

CHAPTER 1
RECRUITMENT PROGRAM
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CHAPTER 1

RECRUITMENT PROGRAM

1. INTRODUCTION.

- a. The California Highway Patrol's (CHP) primary mission is to provide the highest level of Safety, Service, and Security to the people of California. The Department has the responsibility to hire competent and professional individuals, who, through Academy training, can safely and effectively accomplish the Department's mission and goals.
- b. Department excellence is partially dependent on each employee doing their part to identify and encourage the most qualified individuals to apply for various positions within the CHP. Employees have knowledge and experience to share with candidates. Departmental employees should assist in the mentoring and retention of candidates during the selection process.
- c. Effective recruiting and retention of qualified candidates will ensure the Department continues to fulfill its primary mission now and for generations to follow.
- d. The departmental Recruitment Program is the culmination of extensive research and discussions with a wide variety of sources including Executive Management, departmental recruiters, California Department of Human Resources, and community groups. While the program was developed for statewide implementation, it is designed to provide the latitude necessary to meet the needs of each field Division.

2. OBJECTIVE.

- a. The purpose of the Recruitment Program is to encourage qualified candidates, who represent the diverse communities of the State of California, to apply for employment with the Department, ensuring no group is excluded.
- b. Each candidate for Cadet, CHP, is provided opportunities to participate in Applicant Preparation Program (APP) seminars and physical training workouts. The APP is intended to prepare applicants and their families for success during the hiring process, the Academy, and throughout their career.

3. POLICY.

- a. Departmental recruitment efforts shall be designed to identify, hire, and retain qualified candidates for the Department's uniformed and nonuniformed workforce.

b. All recruitment efforts shall be broad based to achieve a diversified candidate pool representing all communities in California.

c. Each employee should become familiar with the contents of this manual and be involved in the recruitment of viable candidates for employment with the Department.

4. PROGRAM ADMINISTRATION.

a. The departmental Recruitment Program Director is the assistant chief of Personnel and Training Division (PTD), Recruitment Unit. The departmental Recruitment Program Coordinator is a sergeant assigned to PTD, Recruitment Unit. The sergeant is in charge of the general coordination of the statewide Recruitment Program.

b. Responsibility for the actual administration of recruitment activities is with each field Division. Placing this responsibility at the field Division level ensures a decentralized source of personnel and program emphasis. In addition, it provides for greater flexibility in providing positive and appropriate role models specific to each field Division to assist in recruitment efforts.

c. Area commanders must take an active role in assisting with the recruitment effort. For example, establishing and operating Area office explorer posts for the purpose of creating a long term recruitment effort. By fostering relationships with various community leaders and organizations, Area commanders can establish recruitment networks that will support and assist with recruitment campaigns. These groups can assist in the identification of candidates for the uniformed and nonuniformed classifications and greatly assist Division recruiters. Such Area actions can have a positive impact on the overall Division recruitment effort. Accordingly, Divisions must encourage Areas to become involved in the recruitment of candidates for explorer, uniformed, and nonuniformed positions.

d. Most important to the success of the Recruitment Program is the involvement of every departmental employee. Surveys indicate approximately one-half of all CHP cadets were recruited by another CHP employee. There is no better recruitment tool than that of a role model; someone wearing the uniform whose life and values convincingly reflect a career to be proud of and worth pursuing.

5. ROLES AND RESPONSIBILITIES.

a. Departmental Recruitment Program Director. The assistant chief assigned to PTD is responsible for the general direction of the Recruitment Program. The assistant chief is responsible for administering the program at the headquarters

level and for providing support to field Division commanders and their recruitment efforts.

b. Departmental Recruitment Program Coordinator. The departmental Recruitment Program Coordinator oversees the overall organization of the Department's Recruitment Program. This position provides general support for organizational functions, which includes Statewide Explorer Coordinator (refer to Highway Patrol Manual [HPM] 70.5, Explorer Program Manual). The Recruitment Program Coordinator shall be responsible for the activities listed below. Activities should be reviewed or approved by the recruitment program director as needed:

- (1) Allocate and monitor recruitment funds to field Divisions.
- (2) Design and purchase recruitment advertisements in statewide/nationwide publications whenever appropriate.
- (3) Provide necessary resources for Division recruitment coordinators to enhance recruitment techniques for both uniformed and nonuniformed classifications.
- (4) Develop and provide recruitment materials (advertising copy, posters, business cards, etc.) to field Division recruitment coordinators, when requested for uniformed and nonuniformed classifications.
- (5) Arrange and conduct ongoing recruiters/coordinators meetings and training.
- (6) Monitor CHP recruitment surveys requesting information on how candidates were recruited. Ensure distribution of surveys to cadet candidates within their Academy invitation notice. Summarize completed surveys and distribute results to Divisions.
- (7) Authorize recruitment advertisement expenditures in accordance with current departmental guidelines.
- (8) Manage the statewide recruitment toll free telephone account. Oversee the Recruitment Unit's response to calls from out-of-state candidates on the toll-free number.
- (9) Update the departmental recruitment internet Web site. Respond to all e-mail sent by candidates via the Department's e-mail address.

c. Field Division Chiefs. Field Division chief responsibilities include the following:

- (1) Ensure activities of recruitment personnel are directed at identifying qualified candidates consistent with the Department's objective.

- (2) Establish management level oversight for the field Division Recruitment Program to ensure program objectives and goals are accomplished.
- (3) Assign a Division recruitment coordinator and assist in the selection of recruitment personnel and cadet selection testing precertification personnel (written examination and physical ability test).
- (4) Ensure recruitment is a standing agenda item at all Division and Area Commanders' Conferences.
- (5) Ensure proper implementation and coordination of the Recruitment Program on a Division-wide basis.
- (6) Ensure recruitment funds are effectively used for results-oriented advertising/events.
- (7) Develop and maintain a written plan identifying recruitment objectives, strategies, and an annual spending plan within the Division.
- (8) Submit a Recruitment Quarterly Report to the departmental Recruitment Program Coordinator to evaluate recruitment efforts and ensure enhanced program performance.
- (9) Submit a CHP 400W, Division Explorer Quarterly Report/Division, to the Statewide Explorer Coordinator to evaluate recruitment efforts and ensure enhanced program performance.
- (10) Ensure appropriate staffing and equipment to accomplish recruitment objectives.
- (11) Ensure a location is established in all Division/Area offices for the public to obtain recruitment information.
- (12) Enhance community resources by developing advisory committees.
- (13) Ensure that Area commanders are aware of the importance and necessity of assigning appropriate role models for recruitment assignments.
- (14) Develop and maintain rapport with community leaders and groups to assist in departmental recruitment efforts.

d. Area Commanders. An Area commander's responsibilities include the following:

- (1) Stimulate interest and involvement of Area personnel in recruitment efforts.

- (2) Establish and maintain an Area office explorer post.
- (3) Assist Division in its recruitment efforts by identifying qualified candidates for uniformed/nonuniformed examinations.
- (4) Provide role models to assist Division in recruitment efforts.
- (5) Develop and maintain relationships with community organizations to assist with overall recruitment efforts.
- (6) Make recruitment presentations before diverse organizations to maximize dissemination of career opportunities within the Department.

e. Field Division Recruitment Coordinators. A Division recruitment coordinator shall be assigned to each field Division to provide accountability and proper administration of the Division Recruitment Program. Division chiefs shall be responsible for the selection and assignment of the Division recruitment coordinator's position. The Division recruitment coordinator's responsibilities include the following:

- (1) Coordinate the Division's Recruitment Program.
- (2) Analyze the Division's staffing/budget needs.
- (3) Evaluate the cost-effectiveness of the Division Recruitment Program.
- (4) Assist in obtaining necessary equipment and staffing as required for recruitment.
- (5) Authorize recruitment advertisement expenditures in accordance with current departmental guidelines.
- (6) Prepare Recruitment Quarterly Report.
- (7) Prepare CHP 400W.
- (8) Develop and maintain rapport with community groups as a resource for uniformed and nonuniformed recruitment assistance.
- (9) Arrange for test sites for selection of cadet applicants.
- (10) Ensure recruitment is included in Area training days.
- (11) Create recruitment teams, including nonuniformed members, to provide an extension of recruitment resources.

(12) Ensure recruitment activities are directed at identifying qualified candidates consistent with the Department's objectives.

f. Recruiters. Field Division recruiters are officers assigned to the Recruitment Program. Division chiefs shall be responsible for the selection and assignment of Division recruitment personnel. While staffing levels will vary among Divisions, the number of personnel assigned should be adequate to allow recruiters to be proactive in seeking new recruitment strategies, as well as effectively handle recruitment responsibilities. The duration of such assignments shall be at the discretion of the Division chief. The recruiter's responsibilities include the following:

- (1) Distribute recruitment material to prospective candidates, field commands, and establishments where potential candidates may be located.
- (2) Contact and recruit diverse, qualified candidates for the position of Cadet, CHP, Public Safety Dispatcher, Commercial Vehicle Inspection Specialist, and Explorer at identified resource areas.
- (3) Coordinate with Area commands to identify qualified officers and other staff to build teams that will assist in departmental recruitment efforts.
- (4) Partner with Division and Area Explorer Post programs to expand recruitment efforts to high schools, colleges, and universities throughout the state.
- (5) Develop and conduct APP seminars, workshops, and physical workouts to assist candidates in the testing/hiring process.
- (6) Develop and maintain working relationships with community groups and the media.
- (7) Mentor candidates through the selection process.
- (8) Identify effective advertising resources within the Division.
- (9) Identify effective recruitment opportunities within the Division.
- (10) Assist local commands with coordination and staffing of recruitment activities.

g. Departmental Employees. Departmental employees' responsibilities include the following:

- (1) Become familiar with the recruitment program objectives.

- (2) Encourage interested family members and/or friends to consider a career with the Department.
- (3) When in contact with members of the public who appear to be qualified and well-suited to a career with the CHP, inquire whether or not they have an interest in law enforcement.
- (4) Provide recruitment material and guidance to those individuals who indicate interest in becoming a CHP officer.

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