



Strategic Recruiting in the New York City Police Department

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Only in New York Only in the NYPD

Today's NYPD recruitment program does a lot more than promote job openings.

It's about selling and branding the NYPD's image, convincing applicants that this is a "PREMIER EMPLOYER OF CHOICE."





Employment Branding

FOR GENERATION X & Y

GENERATION X (Born b/w 1965-1977):

- Better educated, technologically adept, ethnically diverse, media savvy, and self-reliant. Strives to be fit. Wants a sense of belonging.
- They seek increased status, authority, prestige, & rewards.
- They look for opportunities to develop skills, contribute & advance career.

GENERATION Y -The Millennials (Born b/w 1977-1990s):

- Fastest & largest growing segment of workforce since baby-boomers. Best people to connect to (and recruit) Gen Y is Gen Y.
- Grew up on technology, ethnically diverse, & extremely independent.
- Are confident, wants to be empowered, & are efficient multi-taskers. They have a strong sense of entitlement and expects immediate gratification.
- They want to do better than their co-workers. They provide fresh ideas to a motivated workforce. They want to make a difference. Love to learn.



Branding A Great Place to Serve

- The Department is modernizing management, improving technology, and updating training.
- The NYPD leads the nation with the most dramatic crime reductions in our time.
- Our role as a traditional fighter of crime and disorder has expanded to include Counter-Terrorism.
- We need the best and brightest to support our increasingly complex mission.



Overview of Recruiting in THE NYPD

- **Employment Branding**
- **NYPD Exam and Employment Requirements**
- **Salary, Benefits and Opportunities in the NYPD**
- **Recruiting Events & Efforts**
- **Enhanced Web Site Utilization**
- **212-R-E-C-R-U-I-T Telephone Hotline**
- **Recruitment Advertising and Media Program**
- **Candidate Services**



Exam & Hiring Requirements

TO TAKE THE WRITTEN EXAM:

- Must be between the ages of 17½ and 34 years
- May add up to 6 years to age for active U.S. military service

AFTER PASSING WRITTEN EXAM, YOU MUST PASS A:

- Background & character investigation
- Drug screening
- Medical exam
- Psychological exam (written and oral)
- Physical exam

THE DAY YOU ARE HIRED, YOU MUST:

- Be a U.S. Citizen
- Be at least 21 years old
- Have 60 college credits OR 2 years of active-duty military time
- Have a valid NYS Driver's License
- Not have been convicted of a felony
- Be a resident of NYC or surrounding resident counties



Average Salary

- Starting base-pay of \$35,881 plus benefits from first day of recruit training.
- Top base-pay of \$65,382 at 5½ years of service.
- When including overtime earnings, holiday pay, night-shift differential and uniform allowance, a Police Officer at top pay will earn over \$82,000 on average.





Great Benefits

- **10 paid vacation days your first 5 years**
- **27 paid vacation days after 5 years of service**
- **Unlimited sick leave with full pay**
- **A choice of paid medical programs**
- **Prescription, dental, and eye glass coverage**
- **Annuity fund**
- **Deferred Compensation Plan**
- **Optional retirement at one half salary after 20 years of service**
- **Annual \$12,000 Variable Supplement Fund (upon retirement)**
- **Annual banking of \$12,000 Variable Supplement Fund after 20 years of service (if not retiring)**



A Chance to Advance

- Every police executive started as a Police Officer.
- Many acquired law and other advanced degrees along the way.
- Police Officers develop expertise in everything from computers to community organization.
- There are no glass ceilings or dead ends.
- You can go as far as your energy and determination will take you.



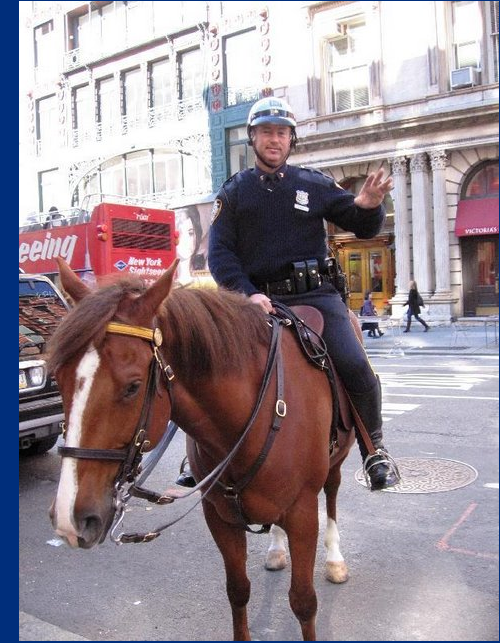
Promotional Opportunities

The NYPD administers promotional exams for each rank above Police Officer every 2-3 years:

- **1 in 7 uniformed members are Detectives**
- *A Detective's (3rd Grade) average earning is \$100,000*
- **1 in 8 uniformed members are Sergeants**
- *A Sergeant's top pay average earning is \$100,000*
- **1 in 20 uniformed members are Lieutenants**
- *A Lieutenant's top pay average earning is \$122,000*
- **1 in 50 uniformed members are Captains or above**
- *A Captain's top pay average earning is \$135,000*



Over 200 Specialized Units





Educational Opportunities

- Officers start receiving full pay and benefits from their first day of recruit training
- Receive up to 29 college credits for your police academy training toward your degree
 - *Equivalent to 2 full semesters of cost savings*
- \$15,000 College Reimbursement Program



Educational Opportunities



UNDERGRADUATE STUDIES:

- 71 scholarships to schools in New York City
- 16 Colleges offer tuition reduction programs

GRADUATE STUDIES:

- 6 Scholarships (including Harvard, NYU, Columbia)
- 9 Colleges offer tuition reduction programs
- May apply to receive 9 paid “Educational Leave” days each semester while in graduate school

FELLOWSHIPS offered to the NYPD:

- The Fulbright Fellowship
- The Harvard Public Service Fellowship
- The White House Fellowship



Strategic Recruiting Program



- College & University Initiatives
- Military Outreach
- Internet Recruiting
- Career Fairs & Job Expos
- Diversity Initiatives



Additional Recruiting Efforts

Letters to NYC:

- Elected Officials
- Community Boards
- Clergy in NYC



Recruiting Assignments and Appearances at:

- Community Council Meetings
- Local Street Fairs & Parades
- Major Transportation Hubs & Subway Stations
- Shopping Malls & Sporting Events
- Department of Labor & City Libraries



Enhanced Web Site Utilization

NYPDRECRUIT.com

- The NYPD Recruitment web site is fact-driven
- In March 2002, established an On-Line Application to register for the Police Exam via the Internet
 - *Over 345,000 on-line applications received*
 - *Over 3.8 million visits*
- The interactive environment of the Internet enables the Recruitment Section to stay “connected” with police applicants
- The recruitment URL appears in all of our ads:
NYPDRECRUIT.com



Recruitment Hotline

212-RECRUIT

- Staffed by a recruiter 7 days a week
- Menu Driven System
- Important resource for candidates
- *212-RECRUIT* appears on all of our ads
 - *2007 averaged 5,500 calls per month (over 66,000 calls for the year)*



Advertising and Media Plan

- **Campus Advertisements**
- **Newspaper and Magazine Ads**
- **Internet Ads**
- **Radio**
- **Transit & Billboards Ads**
- **“In-Service” Ads**
- **Other Ads**



Candidate Services

Tutorial Program:

- Classes offered in every borough
- Downloadable Test Preparation Booklet
- Working on an interactive initiative for Fall 2008

Relationship Marketing Plan:

- Messages are E-mailed every 10 days
- Postcards are sent as reminders to exam dates
- CD-ROM is mailed to every applicant
- Telemarketing project “Operation Show-up”



Candidate Services

QUEST Program:

- Designed for out-of-towners
- Allows candidates to do most of the standardized testing in one visit to NYC

NYPDTRINEES.com:

- Information on benefits and career mobility
- Resources to assist obtaining college credits
- Resources to help find an apartment in NYC
 - *Promotes communication with other recruits to find a roommate via a “Community Bulletin Board”*



Strategize, Implement, Measure

STRATEGIZE:

- Targeted media campaign designed to brand and maintain the agency's image throughout the test cycle.
- Conduct research and focus groups to test creative and determine media habits.

IMPLEMENT:

- An aggressive recruitment program.
- A multi-media blitz to reach our primary target and passive job seekers.

MEASURE:

- To more efficiently and effectively use our advertising budget.
- Will be able to know what works and what doesn't.
- Will provide stats to validate success.



Recruitment Statistics

JANUARY 2002 to PRESENT

- **Over 3.8 million visits to the recruitment web site**
 - *Over 1.8 million during the last 2 years*
- **Over 455,000 applications submitted**
 - *345,000 were submitted on-line*
- **Over 135,000 candidates tested**
 - *Over 110,000 passed*
- **Over 18,000 Police Officers hired (July '02 - July '08)**
 - *6,739 hired at \$25,100 starting salary*



Thank You



*Graduation Day at
Madison Square Garden*