Strategic Recruiting in the New York City Police Department

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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.”
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.
• 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)
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.
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
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
• 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”
**QUEST Program:**
- Designed for out-of-towners
- Allows candidates to do most of the standardized testing in one visit to NYC

**NYPDTRAINEES.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