4 page - 6.44"W x 10.5"H	Friday, July 14, 2006
Santa Rosa Press Democrat	1/8 page - 5.75"W x 5"H	Sunday, July 16, 2006
Fresno Bee	Bottom page box - 3.75"W x 4"H	Sunday, July 16, 2006
El Mensajero	1/4 page - 9.562"W x 2.812"H or 4.027"W x 6.677"H	Sunday, July 23, 2006
Modesto Bee	2 3/16"W x 3"H	Sunday, July 23, 2006
Bakersfield Californian	1/2 page - 6 7/16"W x 10.5"H	Sunday, July 23, 2006
San Diego Union-Tribune	1/4 page - 5.72"W x 10.75"H	Sunday, June 25, 2006
Chico Enterprise Record	1/4 page - 5 7/8"W x 10.5"H	Sunday, July 23, 2006
El Observador	1/4 page - 6.44"W x 10.5"H	Friday, July 28, 2006
Fresno Bee	Bottom page box - 3.75"W x 4"H	Sunday, July 30, 2006
San Jose Mercury News	1/4 page - 5 11/16"W x 10.5"H	Sunday, July 30, 2006
El Mundo	1/4 page - 4.125"W x 9.75"H	Wednesday, August 02, 2006
El Mensajero	1/4 page - 9.562"W x 2.812"H or 4.027"W x 6.677"H	Sunday, August 06, 2006
Modesto Bee	2 3/16"W x 3"H	Sunday, August 06, 2006
Oakland Post	1/4 page - 4.125"W x 9.75"H	Wednesday, August 09, 2006
El Observador	1/4 page - 6.44"W x 10.5"H	Friday, August 11, 2006
Modesto Bee	2 3/16"W x 3"H	Sunday, August 20, 2006
El Observador	1/4 page - 6.44"W x 10.5"H	Friday, August 25, 2006

OPD Career Fairs
City of Oakland Recruitment Activity
2006

DATE(S)	LOCATION	FAIR
1/21/2006	Oakland	Chinatown Festival
1/24	So San Francisco	Diversity Job Fair
1/24	San Jose	Soldier Fund Job Fair
1/31	Oakland	Jobs & Careers Diversity Fair
2/9	San Francisco	National Career Fair
2/16	San Diego	Corporate Gray Military Job Fair
2/23	Chico	Chico State Job Fair
3/2	Stockton	UPO Career Fair
3/6	Burbank	Military Stars Career Fair
3/8	Hayward	East Bay Job Fair
3/13	Sacramento	Cal State Sacramento Career Fair
3/15	Oakland	Oakland Tech High School Career Fair
3/22	Oakland	Holy Names University Career Fair
4/6	Oakland	Laney College Career fair
4/12	San Jose	San Jose State University Criminal Justice Fair
4/19	Oakland	Merritt College -- Pre-Academy Introduction
4/27	Hayward	Cal State East Bay
6/1	San Diego	Military Stars
6/13	Hayward	Heald College 1P – 3:30P
6/18-23	San Diego	Police & Fire Games
6/24	Los Angeles	Air Support Event
6/23-7/9	Pleasanton	Alameda County Fair (planned)
7/15	Chicago	Gay Games VII
7/19	Hayward	East Bay Job Fair
7/25	Oakland	A's & KNEW Radio @ Coliseum
8/2	San Jose	San Jose Mercury Live Career Fair
8/7	Las Vegas	National Asian Peace Officers Assoc (planned)
8/22	Oakland	Diversity Career Fair
Aug 26-27	Oakland	Chinatown Street Fest (planned)
Aug 29-30	Washington	Military sites in Washington State (planned)
8/31	Seattle, WA	RecruitMilitary (planned)
9/3-5	Oakland	Art & Soul
TBD		Colleges (as fall schedule becomes available)
TBD		Academies (as fall schedule becomes available)
9/20	San Mateo	Peninsula Career Fair (planned)
10/12	San Diego	Recruit Military (planned)
TBD		

Oakland Police Department

It's More Than You Think!

See us at the 2008 Western States Police & Fire Games in San Diego, CA

We will be at the Exhibitor's booth conducting **ON-Site RECRUITMENT** from June 18 through June 23, 2008.

Are you looking for a change?



We Offer:

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- Great benefits package for you and your family
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- Lateral incentive with accelerated selection process
- Diverse communities with rich cultures
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For more information or to apply online call 510.431.1400

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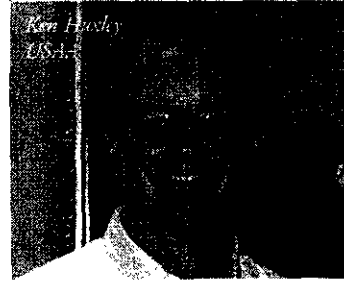
preventative maintenance agreements, warranty calls, field upgrade programs, etc.

STERIS benefit package includes medical, dental and life insurance options, 401 (K) participation, healthcare and dependent care reimbursement, short- and long-term disability options, tuition reimbursement, an educational scholarship fund, paid vacation, sick days and holidays, as well as a company vehicle

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employees and more than 400 were veterans and military spouses.

"We've been looking for veterans and spouses all along, but until last year we did not have a formal program manager responsible for that," said Huxley. "We are just kind of drawing the efforts together across our enterprise to make sure there is a (military recruitment) standard in our practices, standard in our programs and procedures.

USAA recruits heavily for the customer service representatives - the people you speak to when you call into the bank or make an insurance claim. The basic qualifications for a CSR position are one year of customer service, one year of college credit or successful completion of a service obligation.

"The military hits on all three (of the CSR requirements) and the military spouse on at least two and maybe all three if he or she is a veteran. And we do hire some military spouses who are veterans," said Huxley. The positions are ideal for military spouses. USAA understands the challenges military obligations provide for the military family, but appreciates the sacrifice of military spouses, too.

"If something were to happen to me and my wife had to call in and talk to someone at USAA about a life insurance problem or banking issue, in my mind who better to take that call than a veteran or another spouse?" said Huxley.

"Hiring military is the company's little way of giving back to those who serve so proudly, according to Huxley. "We like to say that 'we serve those who serve our nation at USAA.' The veterans give so much to our country, not only the veterans, but the spouses as well. And the dependents also." ★



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