

Metropolitan Police Department
Washington, D.C.

**Challenges of Police
Recruiting in the
District of Columbia**

RAND National Symposium on Police Recruiting
Arlington, VA
June 19, 2008

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Quick Overview

1. Challenge to hire 1,600 officers between 2006-2009;
2. Challenge to hire 400 civilians between 2006-2009
3. 35 full-time employees in MPD Recruiting (primarily civilians);
4. MPD does its own background checks and medical screening;
5. 3 days from test to background (versus once a month);
6. Now hire twice a month rather than once;
7. Hired a professional marketing firm;
8. Conducted analysis of recruits; asked why they joined and focus-group questions;
9. Reengineered Recruiting website.

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The Metropolitan Police Department has been serving the District of Columbia for nearly 150 years. During that time, the MPDC has grown in diversity as well as size.

On August 6, 1861, the Metropolitan Police Department was officially established based on a study of the New York City Police Department. The initial authorized force of 10 sergeants and a number of patrolmen not to exceed 150 pales in comparison to today's law enforcement standards. In addition, the minimum qualifications would make any current police recruitment team envious: Officers had to be US citizens, able to read and write the English language, have been DC residents for two years, never convicted of a crime, between 25 and 45 years of age, and at least five feet, six inches tall.

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- Today's qualifications for a Metropolitan Police Department Officer are significantly more stringent. Candidates must:
 - Be a US citizen at the time of application.
 - Be 21 years of age.
 - Have completed at least 60 hours of college credits or 3 years of active duty military or 5 years of prior police experience
 - Possess an honorable military discharge {if applicable}
 - Possess at least 20/100 vision, correctable to 20/30 in both eyes.
 - Pass a written test.
 - Pass a medical examination, including a drug-screening test, and being of proportionate height and weight as measured by percentage of body fat.
 - Pass a psychological examination.
 - Possess a high moral character for carrying out law enforcement duties.
 - Possess a valid driver's license at the time of application.

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Despite these more rigorous requirements, the Metropolitan Police Department continues to meet its hiring targets. The current Metropolitan Police Department staffing profile includes:

- 4,004 Sworn Police Officers
- 70% Minority representation
- 23% Female representation

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- As the Metropolitan Police Department has evolved since 1861, there have always been challenges to the recruitment and retention of the best qualified and most committed members of the community.
- Recent national and international events have additionally conspired to make the hiring of Police Officers even more challenging.

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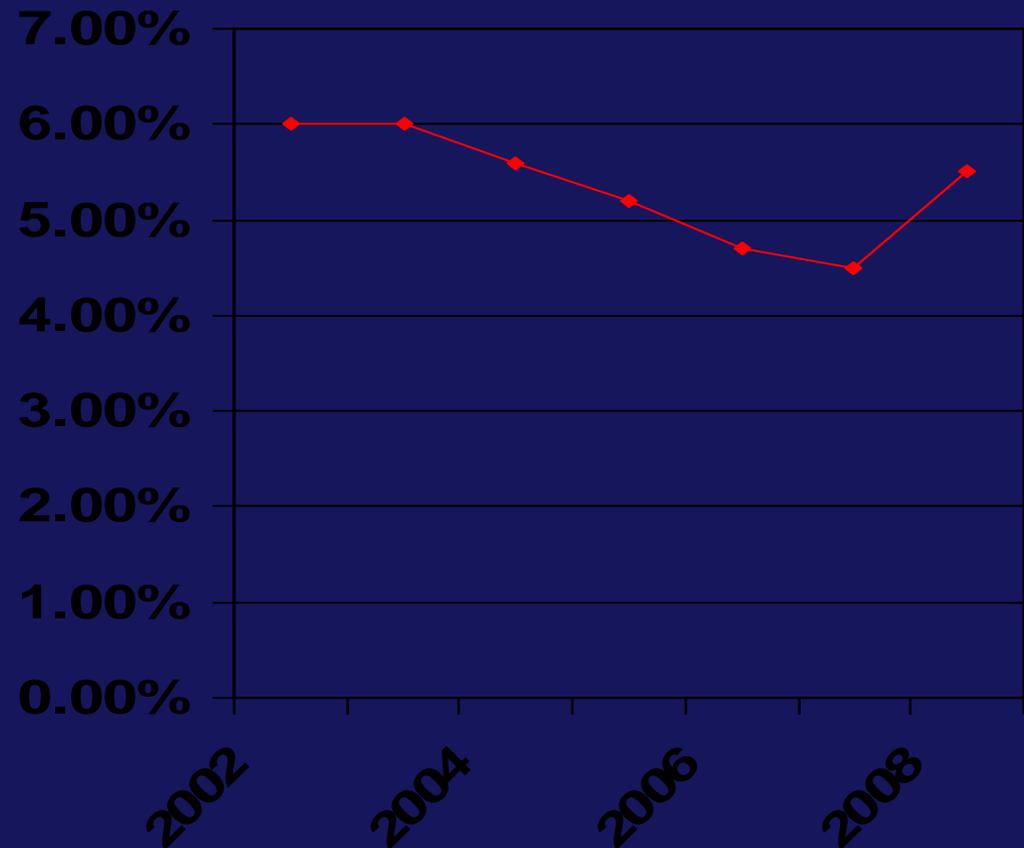
Challenges

- The National Unemployment Average is currently 5.5% *
- Significant competition for Local and Federal Law Enforcement personnel
- Traditional applicant pool restricted as result of deployment of military personnel in conflicts in Afghanistan and Iraq
- Increased hiring standards required of Police Officers
- Dwindling interest from individuals with post-secondary level education

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National Unemployment Trends

- Since 2002, the unemployment rate has been on a general decline.



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REDUCED UNEMPLOYMENT RATE

- AS THE UNEMPLOYMENT RATE HAS DECREASED, THE AVAILABLE POOL OF QUALIFIED APPLICANTS HAS BEEN RESTRICTED
- ADDED TO THIS IS THE INCREASED DEPLOYMENT OF RESERVE MILITARY PERSONNEL (TRADITIONALLY A PRIME APPLICANT POOL)

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National Guard & Reserve Mobilization

- Between December 26, 2001 and June 4, 2008 the number of Reserve and National Guard on active duty has increased from 61,912 to 99,159.
- This represents an increase of 60.19%



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- To overcome these challenges, MPD has engaged in an aggressive recruitment strategy.
- This strategy has been composed of four primary components:
 - Community Involvement
 - High Visibility
 - Extending the recruitment area
 - Extending the targeted applicant pool

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Community Involvement

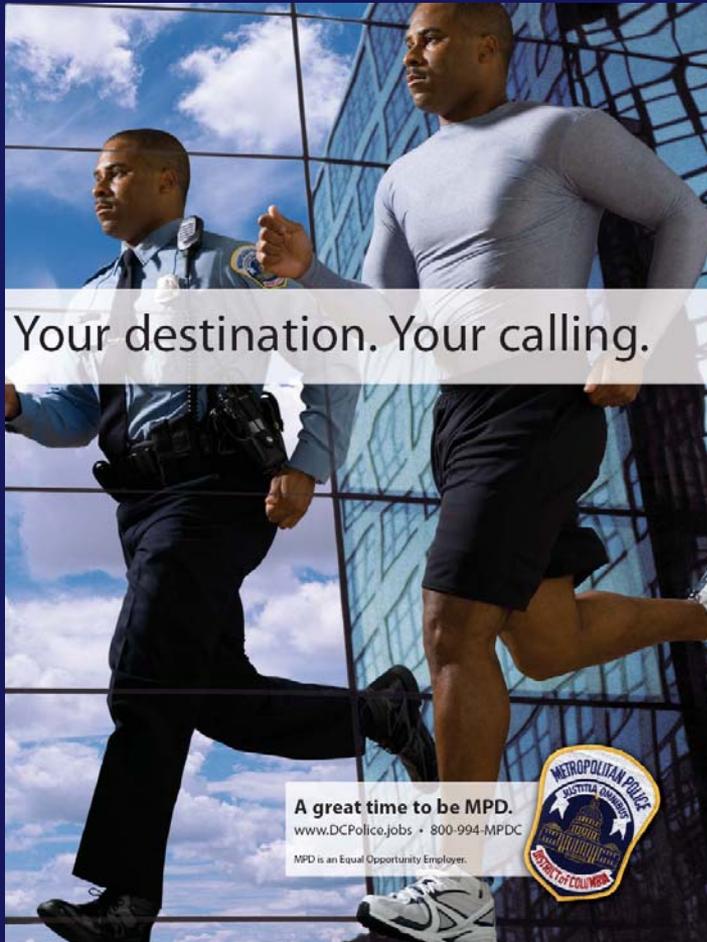
- Go beyond the traditional college/university partnership scenario
- Use/develop a Cadet/Explorer Program to function as a recruitment track
- Work closely with local diversity organizations to increase representation through grass roots campaigns
- Determine the best outreach venue for the target applicant pool (i.e. – Churches, Fraternal organizations, Youth Organizations)

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High Visibility

- Advertising with local Transit Authority
 - Bus Wrap
 - Bush Shelter Advertisement
- Updated internet presence
- Movie Theater Advertisement

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DC HOME | DC GUIDE | RESIDENTS | BUSINESS | VISITORS | DC GOVERNMENT | Kids

*** Welcome to Washington
District of Columbia

Metropolitan Police Department

What's Hot?
Click here to listen to MPD's recruitment radio commercial.
[Download Media Player] [Text Only]

- MPDC Home
- Why Work for MPD?
- Is MPD for Me?
- Apply Now
- Employee Profiles
- Benefits
- Message from the Chief
- Careers at MPD
- Become a Police Officer
- Women in the Line of Duty
- Internships
- Volunteer with the Police Reserve Corps
- Diversity
- Tell-a-Friend
- FAQs
- Contact Us

Make an all-out effort. Apprehend the perpetrator. Keep the neighborhood safe.

A great time to be MPD.

Discover the Metropolitan Police Department

Welcome to the Metropolitan Police Department, where you can be part of an organization energized by a renewed feeling of pride and sense of purpose. Every day, we're focused on building a crime-fighting partnership with the community, and developing our own promise and potential as a department.

Whether you're interested in a sworn or civilian position, the MPD may be the place for you. You could join our nearly 4,500 member – 3,900 sworn police officers and nearly 600 full-time equivalent civilian employees – in serving the unique neighborhoods within the District.

Help us write a brand new chapter in the history of policing... right here in our Nation's Capital.

Message from the Chief

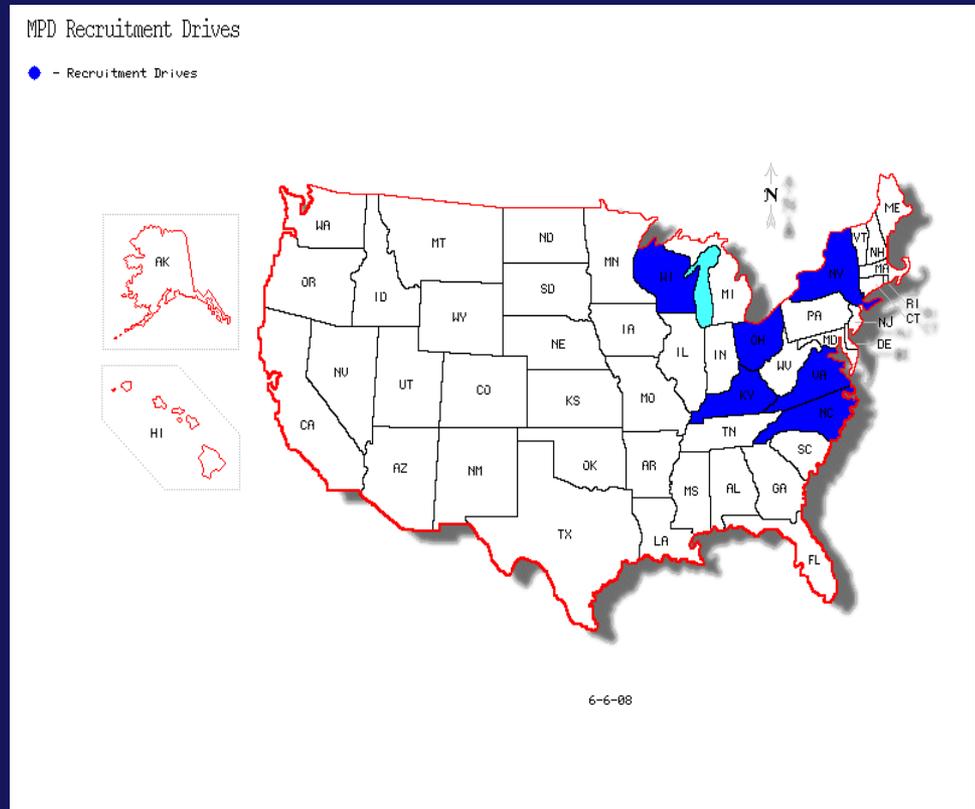
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- 15 Second spot run prior to movie previews
- Theater locations within DC Metropolitan region



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- To increase the candidate pool, the MPD has included campaign of Recruitment Drives. In the last 12 months, the Recruitment Team has been to:
 - Fort Campbell, KY
 - Fort Knox, KY
 - Camp Lejeune, NC
 - Albany, NY
 - New York, NY
 - Columbus, OH
 - Tidewater, VA
 - Oak Creek, WI

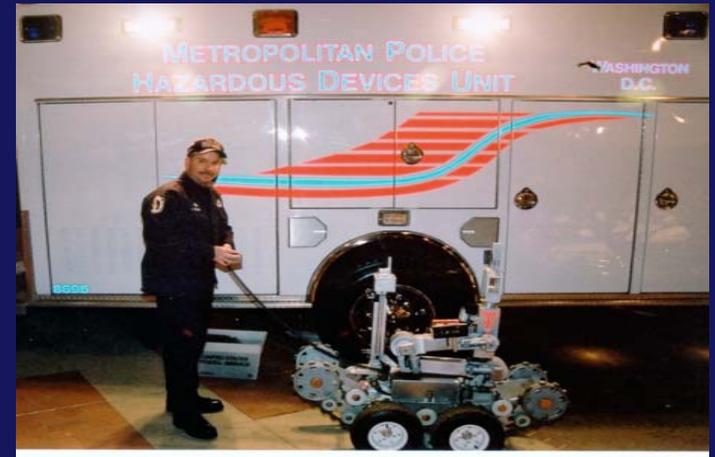


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Extending the applicant pool

- Frequent visits to military Transition Assistance Program (TAP) Classes to market Police Officer opportunities
- Extended recruitment efforts to include qualified family members of active duty military personnel
- Recruitment team members are well versed in military training programs and how they translate to a career in law enforcement
- Recruiters illustrate transitional opportunities (i.e. – Naval Aviation to Air Support Unit; Ordnance to EOD)

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GEN-Y Recruitment

- Created a recruitment presence in the Gen-Y oriented space YouTube
- Encourage an electronic presence among rank and file
- Use social networking sites with caution – ensure information is not manipulated/changed for a negative purpose
- Ensure social networking recruitment efforts encourage candidates to complete application

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Streamlined process

- Whenever possible, offer application, testing, orientation in a single venue (most effective for our Recruitment Drive efforts)
- Maintain an open line of communication with candidates
- Do not allow candidates to “fall through the cracks”
- Most candidates have applied to several forces. Make certain your process is thorough and efficient

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Questions