

CHAPTER 7
MANAGEMENT RECRUITMENT FUNDS
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CHAPTER 7

MANAGING RECRUITMENT FUNDS

1. INTRODUCTION.

- a. The Department's annual budget includes funds designated for the recruitment of qualified candidates in both uniformed and nonuniformed CHP classifications. The departmental Recruitment Program Coordinator, after consulting with the commander of the Cadet Hiring and Recruitment Section (CHRS), allocates available recruitment funds to each field Division. A portion of the total allotment is retained by CHRS, Recruitment Unit, for statewide or nationwide advertisement campaigns, bulk purchases of recruitment promotional items, and recruitment equipment. In addition, the departmental Recruitment Program Coordinator monitors the distribution of additional recruitment funds to ensure the program requirements are met statewide.
- b. The departmental Recruitment Program Coordinator will contact all Division Recruitment Coordinators quarterly each year to discuss the status of recruitment funding. If uncommitted reserves are identified, a portion of the funds may be transferred to Divisions according to justified needs.
- c. The information provided in this chapter is not meant to be all inclusive. The Department is constantly updating policies and procedures to ensure fiscal responsibility. There are, undoubtedly, certain situations which are Division-specific and have not been addressed. In these cases, the departmental Recruitment Program Coordinator is available to answer such questions and provide guidance and assistance to field Division coordinators.

2. APPROPRIATE RECRUITMENT BUDGET EXPENDITURES.

- a. All recruitment funds are for recruitment purposes only. Funds may be spent on the following:
 - (1) Cadet Hiring and Recruitment Section, Recruitment Unit:
 - (a) Promotional items when authorized by Executive Management (e.g., coffee mugs, pens, pencils, lanyards).
 - (b) Recruitment equipment (e.g., canopies, banners, tablecloths).
 - (c) Explorer Program equipment (e.g., canopies and banners).
 - (d) Explorer Program training (e.g., competition fees).

- (e) Internet, statewide, and nationwide advertising.
- (f) Compact disk and DVD recruitment videos.
- (2) Field Divisions' Recruitment Funds:
 - (a) Room rentals for recruitment seminars.
 - (b) Career/job fair entry fees and booth rentals.
 - (c) Printed recruitment material (e.g., posters, brochures, cards, flyers).
 - (d) Local advertising.
- b. Recruitment funds **shall not** be used on the following:
 - (1) Gifts.
 - (2) Departmental equipment not directly related to recruitment activities, such as office chairs, staplers, etc. (As stated in section 2.a.[1] of this chapter, CHRS, Recruitment Unit, will manage all equipment purchases related to recruitment activities.)
 - (3) Events not directly related to recruitment activities, such as fundraising luncheons and dinners.

NOTE: Any questions on the appropriateness of recruitment fund expenditures may be directed to the Department's Recruitment Program Coordinator.

3. RECRUITMENT QUARTERLY REPORTING.

- a. To facilitate consistent evaluation of ongoing recruitment efforts statewide, and to ensure enhanced program performance, all field Division commands shall submit a CHP 492, Recruiting Activity Summary. Each summary is due and shall be submitted to CHRS, Recruitment Unit, by the 15th of each month following the end of each quarter. The CHP 492 is available on the CHP Intranet site in the forms library.
- b. The quarterly summary should include activities relative to the Department's goals regarding recruitment and community outreach efforts. The information provided in all Division activity summaries should be detailed and concise under each subject heading. The Recruitment Unit will compile data from all the reports for annual statewide reporting.