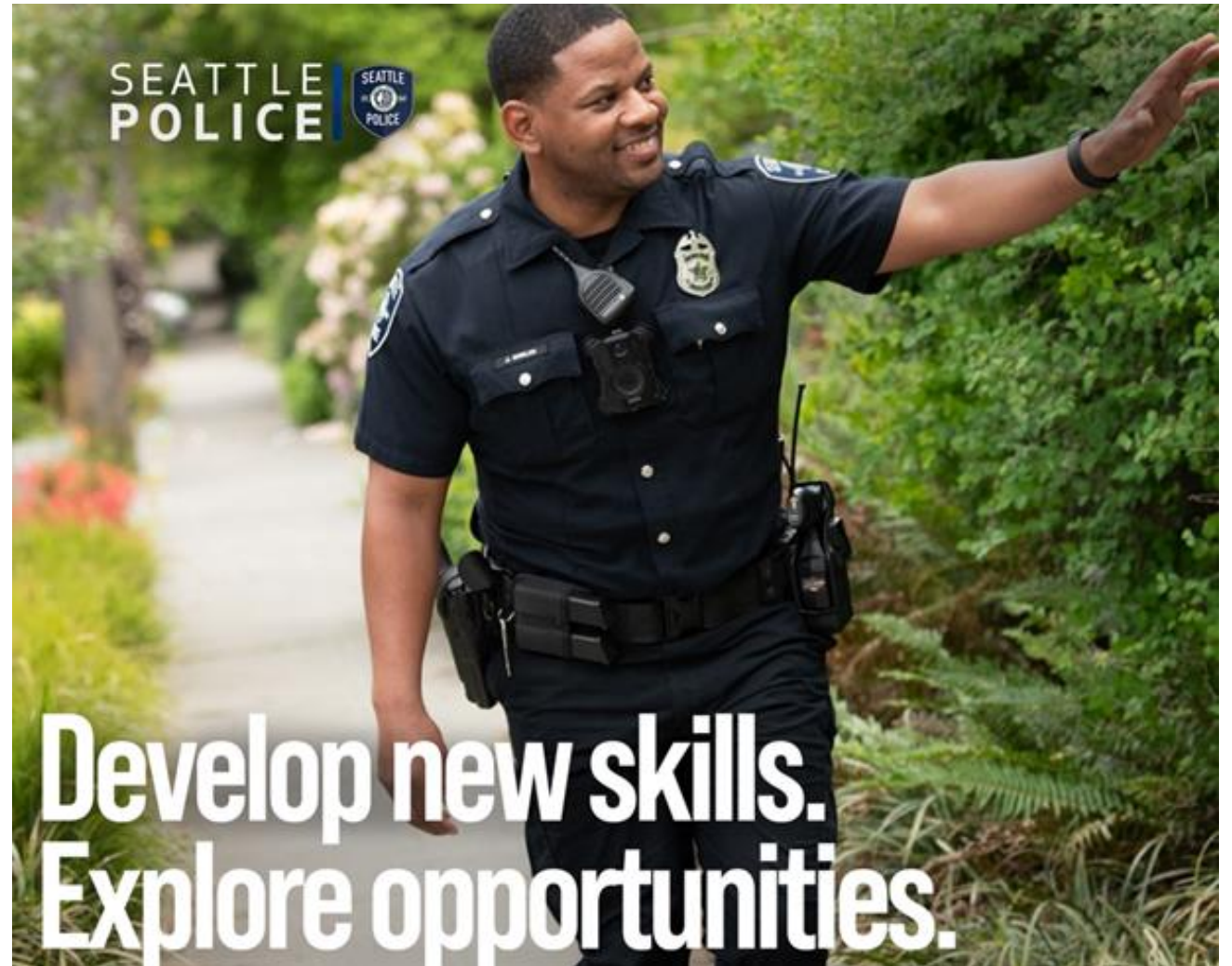


SPD Recruitment & Retention Project Update

March 28, 2023

Agenda

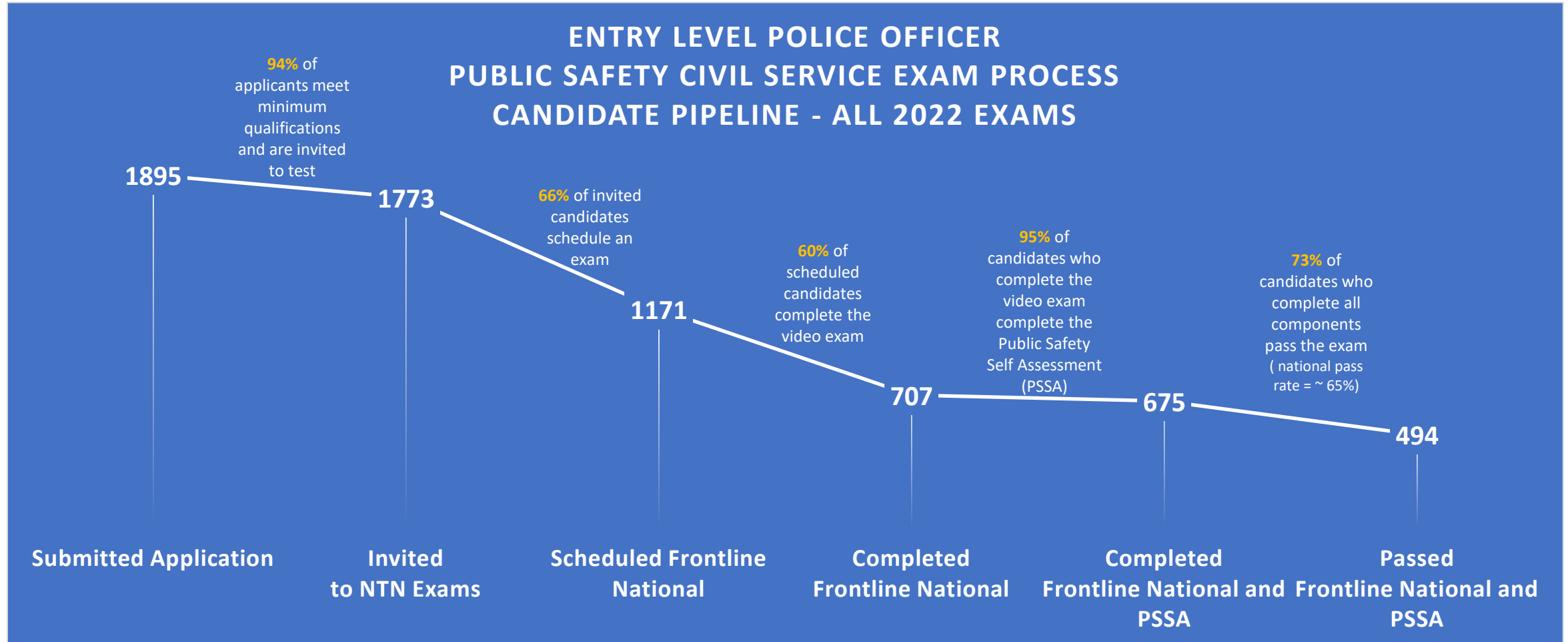
- Background
- Candidate Experience
 - Application & Examination
 - Backgrounding
 - Engagement
- Marketing
- Retention
- Hiring Totals
- What's next?



Background

- Staffing levels are at their lowest with over 400 officers departing SPD since 2019.
- Mayor announced new comprehensive recruitment plan that will:
 1. Make Hiring Easier, Faster, and More Efficient
 2. Attract Top Recruits with Competitive Compensation
 3. Recruit Candidates Committed to Our Community
- Project Workgroup: SPD, PSCSC, SHR & MO
- Work split into three subcategories: Candidate Experience, Marketing & Recruiting, Retention

Candidate Experience: Application & Examination



Candidate Experience: Application & Examination

- Simplified job posting
- More frequent exam cycles
- Industry standard applications
- Community Service Preference Points after June 1, 2023
- Additional staffing

Police Officer ENTRY-LEVEL (Application Period Closes April 17, 2023)

Salary ⓘ	\$40.06 - \$52.45 Hourly	Location ⓘ	Various - Seattle area, WA
Job Type	Uniform Civil Service, Regular, Full-Time	Department	Seattle Police Department - Civil Service
Job Number	P2023-042123		
Closing	4/17/2023 5:00 PM Pacific		

<u>DESCRIPTION</u>	<u>BENEFITS</u>	<u>QUESTIONS</u>
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Position Description

The Seattle Police Department is an equal opportunity employer that values diversity in its workforce.

Hiring Bonus: The City of Seattle is offering a **\$7,500** hiring bonus for entry-level police officers. Please see the Seattle Police Department website to learn more.

******Please read the entire job bulletin information carefully, as our testing process has changed.******

APPLICATION PROCESS

Applicants must complete all parts of the Public Safety Civil Service Testing Process (steps 1 & 2) that are listed below by **April 19, 2023**. If that is not possible, candidates should wait to apply in the next exam cycle that will open a week after this one closes.

1. Register and Complete 2 Exam Components: The law enforcement exam components must be self-scheduled through the National Testing Network (NTN). Examinations are offered virtually or at physical locations across the United States. Applications must be received by **April 17, 2023** and all exam components must be completed by **April 19, 2023**. These components include:

- Frontline National (Law Enforcement) Exam
- Public Safety Self-Assessment (Parts 1 & 2)

(Financial hardship vouchers are available for the NTN Testing fee. See additional information below.)

2. Submit Application: Upon scheduling your NTN exam, all candidates must submit a formal application to the City of Seattle as soon as possible. To submit an application, click "Apply" at the top of this job bulletin.

Candidates who meet eligibility criteria and pass all portions of the exam will be placed on an eligible list according to their exam scores. Candidates will be informed of their application status on or before **April 21, 2023**. If they pass, candidates must then complete and pass all the below pre-employment steps to become a Seattle police officer.

3. Physical Agility Test: Candidates must successfully complete the Washington Physical Agility Test (WAPAT) before they can be hired. This test can be scheduled at any time during the examination or pre-employment process:

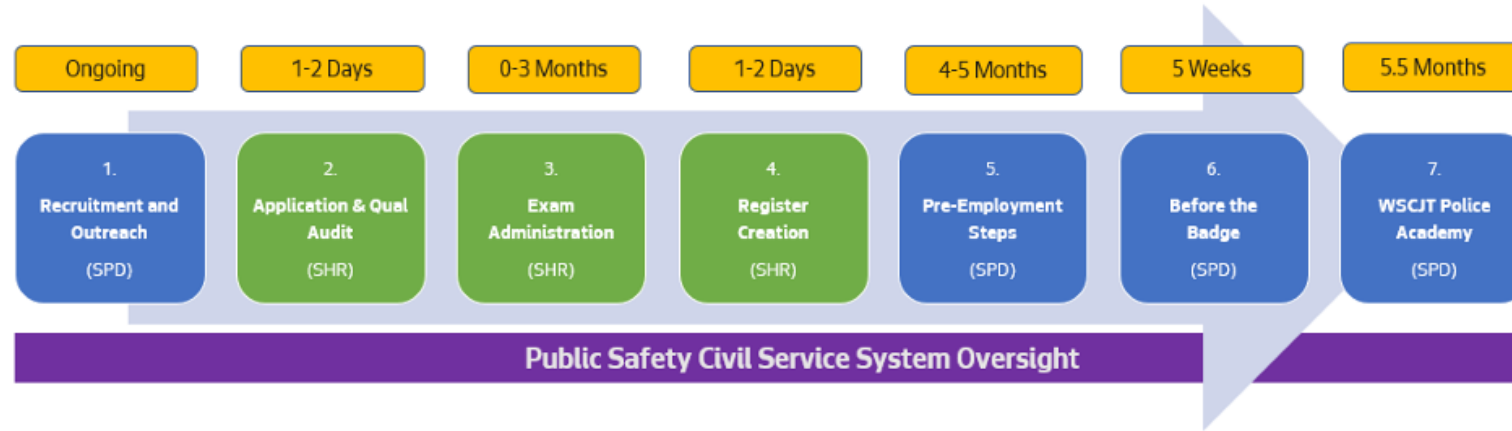
- **If you are a Washington-state resident:** You must complete your Physical Agility Test (WAPAT) through National Testing Network. Contact NTN candidate support at (206) 428-3265 to schedule a WAPAT as soon as you have successfully passed your NTN Frontline and PSSA tests.
- **If you live in any state other than Washington AND you passed your initial exams:** Your WAPAT will be administered in Seattle at the conclusion of the pre-employment screening process.

Candidate Experience: Backgrounding

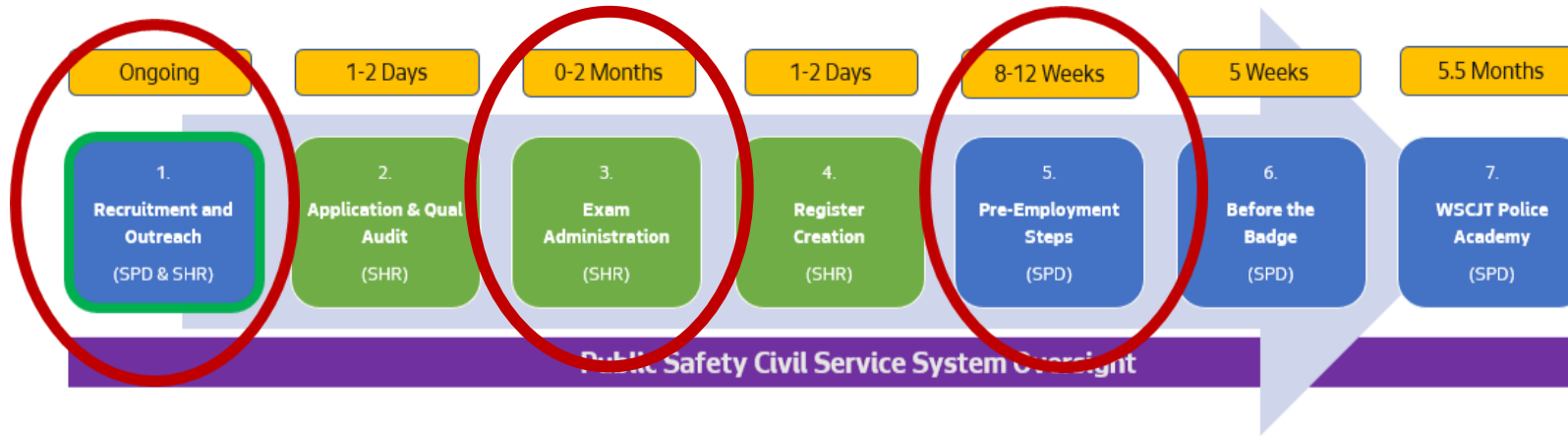
- Transitioned to a digital backgrounding system (eSOPH)
- Updated physical agility test options
- Added Kaiser option for medical screening
- Out-of-state candidates have more virtual options
- Hired SHR Police Recruitment Innovation manager and additional experience specialist

Overall Process Summary

Prior-2022



2023- Onward



Recruitment & Marketing



Surge Marketing

Ad Design

- Simplified and cleaned up visual style.
- Images focused on people and community.
- Message testing to see what works.
- Specific A/B testing


Target Audience

- Traditional
 - Healthcare
 - Social services
 - Education
- Lateral




Surge Marketing

Marketing Stats 2/1-3/15			
Total Clicks	Total Reach	Total Impressions	Click-through rate
6,530	291,694	602,002	1.5%

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\$30,000 incentive for lateral hires

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Retention

Wellness Unit

- Wellness dogs
- Increased health & wellness trainings
- Increased peer support + MHP

4/10 Schedule

Chief's Weekly Department Video



Hiring Report

Application Data

2023 Police Officer Application		
Last Update: 3/16/23		
Classification	Current Exam Cycle	Year to Date
Entry Level	165	417
Lateral	14	37

SPD Hiring Data

Sworn Hires and Separations Year to Date and Prior Year		
Sworn Hires	2023	Prior Year to Date 2022
Chief of Police or Assistant Chief	0	0
Returning Officers (Under 2 years)	1	0
Returning Officer Categorized as Student upon return(Officer Gone over 2 Years)	1	0
Entry Recruits	17	8
Laterals	0	2
Sworn Separations-Officers and Above	-22	-35
Student Officer Separations	-3	-1
Recruit Separations	0	-2
Net Change	-6	-28

What's next?

- New recruiting pipelines
 - Universities
 - Community Based Orgs
 - Workshops
- Interactive community engagement schedule
- Internal dashboard
- Marketing Campaigns