

SFPD Hiring and Recruiting Demographics and Diversity



CITY & COUNTY OF SAN FRANCISCO

Police Department

7/30/2020

SFPD Recruiting-Strategies to Diversify

The Process:

- Applicants show interest in the San Francisco Police Department (contacted by SFPD Recruitment Unit, word of mouth referral, saw/heard an advertisement, class presentation, etc.)

2019/2020 Recruitment Highlights:

- **Historically Black Colleges and Universities (HBCU)** outreach and recruiting:
- Oct 2019-Attended **Historically Black College and University (HBCU) Career Fair** in Baltimore MD where more than 30 **HBCU's** were represented and attended by students and teachers. (Previously recruited at Morehouse College, Spellman College, Clark Atlanta University.)
- Utilized "**Handshake**" [the #1-way college students find jobs] to post jobs and attend college career fairs.
- Initiated **LinkedIn** Media Campaigns.
- Attended **District Station community meetings** to recruit members for the Community Ambassador Program and illicit recruiting strategies from the community.
- Currently integrating a **Text Message Platform** to reach a larger, more diverse, and technically savvy candidate.
- The Recruiting Unit participated in **219 events** in 2019, 46 of which were new, including two virtual career fairs.
- Initiated an internal **San Francisco focus** to hire diverse and qualified applicants within our world class city.

SFPD Recruiting-Strategies to Diversify

Diversity Strategies:

- All advertising, both print and video, **emphasize a diverse range** of San Francisco Police Officers.
- Recruiting Unit actively uses **social media** to engage and recruit candidates.
- **College recruiting** put us in contact with a diverse group of highly educated candidates and a ready labor pool.
- ***Testing on the Road*** saves applicants time and money and engages more diverse candidates in the hiring process.
- Recruiting Unit provided **free test prep** help during all phases of testing.
- Recruiting Unit provides active **mentorship** to all applicants throughout the application and testing process.
- Recruiting Unit **Conduct surveys** to collect suggestions for new/diverse recruitment locations (we survey new recruits, community members, Police Officers, Community Engagement Division, Police Employee Groups).

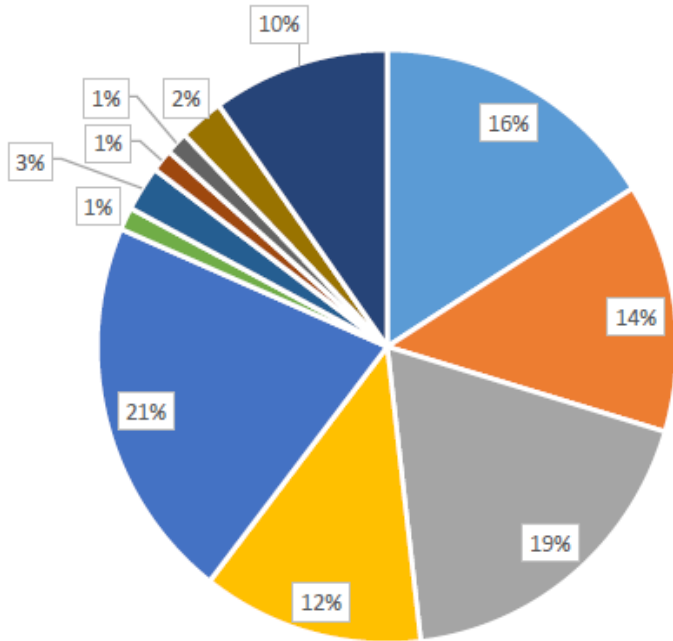
SFPD Recruiting-Strategies to Diversify

Diversity Strategies

- Targeted **recruiting to female audiences** and attendance at female focused events:
 - BeINVINCIBLE Women’s Summit
 - Women’s Job Fair 2019
 - Professional Women Returning to Work Career Fair
- Continued collaboration with **Police Employee Groups (PEG)** regarding recruiting strategies on diversity hiring of officers from underrepresented demographics:
 - Asian Police Officers Association (APOA)
 - Filipino Association of Law Enforcement Officers (FALEO)
 - Latino Police Officers Association (LPOA)
 - Police Officers Association (POA)
 - Pride Alliance (LGBTQ Association)
 - Women’s Action Committee (WAC)
- **Quarterly meetings with City Department of Human Resources** in order to track hiring demographics and collaborate on strategies to address specific deficiencies.

Recruiting Unit Diversity 2019 Full-time Recruiters

Star #	Position	Gender	Rank	Ethnicity	Languages Spoken
#1234	Supervisor	Female	Q-50	Hispanic/Caucasian	
#2004	Recruiter	Male	Q-2	Pacific Islander	Hawaiian, Tongan, Samoan
#2309	Recruiter	Female	Q-2	African American	
#1333	Recruiter	Male	Q-2	African American	
#1684	Recruiter	Female	Q-2	Filipino/Caucasian	Tagalog
#2019	Recruiter	Male	Q-2	African American	
	Recruiter	Male	Civilian	Caucasian	
	Recruiter	Female	Civilian	Chinese	Cantonese, Portuguese, Spanish

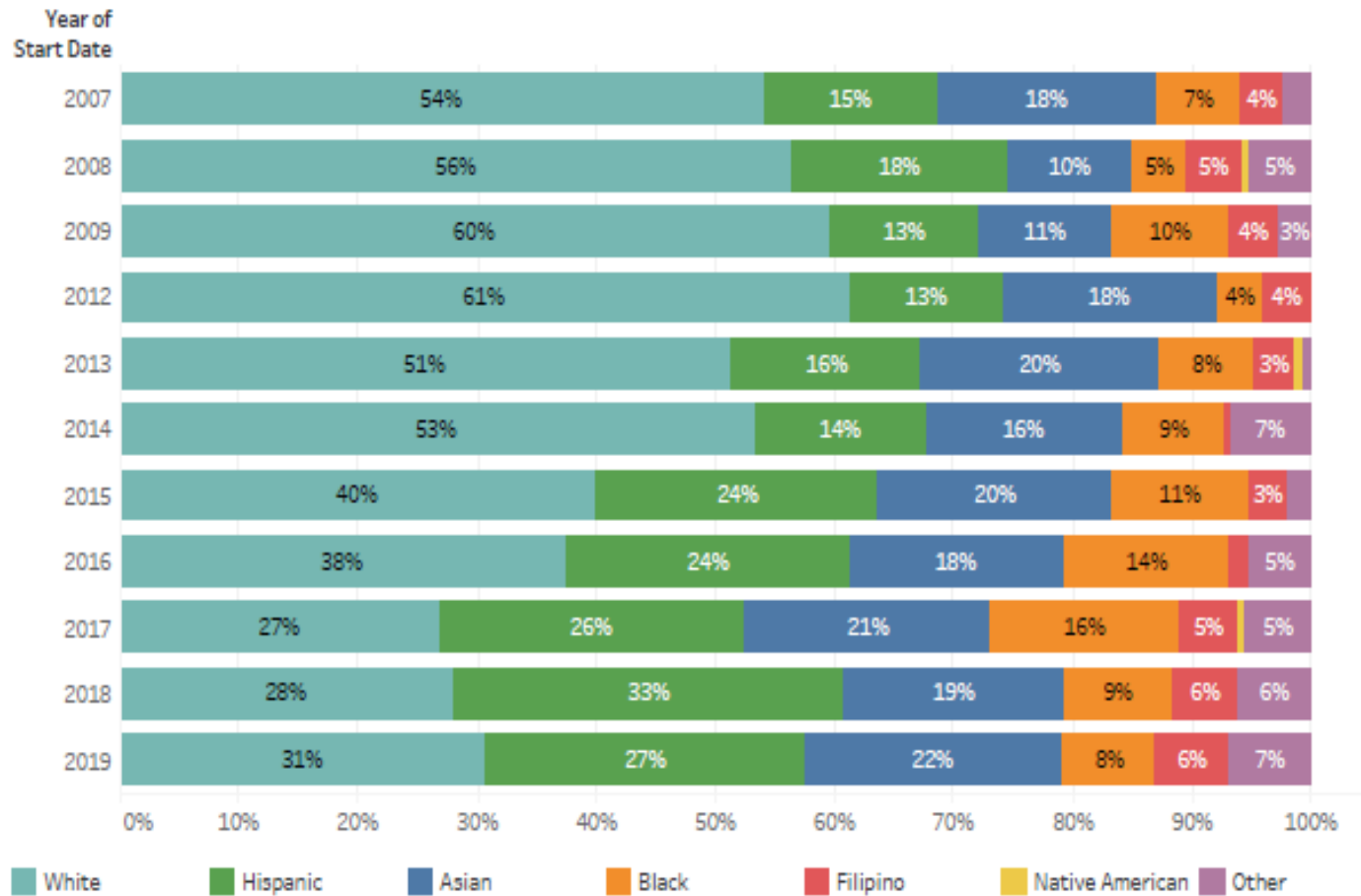


- African American/Black
- Caucasian/White
- Chinese
- Filipino
- Hispanic/Latino
- Japanese
- Korean
- Middle Eastern
- Pacific Islander
- Russian
- Mixed

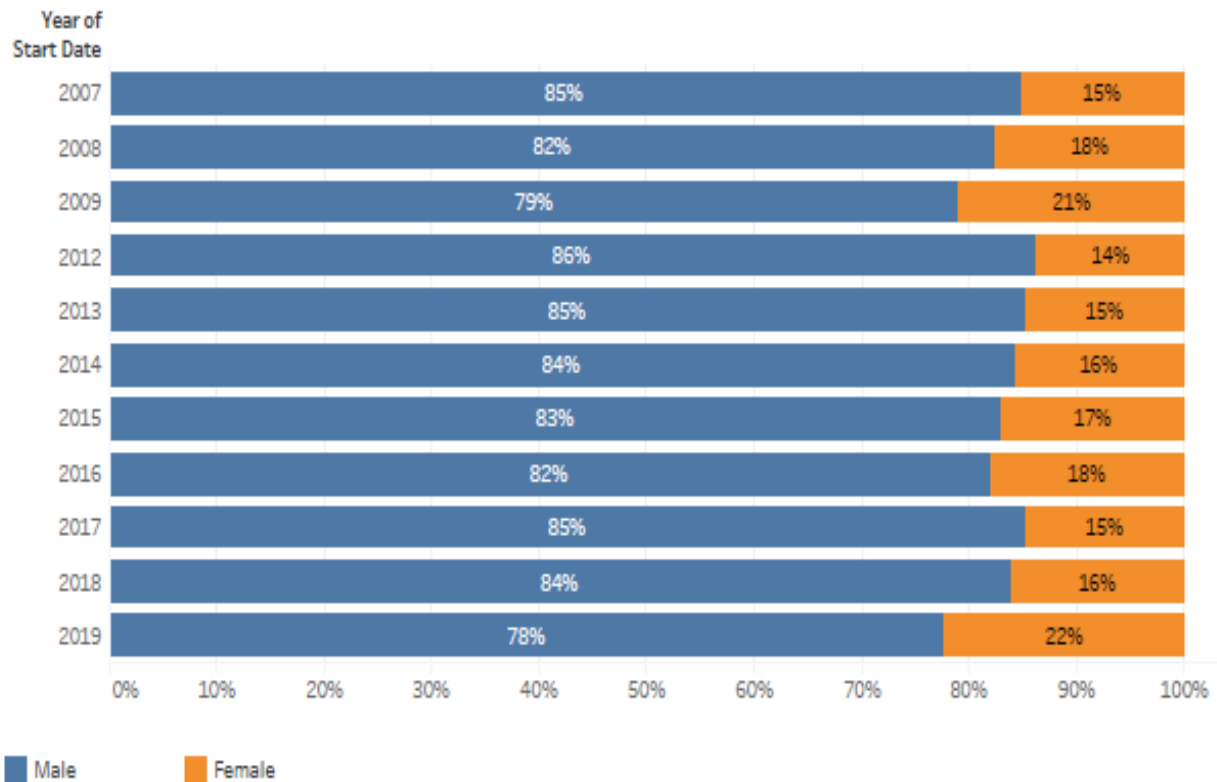
81 Part-Time Recruiters



Recruits Entering Academy by Race



Recruits Entering Academy by Gender



Questions?

Commander Steve Ford

Steve.Ford@sfgov.org