

## OPD hiring plan and recruitment strategies

1. OPD is working with a coalition of police leaders, researchers, and professional organizations known as the 30x30 initiative to advance the representation and experiences of women in all ranks of policing. The goal is to increase the representation of women in police recruit classes to 30 percent (30%) by 2030.
2. OPD is in the process of updating recruitment materials depicting women as police officers and highlighting the benefits of a career in law enforcement, emphasizing the opportunities for personal growth, professional development, and the positive impact officers can make in our community.
3. Continue to organize community events, career fairs, and workshops specifically targeted toward women in law enforcement. These events have provided an opportunity to educate potential recruits about law enforcement careers, dispel misconceptions and stereotypes, and showcase the positive experiences of female officers already serving in the Department.
4. Continue to offer preparatory programs, workshops, and physical fitness training sessions to help interested candidates better understand the job requirements of a Police Officer and develop the necessary skills. Providing resources and support for test preparations helps to build confidence and trust and increase the likelihood of success for applicants.
5. OPD will attend the Oakland Black College Expo in February 2025. A recruiting booth will be staffed with uniformed Police Cadets, Police Officer Trainees (POTs), Police Communications Dispatchers, Police Evidence Technicians, and other Departmental personnel to encourage college students to join OPD upon graduating. This will continue the pipeline for young people who live in Oakland to consider a future in law enforcement, specifically with OPD.
6. OPD will continue to expand its efforts to target former Armed Forces members. R&B Unit staff attend two to three monthly events at Travis Air Force Base and other military bases, where they have successfully recruited applicants.
7. OPD will continue to attend at least one annual conference focusing on Women in Law Enforcement.
8. OPD will strategically position language proficiency and cultural competency as critical assets in serving a multilingual and multicultural community such as Oakland. The Department's recruitment materials, both digital and print, now emphasize the bilingual pay incentive as part of its commitment to attracting and retaining officers who can effectively engage with diverse populations.
9. OPD will actively participate in recruitment events at local, state, and national institutions of higher education, with a targeted focus on attracting college athletes, women, and students majoring in disciplines such as English, Communications, Psychology, Sociology, and Criminal Justice. Furthermore, OPD will collaborate with academic institutions to promote law enforcement as a

viable and rewarding career path, with particular emphasis on engaging students of color, those from diverse cultural backgrounds, and underrepresented populations in these efforts.

10. OPD will maintain its commitment to attending affinity-based events, aiming to enhance its visibility within the community and broaden the diversity of its candidate pool. These efforts will focus on recruiting individuals from underrepresented groups, including women, racial minorities, and members of the LGBTQ+ community. OPD will further strengthen its outreach by partnering with organizations such as the National Organization of Black Law Enforcement Executives (NOBLE), the Hispanic American Police Command Officers Association (HAPCOA), and other local affinity-based groups to foster inclusion and equity in law enforcement recruitment.
11. OPD is actively pursuing marketing partnerships with various strategic firms to enhance its brand visibility among residents in Alameda, Contra Costa, San Joaquin, Solano, and Sacramento counties. Previously, OPD collaborated with Bonneville International, a strategic marketing firm known for leveraging platforms such as YouTube, social media, and digital display advertisements to attract a diverse pool of candidates. OPD aims to expand on these efforts by forging new partnerships to strengthen its recruitment outreach and engagement across these regions.
12. One of the most effective ways to attract a larger and more diverse candidate pool is through video and social media. OPD has utilized social media marketing to increase its Facebook, Twitter, and Instagram presence. OPD will post several times daily across these three platforms to increase community engagement and encourage applications. This is currently the Department's best and most successful recruiting tool and yielded the most significant returns on our investments.
13. Continue to utilize free or low-cost online job boards and industry-specific websites to post job announcements: Indeed, monster.com, LinkedIn, etc.
14. Encourage and promote the OPD referral bonus program to current Police Officers who recruit candidates who possess the qualities of an OPD Police Officer.
15. Internship programs: Establish partnerships with local and national institutions offering internship programs. Internships provide an opportunity to assess potential talent, and many interns may be interested in continuing their journey with OPD after completing their internship.
16. Continue attending networking events and industry meetups: attend industry conferences and seminars and connect with professionals in the field of law enforcement.
17. Continue community engagement: get more involved in community events, career fairs, and volunteer initiatives. This will help raise awareness of OPDs' positive aspects and attract candidates who are passionate about community engagement.

18. Explore virtual fair platforms that allow staff to connect with potential candidates from various locations nationwide. These platforms often offer affordable options and can help reach a wide range of job seekers.
19. Utilize existing networks: leverage our personal and professional networks to spread the word about job openings and work with current officers who are alumni or were in a fraternity/sorority.
20. Follow up with candidates: maintain regular communication with candidates throughout the hiring process. Provide updates, answer their questions, and ensure a positive candidate experience. If a candidate is not selected, provide feedback on what they need to do to improve their chances of becoming an OPD Police Officer.
21. OPD will employ data-driven recruitment strategies by continuously analyzing hiring trends, community demographics, and officer performance to refine and enhance its recruitment efforts. In addition, OPD will conduct comprehensive assessments of recruitment campaigns to determine which methods yield the most effective outcomes, enabling data-informed adjustments to strategy. This analytical approach will also help identify gaps in representation within the department, guiding targeted outreach to underrepresented groups and fostering a more diverse and inclusive workforce.