

2021

**BURLINGTON POLICE
DEPARTMENT**

Recruitment Plan

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Purpose:

Purpose of Recruitment Plan

The recruitment plan of the Burlington Police Department (BPD) is an action plan to most aggressively pursue our 2021 recruitment objectives. The overall goal is to be fully staffed in all positions within the agency, with a primary focus on sworn staff and profession staff in communications.

2021 Recruitment

Recruitment Objectives

The COVID-19 pandemic will continue throughout 2021 and substantially limit opportunities for in-person recruitment of future police officers, telecommunicators, and other professional staff. BPD must continue to recruit qualified professional staff and police officers to meet the service needs of the community. Like all organizations, the personnel employed by BPD are constantly changing. To prepare for the future, the 2020 recruitment objectives are again adopted for 2021. The objectives continue to represent the most important goals for BPD recruitment.

1. Hiring Process

Provide all applicants with an equal opportunity for employment by providing a fair and effective hiring process that selects the most qualified candidates according to their individual knowledge, skills, and abilities as required to perform the duties of professional staff and police officers.

2. Agency Sworn Workforce

Increase the diversity of the workforce at the Burlington Police Department in order to better represent our service community's racial, ethnic, and gender composition to include a special focus on hiring Caucasian females, African American males and females, and Hispanic males and females.

3. Minority Applications

Increase the number of minority applicants for the position of police officer.

Action Plan

Youth Activities

Engage youth early in their development in order to create an interest in a policing career. Utilize a variety of programs and attempt expansion to reach more youth. Several of the following programs require resolution of the global pandemic, likely late-summer or early-fall 2021.

1. Job shadowing day
2. High school internships
3. College internships and work-study partnerships
4. Continued participation in the Police Explorer Program
5. Continue recruitment in the Community Police Academy (currently held virtually with sessions in English or Spanish)
6. 2021 Junior Police Academy will be canceled due to the ongoing COVID-19 pandemic
 - a. Alternate engagement opportunities will be pursued

Development and Implementation of Extensive Advertising

An extensive advertising campaign will be implemented in 2021 to attract more applications from qualified applicants to be hired by the Burlington Police Department. The advertising campaign will be coordinated with the City of Burlington Public Information Officer (PIO).

1. Radio
 - a. Purchase advertising spots on a diverse group of stations
 - i. 101.1 La Ley (Spanish)
 - ii. 102.1 JAMZ
 - iii. 104.1 Country
 - iv. 107.5 KZL
 - b. Use an advertising script using the target applicant persona developed in 2019
2. Billboards on Interstate 40
 - a. Obtain high-quality images that emphasize a professional police organization composed of a diverse workforce
 - b. Purchase advertising for both east and west Interstate 40 for multiple months
3. Social Media
 - a. Continue to pulse advertising of positions for police officer and other professional positions throughout the year and strategically time them to correspond with the hiring windows for each BLET class
4. BLET recruiting

- a. Continue to actively recruit BLET classes in-person with members of the recruitment team
5. Assign staff to personal recruitment of applicants

Administrative Lieutenant or designee will assign individual recruiters to call applicants and help them navigate the hiring process, answer questions, and invite to ride-alongs (following COVID-19 pandemic resolution)

Implementation of Recruitment Incentive

1. Provide a financial incentive for employees who successfully recruit a new police officer
2. Evaluate how frequently the recruitment incentive is awarded during the 2021 Recruitment Analysis

Hiring Process

1. Develop a written standard operating procedure to define roles and responsibilities throughout the process
2. Request and implement training from the City of Burlington Human Resource Department for the recruitment team

Plan Implementation and Review

The plan will be carried out under the administration of the Professional Standards lieutenant and will include the Burlington Police Recruitment Team members. The City of Burlington Human Resources staff assists in the recruitment efforts by training recruitment team members in the area of equal opportunity, affirmative action, insurance benefits, salary ranges, and personnel matters as it relates to the hiring goals of the City of Burlington and the Burlington Police Department.

The Administrative Lieutenant will provide an annual analysis of recruitment that includes a review of the implementation of this recruitment plan and resulting applications and hires. The recruitment plan will be evaluated throughout the year and be revised as needed to meet the recruitment and hiring objectives of the Burlington Police Department.