

MESA POLICE RECRUITMENT & HIRING



480-644-5974



WWW.JOINMESAPD.COM



JOINMESAPD@MESAAZ.GOV

➤ 2023 RECRUITMENT FOCUS

Proactive Talent Sourcing Techniques

- DIGITAL MARKETING
- CANDIDATE ENGAGEMENT²
- EMPLOYEE REFERRALS

APPLY NOW



JOIN MESA PD

**LET'S
GET
STARTED**

NAME

Full Name

EMAIL

Email

PHONE NUMBER

000-000-0000

MESSAGE

Message

➤ Jan-April 2023

Paid Ad Campaigns

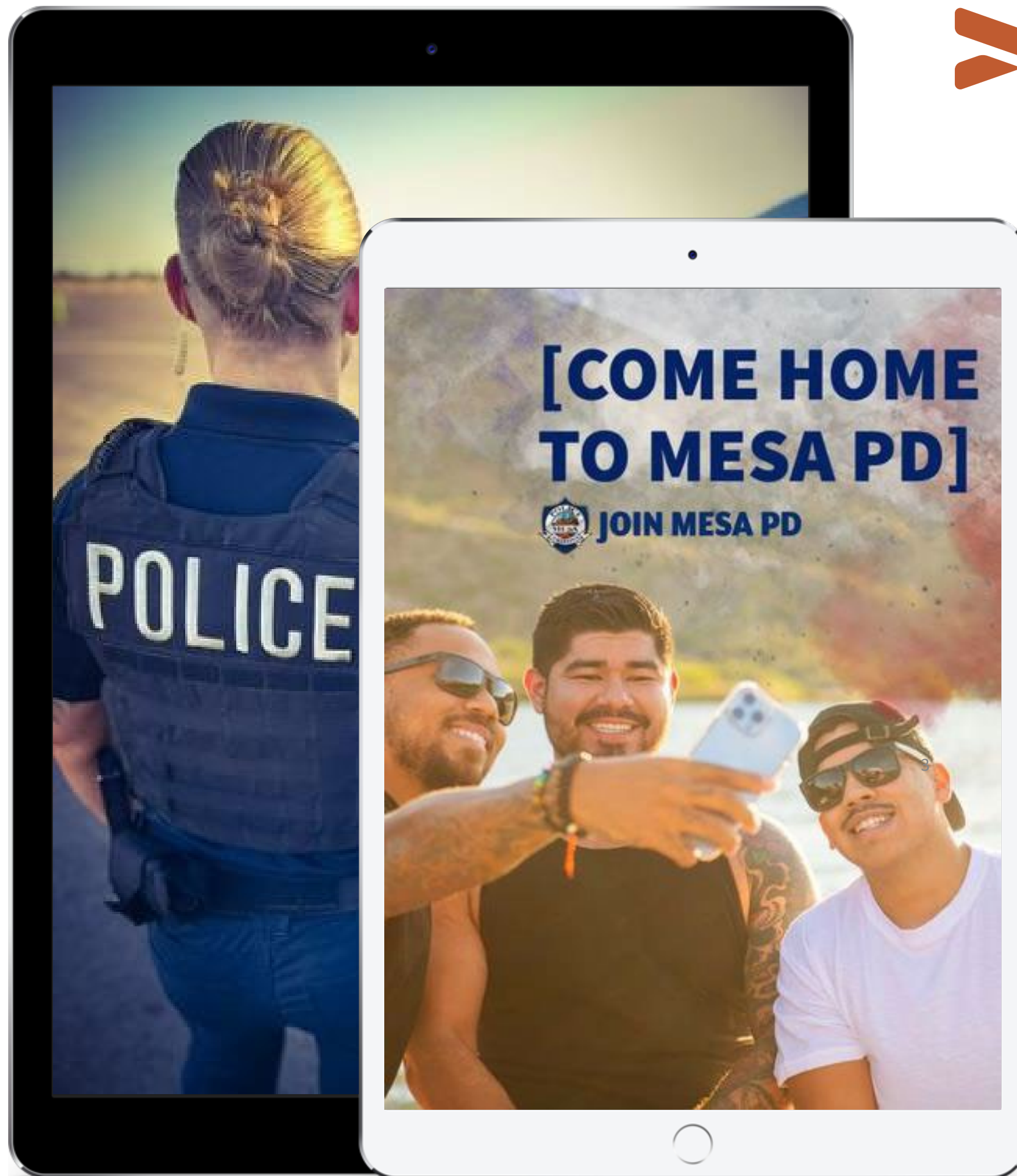
13.2M **GOOGLE AD
IMPRESSIONS**

4.6M IN APRIL

142K **VIDEO AD
INTERACTIONS**

33.5K **AD CLICKS**

29.2K **CONVERSIONS**
*Went to the website



➤ Social Media Analytics



MAY 2023

- 19,400 ACCOUNTS REACHED
- 57% 18-34 YEARS OF AGE
- 13.7K MOST RECENT REEL VIEWS
- 14.5k NON-FOLLOWERS REACHED
- 60% U.S. FOLLOWERS
- 67% MALE | 33% FEMALE
- 33.6K TOTAL FOLLOWERS
- 70% 18-34 YEARS OF AGE
- 78% U.S. FOLLOWERS
- 40% PHX FOLLOWERS
- 57%₄ MALE | 43% FEMALE
- 888,000 VIDEO VIEWS
- 50k LIKES
- 2,047 OMMENTS



➤ Employee Referrals

- 75% of new recruits were referred by family & friends.
- Increased employee referral bonus from \$1,500 to \$2,000
- Increased Awareness of the program to employees



2023 MULTI-STAGE HIRING ENHANCEMENTS

- MODERN TESTING PROCEDURES
- NEW PRE-HIRE PROGRAM



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POLICE OFFICER RECRUIT TESTING

NTN Virtual Testing started January 2023

- 953 applicants have applied through NEOGOV
- 794 applicants met COM minimum qualifications for Police Officer Recruit
- 318 took the NTN written exam
- 244 applicants passed the entry exam-77% pass rate
- 199% increase in applicants passing POR written test vs. same time period 2022
- 44 Police Officer Recruits hired in 2023

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PREHIRE RECRUIT PROGRAM

**Pre-Hire Program + Hiring Liaison
34 pre-hires for MPD Academy
classes 54 & 55 (2023)**

**Immersion into MPD prior to
Academy start = Sense of
belonging/family**

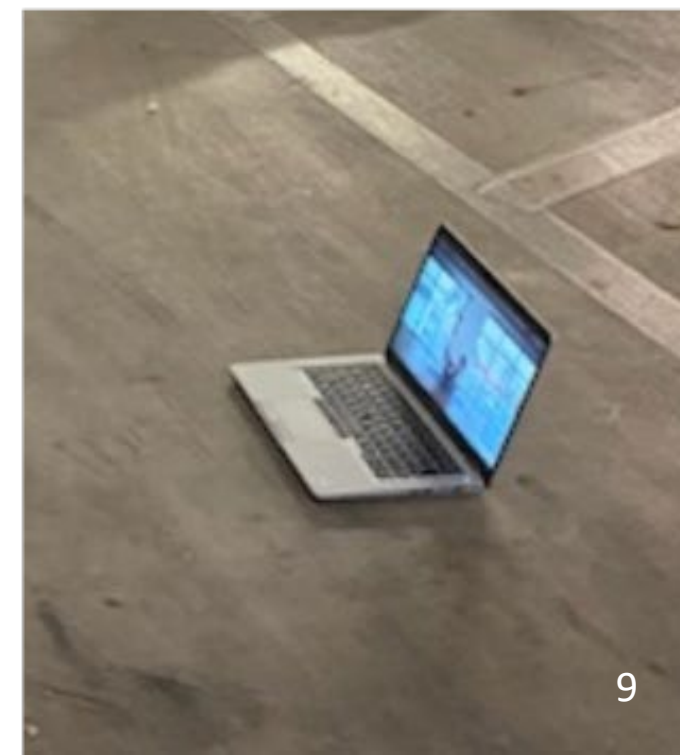
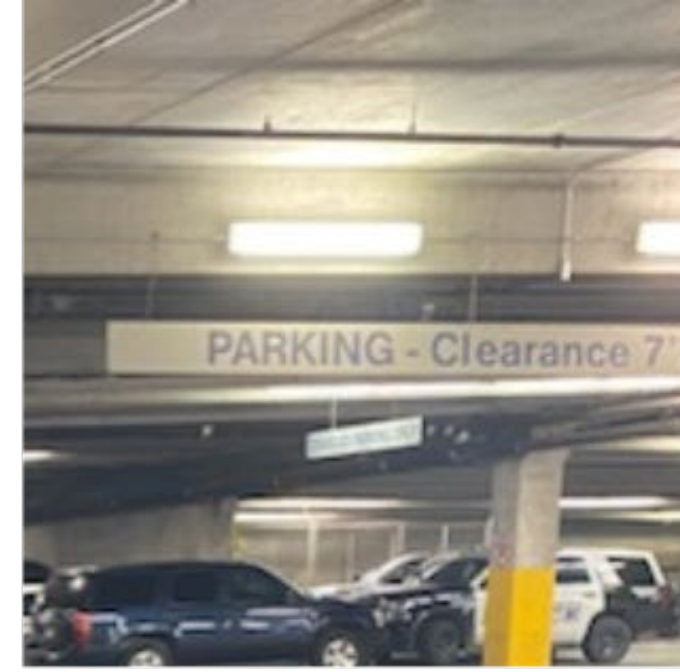
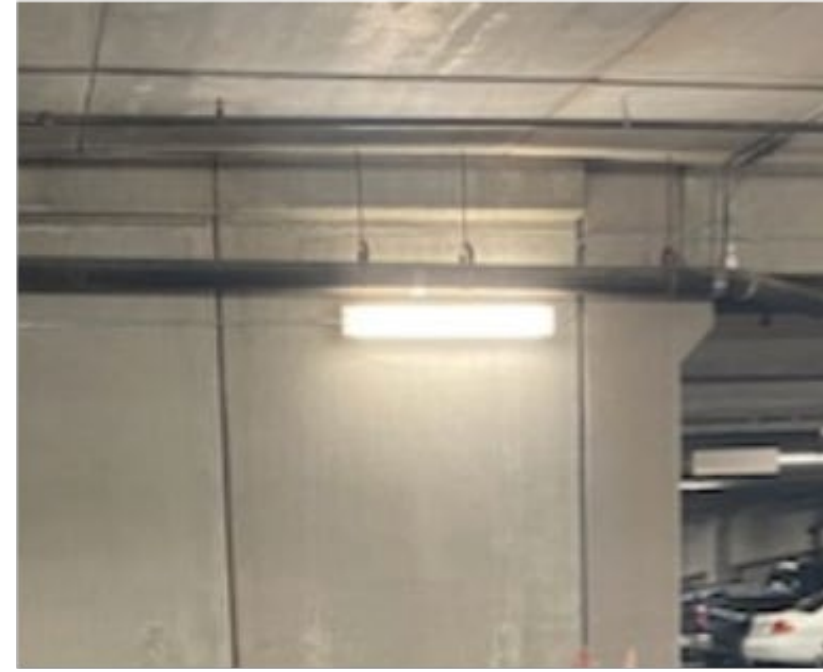
**Emotional Intelligence Interviews
Baseline to compare against same
interview upon completion of Field
Training**





PHYSICAL FITNESS PROGRAM

- 4 day a week
- Daily stretching
- 2 H.I.T. Fitness days
- 2 Running days
- Results – pre/post pre-hire program
- Push ups- 14% increase
- Sit ups- 16% increase
- 1.5 mile run-11% reduction in time
- Decreases academy attrition
- Historic Average 25%
- 5% for Class 54
- 14% for Class 55





➤ FAMILY CENTERED PROGRAMS

- Medical benefits for life reinstated
- Alternate work schedules
- Upgrading freestanding mothers' rooms
- Access ¹⁰ to daycare management applications to locate drop-in and 24-hour facilities
- Expanded wellness & peer program

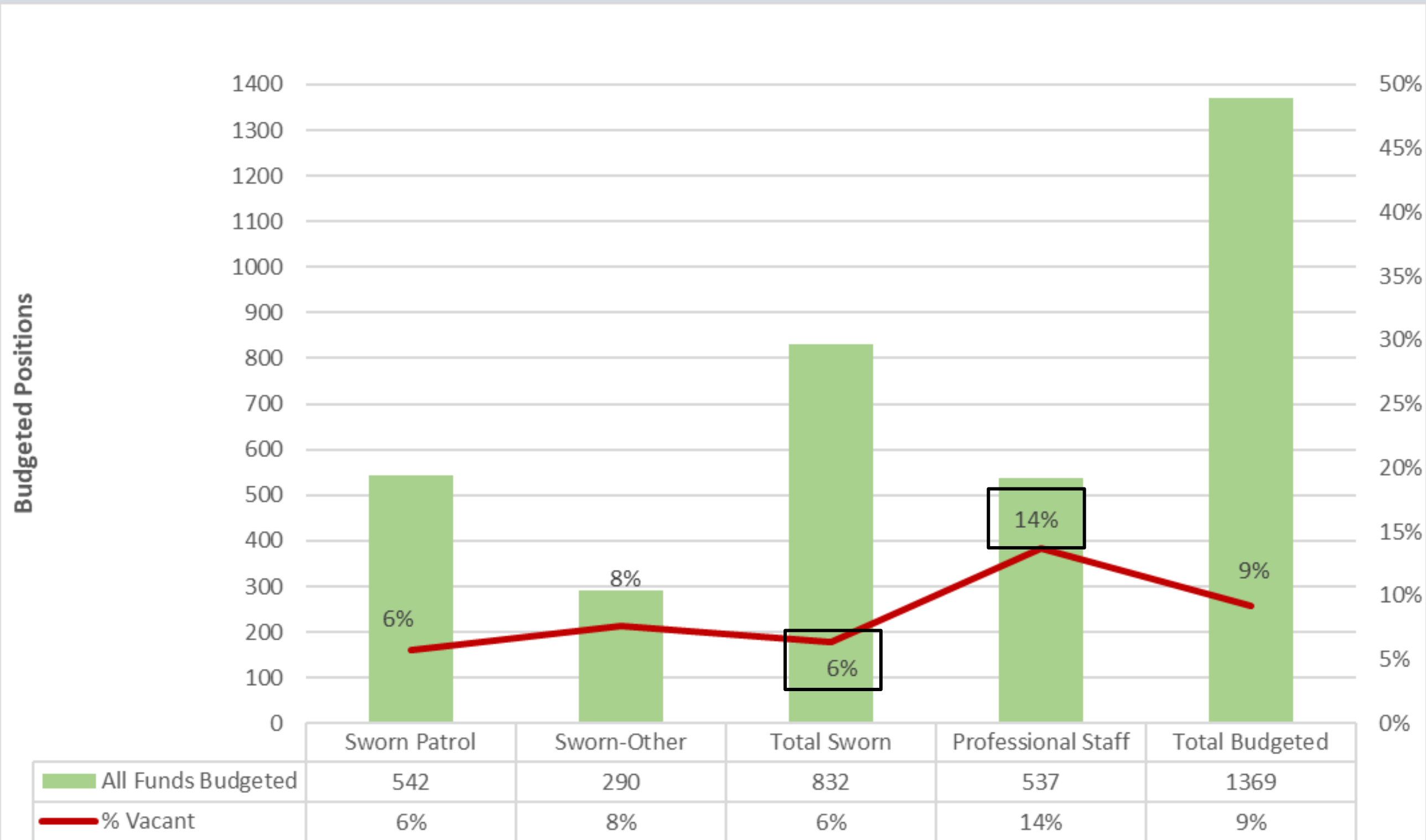
➤ Looking Ahead

- Developing virtual candidate webinars
- Producing a family centered highlight recruitment video
- Increasing candidate contact & coaching
- Implementing workout sessions to reduce no - shows & boost candidate preparedness.

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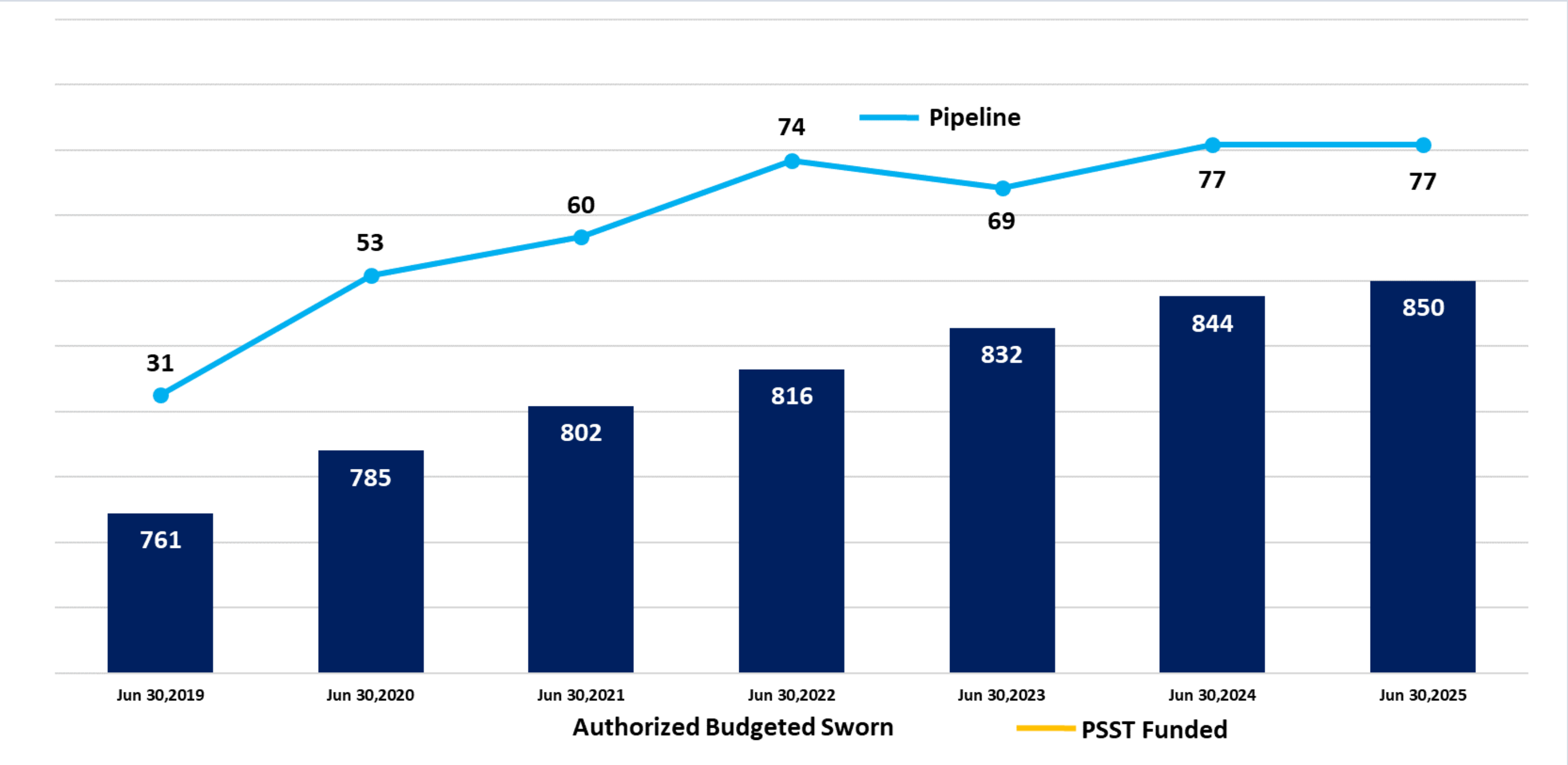
Vacancy Analysis as of May 31, 2023



Community
Health & Safety

| | Budgeted Sworn Vacant | Total Budgeted Vacant |
|-----------|-----------------------------|-----------------------------|
| 5/31/2022 | 7% | 9% |
| 5/31/2021 | 7% | 9% |
| 5/31/2020 | 4% | 5% |

Increasing Public Safety Staffing as of May 31, 2023



Community
Health & Safety



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