

OPD 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 number of female police officers at OPD to 30 percent (30%) by 2030.
2. OPD will develop at least five recruitment videos depicting individual female officers narrating their personal experiences as an officer in Oakland. The videos will be played on social media and other recruiting sites to showcase a day in the life of a female Oakland Police Officer.
3. Review and update 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.
4. Organize community events, career fairs, and workshops specifically targeted toward women in law enforcement. These events will provide 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.
5. Establish a mentorship and networking program.
6. 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 can help build confidence and trust and increase the likelihood of success for applicants.
7. OPD will attend the Oakland Black College Expo in February 2024. 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.
8. 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.
9. OPD will attend at least one annual conference focusing on Women in Law Enforcement.
10. OPD will attend four events at local colleges with a recruiting emphasis on college athletes.

11. OPD will continue attending affinity-based events to help increase its presence within the community and increase the diversity of its candidate pool.
12. OPD has entered a marketing partnership with Bonneville International, a strategic marketing company, to increase its brand awareness with residents in Alameda County, Contra Costa County, and Sacramento County. Bonneville uses platforms such as YouTube, social media, and display advertisements to attract many candidates.
13. 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.
14. Utilize free or low-cost online job boards and industry-specific websites to post job announcements: Indeed, monster.com, LinkedIn, etc.
15. OPD is in the process of updating its pamphlets to display current benefits and pay. The pamphlets are being translated into Chinese and Spanish.
16. Encourage and promote the OPD referral bonus program to current Police Officers who recruit candidates who possess the qualities of an OPD Police Officer and successfully complete the academy and field training.
17. 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.
18. Continue attending networking events and industry meetups: attend industry conferences and seminars and connect with professionals in the field of law enforcement.
19. 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.
20. Update opdjobs.com and the career page to include information about OPDs' culture and environment. Add photos and make the navigation of the website more accessible.
21. 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.
22. 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.
23. Connect with other agencies and get referrals from their eligibility list. This may work

with smaller agencies with a pool of eligible candidates interested in being Police Officers.

24. 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.
25. Analyze and improve recruitment metrics: identify areas for improvement and implement strategies to optimize the recruitment process.