



MESA POLICE RECRUITMENT & HIRING



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WWW.JOINMESAPD.COM



JOINMESAPD@MESAAZ.GOV

2023 RECRUITMENT FOCUS

Proactive Talent Sourcing Techniques

- DIGITAL MARKETING
- CANDIDATE ENGAGEMENT
- EMPLOYEE REFERRALS

APPLY NOW



JOIN MESA PD

LET'S
GET
STARTED

NAME

Full Name

EMAIL

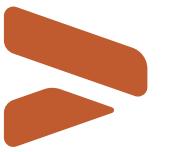
Email

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

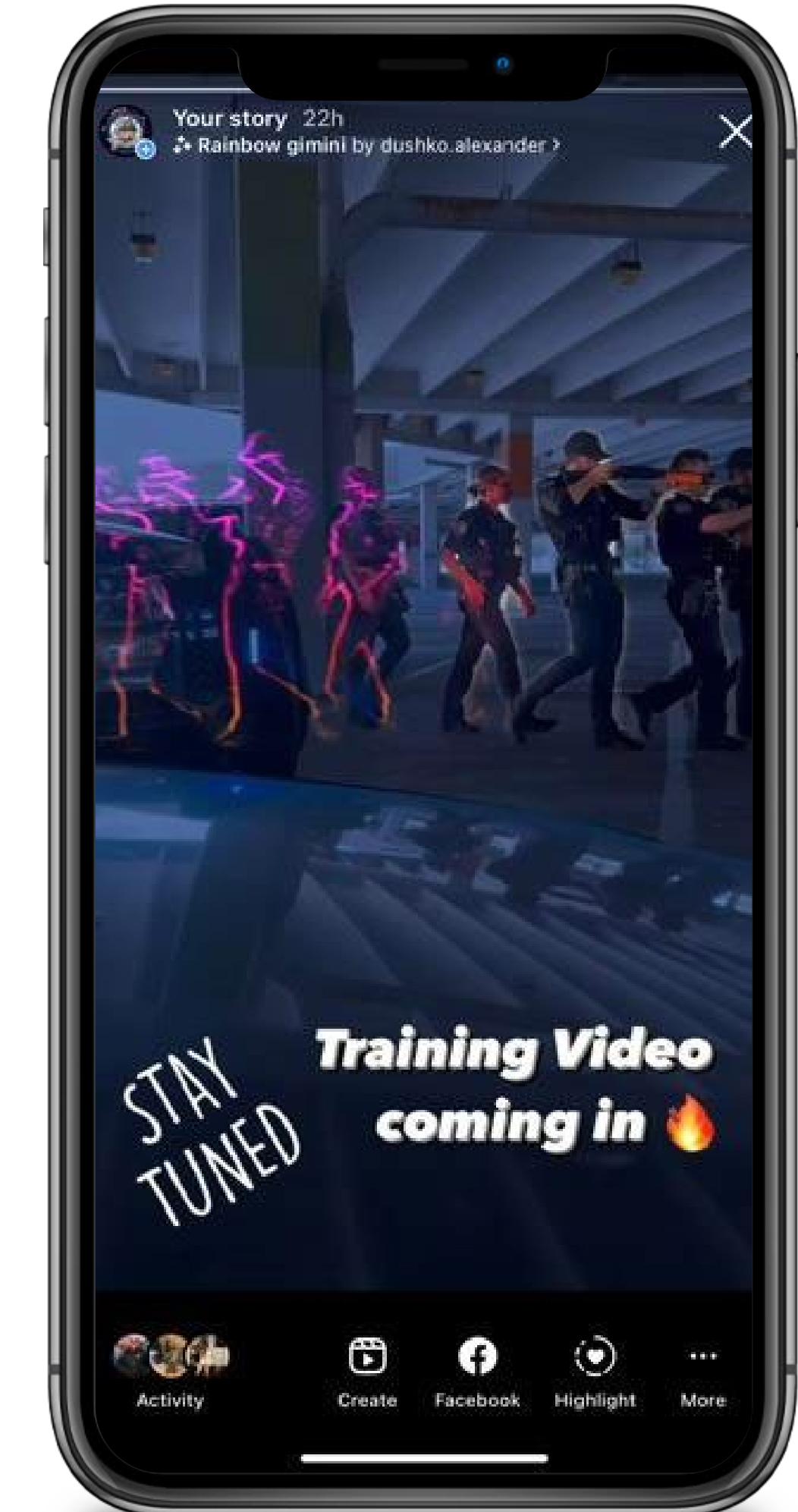
29.2K CONVERSIONS
*Went to the website

> 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% MALE | 43% FEMALE
- 888,000 VIDEO VIEWS
- 50k LIKES
- 2,047 COMMENTS





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



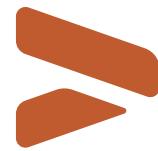
POLICE OFFICER RECRUIT TESTING

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

7



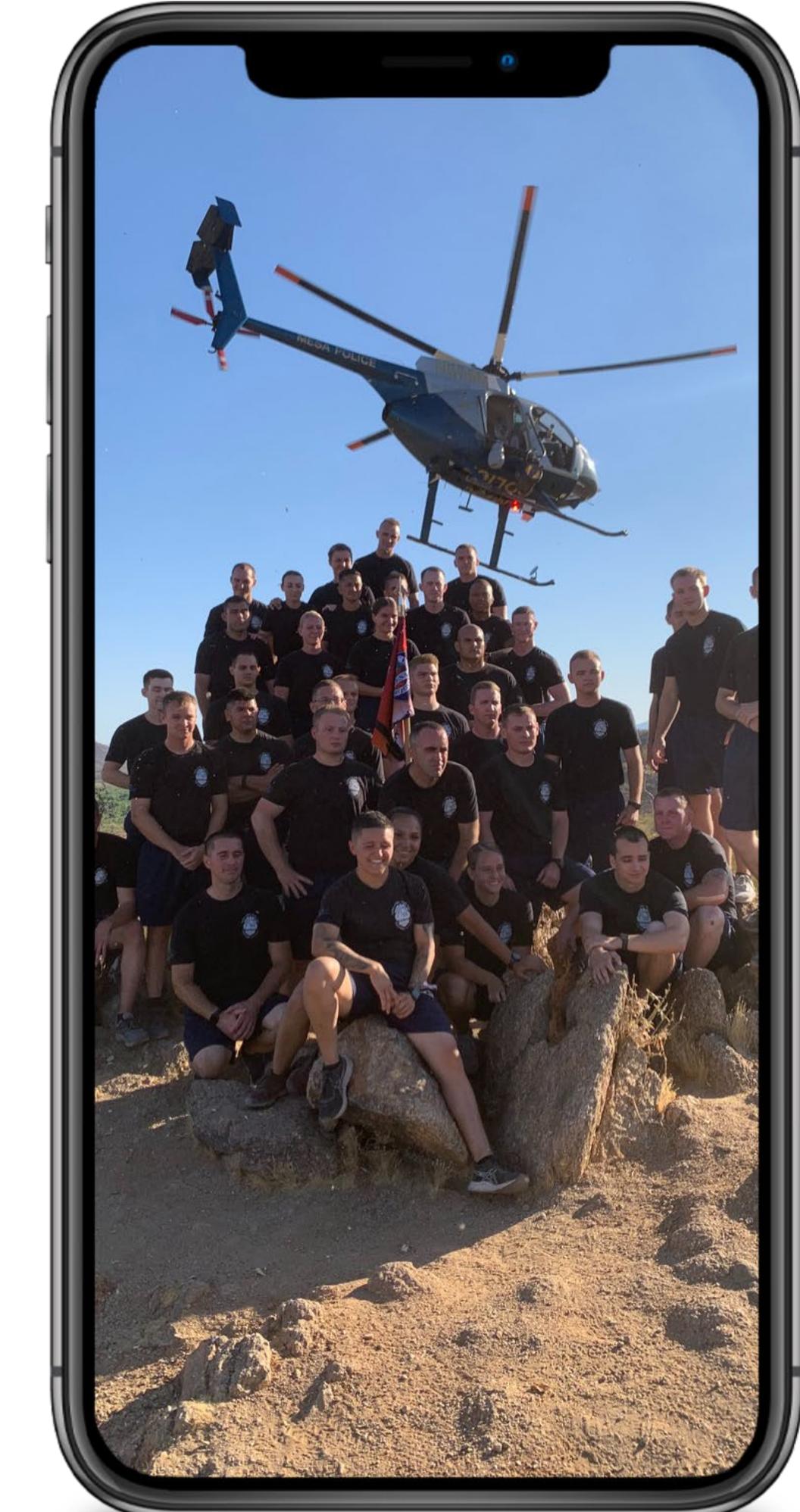


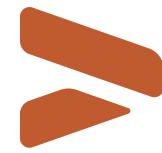
PREHIRE RECRUIT PROGRAM

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**

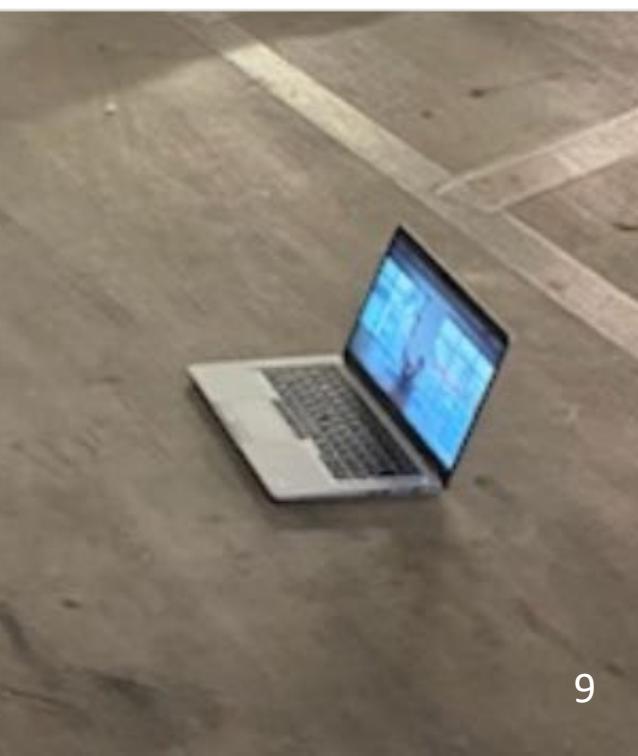
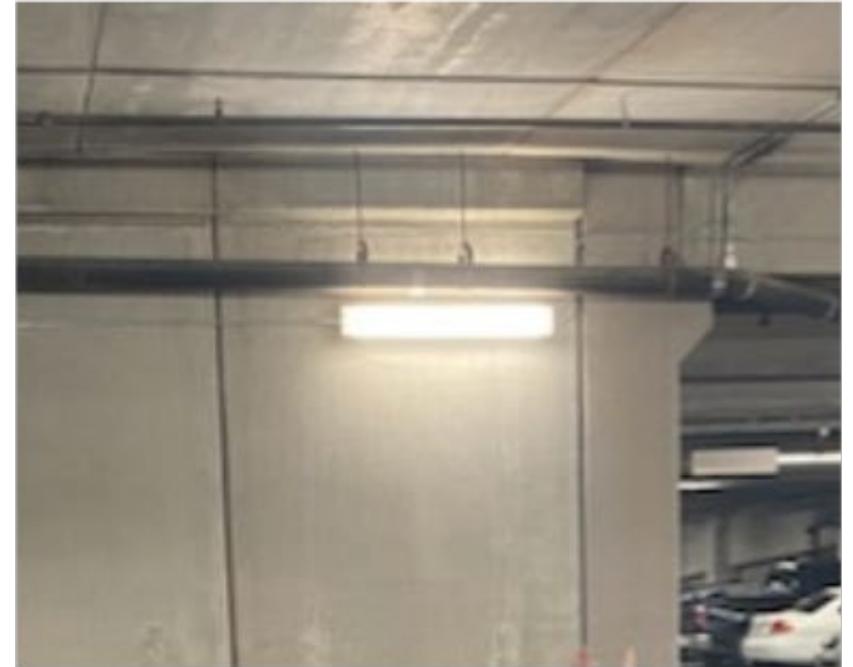
Emotional Intelligence Interviews
**Baseline to compare against same
interview upon completion of Field
Training**





PHYSICAL FITNESS PROGRAM

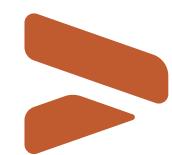
- 4 day a week
- Daily stretching
- 2 H.I.T. Fitness days
- 2 Running days
- Results – pre/post pre-hire program
- Push ups- 14% increase
- Sit ups- 16% increase
- 1. 5 mile run-11% reduction in time
- Decreases academy attrition
- Historic Average 25%
- 5% for Class 54
- 14% for Class 55





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

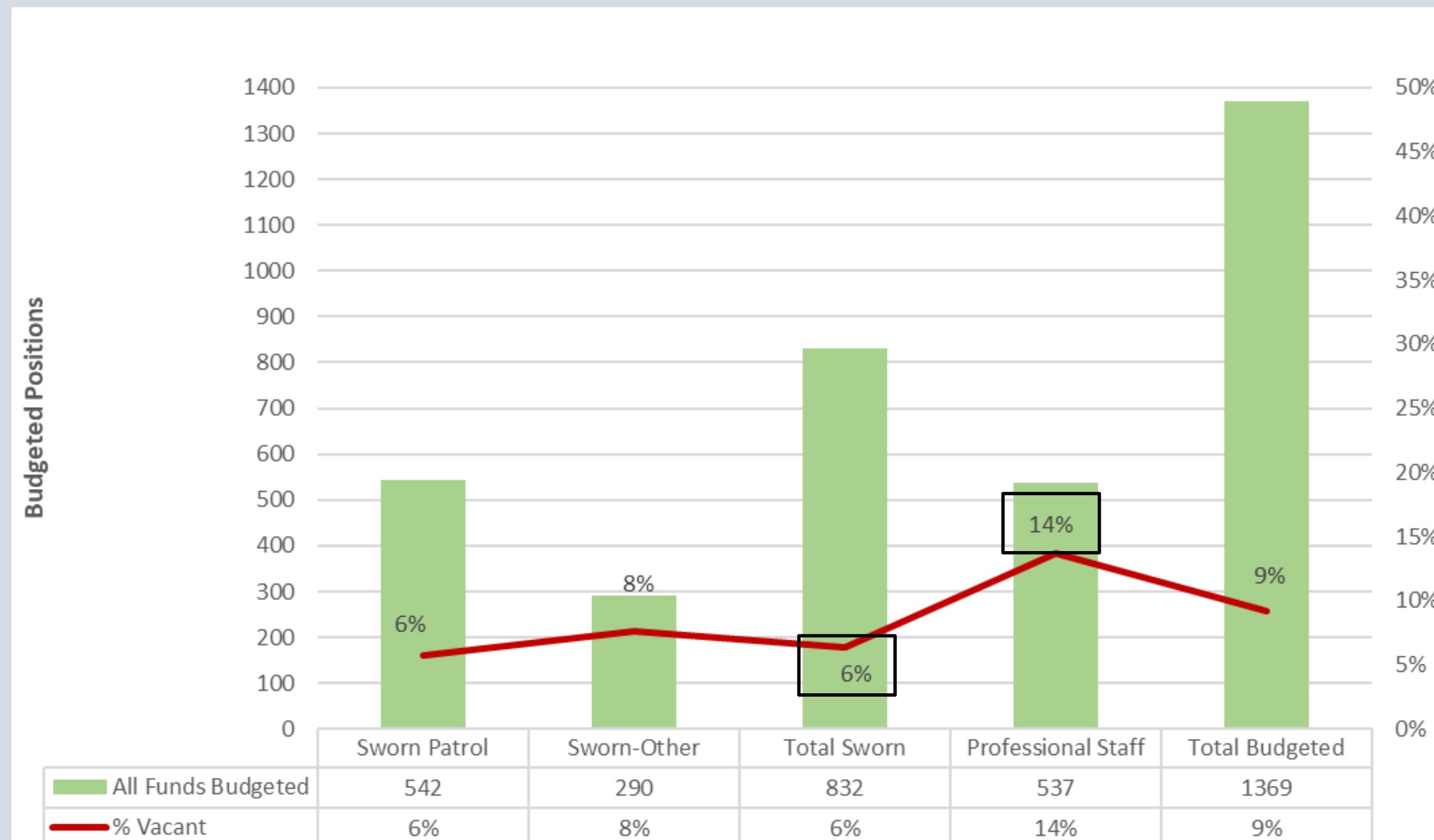


Looking Ahead

- 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.



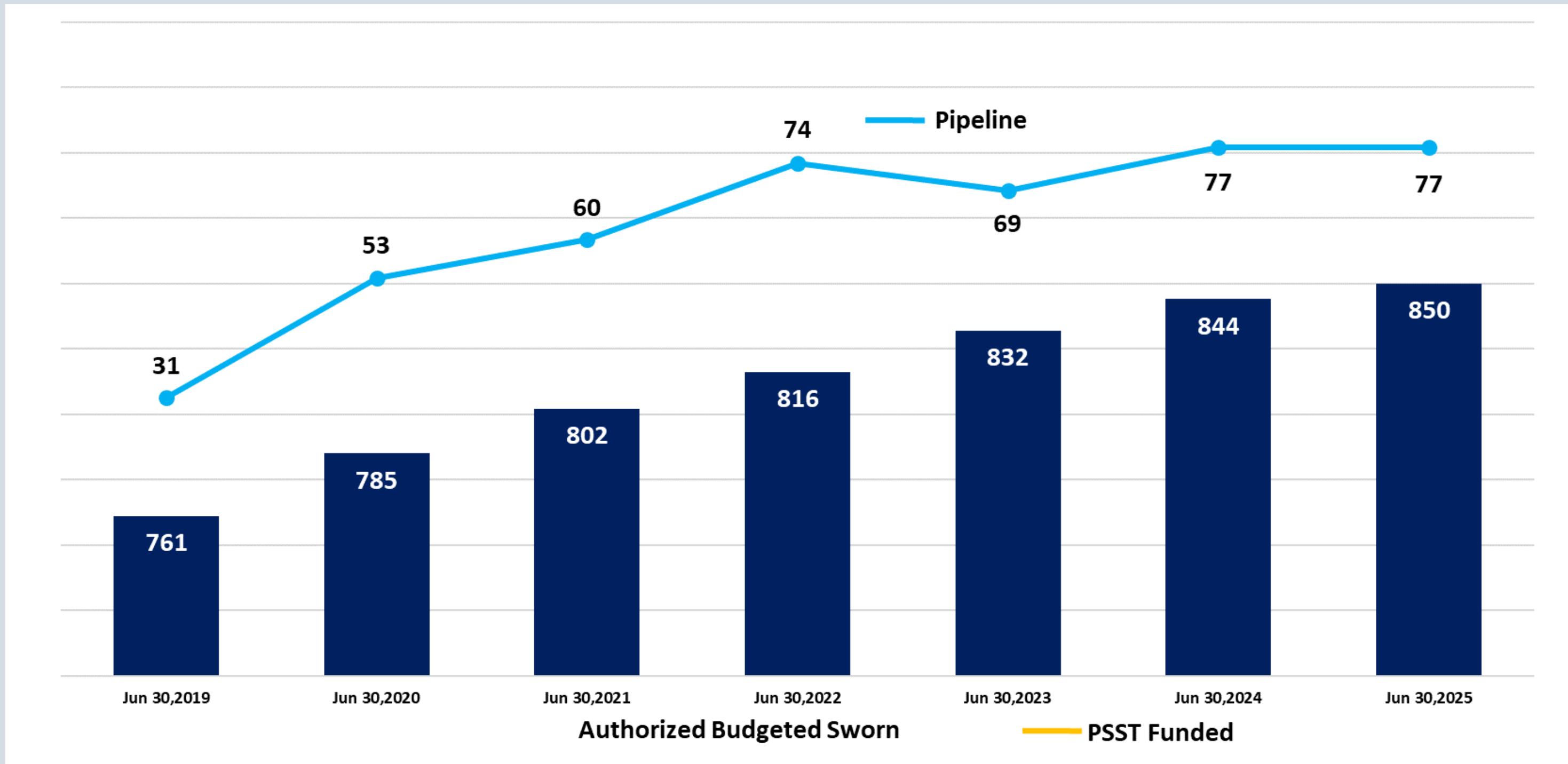
Vacancy Analysis as of May 31, 2023



**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





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