

CHAPTER 4
RECRUITMENT PRESENTATIONS
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CHAPTER 4

RECRUITMENT PRESENTATIONS

1. INTRODUCTION.

a. Recruitment officers represent the Department in a variety of public contacts. Many of these contacts are in the form of group presentations. Recruiters must select appropriate locations and develop effective presentations which convey the information necessary to attract qualified candidates to the CHP.

b. This chapter provides recommendations to assist recruiters in the preparation of recruitment presentations.

2. PRESENTATION SKILLS.

a. Recruiters must be able to speak effectively before large groups, as well as with individual potential candidates. They are required to answer telephone, e-mail, and social media inquiries regarding career opportunities. Recruitment officers often work with various media organizations and community groups with the goal of promoting a career with the Department.

b. Recruiters should be sensitive to individuals' differing backgrounds, treating each with respect and sincerity. They attend job fairs, community functions, and various cultural events, often providing career presentations to people from various ethnic and cultural backgrounds.

3. DEVELOPING A PRESENTATION.

a. Introduction. In order to develop an effective presentation, recruiters must understand the composition of their audience and make necessary adjustments to capture the candidates' attention.

b. Type of Audience. Recruiters should be selective in event participation to ensure the audience is primarily composed of candidates which meet the minimum qualifications for the available positions.

c. Presentation Design. Prior to a presentation, recruiters should consider preparing an outline listing important details of the position. The outline should include:

- (1) Job description/responsibilities.

- (2) Minimum requirements.
- (3) Salary and benefits.
- (4) Testing procedures.
- (5) Training/Academy.
- (6) First assignment location.

d. Resources. Available resources include: CHP 179D, Examination Bulletin, Cadet; CHP 873, Pursue Your Future Recruitment Booklet; and the Department's Web sites (www.chp.ca.gov and www.chpcareers.com). Additionally, for further information or specific questions related to the application process, departmental employees may contact the Cadet Hiring and Recruitment Section, Recruitment Unit, at (916) 843-3275.

4. EFFECTIVE PRESENTATIONS.

a. Appearance. An important part of recruiting is to know how to present the job or career so it is attractive to potential candidates. Self-awareness is a key. Specifically, recruiters should be aware of their appearance, attitude, delivery, and not go beyond their scope of knowledge.

b. Attire. In most situations, recruiters should be in uniform while performing recruitment activities. Recruiters' uniforms and equipment should be in inspection-ready condition. If civilian attire is required, recruiters should wear clothing appropriate for a business interview.

c. Attitude. Recruiters must be sincere and enthusiastic. A negative attitude can be expressed in several different ways and recruiters may not even be aware of the image they project. The following are examples to assist recruiters:

(1) Body Language. Recruiters must be aware of their body language and monitor their movements to keep the audience at ease (e.g., refrain from folding arms across chest).

(2) Direction of Delivery. Recruiters must address all members of the audience. Be careful not to selectively recruit in a group audience.

(3) Facial Expressions. To be effective, recruiters must display a reassuring and friendly expression, so the audience feels comfortable and is receptive to a recruitment presentation.

d. Delivery. The ability to deliver a good presentation or speech can give recruiters a tremendous advantage. Several factors the recruiter should consider when speaking include rate of delivery, volume, voice inflection, and enunciation. Recruiters are expected to attend a CHP course on public speaking and presentations.

e. Subject Matter Knowledge. Recruiters should be completely knowledgeable of the position(s) for which they are recruiting. They will have to explain the testing process and be able to suggest preparation methods. If the recruiter is unfamiliar with the testing process or the minimum entry level requirements, they will have little credibility.

(1) Knowledge of special duty positions, supervisory and managerial promotions, as well as nonuniformed positions is essential. This enables the recruiter to competently discuss the wide range of opportunities available.

(2) Recruiters should understand the duties and responsibilities of officers from allied agencies. This allows the recruiter to make accurate comparisons between the duties of the CHP officer and other law enforcement personnel.

5. TELEPHONE CALLS.

a. Introduction. Telephone calls from prospective candidates should be considered one-on-one presentations. It is likely a caller is already considering a career with the Department. It is imperative that recruiters are available to answer such calls. For many candidates, this is the first contact with the Department and may be a deciding factor on whether or not the candidate decides to pursue a career with the CHP. Therefore, it is important when the caller speaks to a recruiter that the contact is a positive one.

b. Responding to Incoming Calls. Recruiters should be available throughout each business day to respond to telephone calls or return telephone call messages. If the recruiter is away from the Division office, incoming calls should be referred to a recruitment voice mail system. All telephone calls should be returned at the recruiter's earliest opportunity and by the following business day.

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