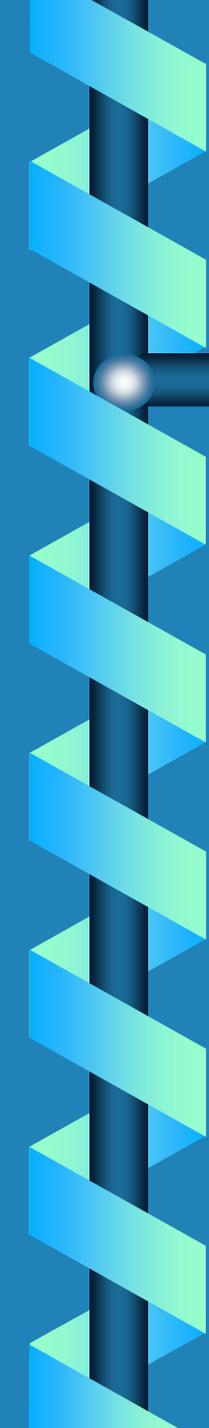


Marketing: What's So Special About Your Agency?

⊙ Presenters:

- Liz Allison, Grant Manager, Indianapolis (IN) Police Department
 - Chief David Kurz, Durham (NH) Police Department
 - Colonel Carl Hawkins, Hillsborough County (FL) Sheriff's Officer
- ⊙ The workshop discussed how to recruit service-oriented candidates to police departments and sheriff's offices through branding, advertising, and the media.



Marketing: What's So Special About Your Agency?

☉ Overview of Presentations: rural, suburban and urban agency perspectives

- Challenges

- New populations, changing demographics
- Little or no money
- Poor community perception of the agency

- Activities

- Grants give agencies a chance to experiment.
- Determine *who* to recruit and *how* to recruit
- Making organizational changes to support new recruiting efforts.



Marketing: What's So Special About Your Agency?

• Breakout Discussion Topics

- Developing an effective marketing plan
- Small budget recruiting and marketing
- Preparing the internal organization for recruitment and marketing



Marketing: What's So Special About Your Agency?

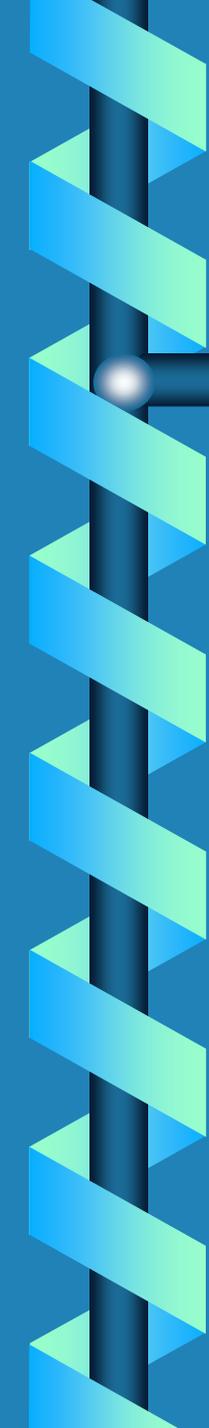
• Common/Cross-cutting Themes

- Leadership support
- Ask for help
- Get the internal department in order
- Can be done on limited budgets

Marketing: What's So Special About Your Agency?

• Innovative and Promising Practices That Emerged

- Indianapolis (IN) Police Department: virtual academy, community forums, tutoring
- Hillsborough County (FL) Sheriff's Office: branding, integrity scholarship, storytelling
- Durham (NH) Police Department: utilizing citizens
- Employee incentives for recruitment and retention
- Use the media to showcase efforts
- Utilize employee interests/talents
- Develop a business plan for the agency



Marketing: What's So Special About Your Agency?

• Concluding Takeaway Messages / Lessons

- Reach out to the community
- Work internally and externally
- People want to take pride in their organization
- Recruitment and hiring staff should showcase employees
- Employees as ambassadors
- Realistic descriptions of work