

CHAPTER 3
RECRUITMENT STRATEGIES AND RESOURCES
REVISED FEBRUARY 2016
TABLE OF CONTENTS

<u>INTRODUCTION</u>	3-3
<u>RECRUITMENT RESOURCES</u>	3-3
Public Information Officers	3-3
Field Command Officers.....	3-4
Community Outreach Program.....	3-4
Explorer Program	3-4
<u>RECRUITMENT VENUES</u>	3-4
<u>RECRUITMENT MATERIALS</u>	3-6
<u>STATEWIDE RECRUITMENT TOLL-FREE NUMBERS</u>	3-7
<u>DEPARTMENTAL WEB SITE</u>	3-7

THIS PAGE INTENTIONALLY LEFT BLANK

CHAPTER 3

RECRUITMENT STRATEGIES AND RESOURCES

1. INTRODUCTION.

- a. Constant review of recruitment methods is vital for the Department to effectively attract qualified and diverse candidates. Recruitment activities should enhance the Department's good-faith efforts in achieving a representative work force.
- b. The following recruitment techniques can ensure the success of the Division Recruitment Program and should be the cornerstone of any recruitment campaign:
 - (1) Be aware of the framework of local communities and the recruiting demographics within these communities.
 - (2) Concentrate recruitment efforts in locations which have proven to be a source of qualified candidates.
 - (3) Be proactive and creative in developing new recruitment strategies specific to each field Division.
 - (4) Conduct media advertising using methods that support recruitment of individuals from all backgrounds who are representative of California's work force.
 - (5) Contact community-based organizations. These organizations provide a valuable resource for the recruitment of candidates who represent the local communities of California. These organizations should be contacted, preferably in person, on a routine basis.
 - (6) Coordinate with Area commands to identify appropriate role model personnel to assist with the recruitment and retention of qualified candidates.
 - (7) Develop Applicant Preparation Program (APP) work shops, seminars, and physical workouts to assist in preparing candidates for the testing process.
 - (8) Mentor candidates through the selection process.

2. RECRUITMENT RESOURCES.

- a. Public Information Officers. Division and Area public information officers (PIO) can provide recruitment assistance through their public and media contacts. A

PIO's knowledge of the area can be very valuable for recruiters participating in local events.

b. Field Command Officers. Field offices have officers who are excellent role models within the local community. Recruiters should encourage and request, through appropriate channels, these officers attend local events, whenever practical, to enhance the Department's recruitment efforts.

c. Community Outreach Program. Officers assigned to the Community Outreach Program can enhance recruitment efforts. California Highway Patrol (CHP) participation at cultural events and other community activities allows the Department to be actively involved with the community, and may offer the opportunity for recruitment.

NOTE: If a local command within a Division is sponsoring a community program event, recruiters should explore the feasibility of participating.

d. Explorer Program. This program is designed to provide young men and women an opportunity to learn about the CHP and its functions. The program also augments the Department's long-range recruitment efforts. If Explorer Posts are available within their Division, recruiters may consider the assistance of explorers at recruitment functions whenever appropriate. This gives explorers an opportunity to learn more about the Department and also provides recruiters with additional personnel to assist at those events.

3. RECRUITMENT VENUES.

a. To maximize time management, recruiters must consider recruiting from events and locations which are most beneficial in locating viable candidates for the positions of Cadet, CHP; Public Safety Dispatcher (PSD); Commercial Vehicle Inspection Specialist (CVIS); and Explorer. This section is not intended to limit the recruiter's possible resources, but to provide suggestions and alternatives which have been successful in the past.

b. Recruiters are encouraged to explore and be receptive to all reasonable locations that would benefit the Department's recruitment efforts. The following suggestions can assist recruiters when selecting recruitment locations:

(1) Colleges and Universities. College campuses, including community colleges, should be a primary venue for all departmental recruiters. Those colleges with criminal justice programs have students who are already interested in a law enforcement career. Almost all colleges have career

guidance counselors who can assist the recruiter in participation at career seminars or other events specific to career assistance.

(a) Other college curriculums in which a recruiter may find viable candidates include, but are not limited to, athletics, business and/or public administration, health care, liberal arts, English, education, and communications.

(b) Most students will visit the student union at one time or another. Recruiters should contact the student union manager to learn where on campus they may place posters, flyers, and other recruitment information. This provides the opportunity for potential candidates from diverse backgrounds to be introduced to the idea of a career in law enforcement.

(c) Networking with college career centers, athletic departments, and related education departments, should be developed and supported when recruiters are not able to contact colleges frequently.

(2) The United States Armed Forces. Military bases are very lucrative for identifying viable candidates who are interested in a career in law enforcement. The disciplined environment provided by the military greatly benefits a candidate through the selection process and during the Academy training phase. California Highway Patrol officers with prior military experience have high rates of success throughout their careers.

(a) Most military installations have career assistance planners who assist personnel leaving the military in locating jobs. Transition Assistance Program coordinators can assist departmental recruitment officers with upcoming events specific to career assistance and placement. When practical, recruiters should offer to conduct recruitment presentations.

(b) Field Divisions should maintain a partnership with military bases within their jurisdiction which supports the transition of military personnel into a law enforcement career with the Department.

(3) Job Fairs. Typically, the Department is charged an entry fee to participate at a job fair. Additionally, recruitment results have proven to be less productive than other recruitment methods. Therefore, due to time management concerns as well as budgetary constraints, recruiters should be highly selective when committing to attend these events.

(a) Job fairs specific to law enforcement have proven more effective than those with a general theme.

(b) When deciding whether or not to participate in a job fair, a recruiter should conduct research on the age group and potential interest of attendees to ensure the event will be effective. For example, it would not be cost-effective for the Department to pay \$500 to participate in a career fair, and then determine the audience composition had little or no interest in a career in law enforcement.

(c) Recruiters should identify job fairs within their respective Divisions and plan attendance in advance. Successful and effective job fairs should be placed in suspense for future attendance.

(4) Community Events. In order to have the most effective recruitment impact, there are several issues to consider when a recruiter elects to participate in a community event. These issues include:

(a) Will participation in the event assist the Department in its recruitment efforts?

(b) Will the event attract a diverse audience the Department is seeking to recruit?

(c) Are the officers selected to attend the event well educated about the best resources for attracting the audience?

(d) Is the Department's presence at the event appropriate? For example, it is an inconsistent and incompatible activity to participate, on duty and/or in uniform, in politics relative to the election or appointment of public officials.

(e) Recruiters must seriously consider these issues as they may affect the public's perception of the Department. Attendance at some events could be considered inappropriate while failure to attend other events might be construed as detrimental to the Department's recruitment efforts. It is important that recruiters take the time to carefully review and consider the various events they attend.

4. RECRUITMENT MATERIALS.

a. During recruitment events, recruiters should ensure they have sufficient recruitment materials for all potential candidates. When appropriate, they should also have a display board, recruitment banner, and other display items that draw the interest of those attending the event.

b. To determine what displays/supplies should be used, recruiters should consider:

- (1) Anticipated attendance
- (2) Audience demographics
- (3) Amount of space allocated for display

c. The CHP 873, Pursue Your Future Brochure, was designed to be informative as well as easy to distribute. The CHP 873 is distributed to candidates inquiring about the Cadet, CHP, position.

d. The CHP 871, Military Recruitment Brochure, was designed to be informative for active duty military personnel. The CHP 871 is distributed to candidates inquiring about the Cadet, CHP, position.

e. The CHP 400C, Explorer Recruitment Brochure, was designed to be informative for the prospective explorer applicant.

f. The CHP 874, Public Safety Dispatcher Brochure, was designed to be informative for prospective PSD candidates.

5. STATEWIDE RECRUITMENT TOLL-FREE NUMBERS.

a. The toll free main recruitment telephone number, 1-888-4A CHP JOB or 1-888-422-4756, is equipped with an automatic call routing feature. This feature allows calls from anywhere in the state to be routed to the appropriate Division office, based on the origin of the call. Out-of-state callers are routed to the Recruitment Unit. A prospective candidate does not have to know which CHP Division to call in order to obtain regional recruiting information.

b. The statewide toll-free numbers for recruitment should be listed in public telephone directories and on all CHP recruitment material (advertisements, posters, brochures, and promotional items). Thus, all recruitment materials produced can be utilized statewide, reducing duplication.

6. DEPARTMENTAL WEB SITE.

a. Candidates may access information relative to a career with the CHP by logging onto the Department's Web site at www.chp.ca.gov/recruiting. A candidate may also submit an application online.

b. As part of the Department's recruiting campaign, www.chpcareers.com has been activated. This easy to remember Web address will link candidates to the Department's main Web site. Recruiters are encouraged to refer to www.chpcareers.com whenever engaged in recruitment efforts.