


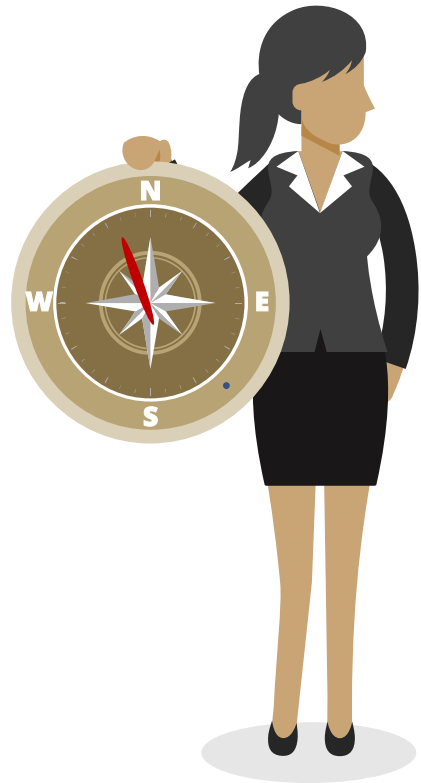
SFPD Strategies for the Recruitment of Women




CITY & COUNTY OF SAN FRANCISCO

San Francisco Police Department


July 20, 2022



Nationally,
12.8% of sworn
law
enforcement
positions are
filled by
women.



Today, **14.3%**
of SFPD sworn
members are
women.



In 2022 YTD,
19% of
Academy
recruits are
women.



SFPD Recruitment
Unit:

FT Staff = 3 men
and 1 woman

PT Recruiters = 97

**42 are women
(43.3%)**

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 Text "JoinSFPD" to (415) 704-3688
 to apply today!




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SFPD Salary
\$92,560-\$139,152

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Recruitment Strategies for Gender Diversity

Recruitment Events

- Nearly half of the events the Recruitment Unit attends/hosts are focused on the recruitment of women
- Targeted recruiting to female audiences at women focused events
- College Recruitment

Female Representation at Recruitment Events

- In 2022, 95% of events had at least 1 female recruiter attending/hosting
- 80% were represented by an all-female team

Expansive Advertising Campaigns

- All are women and diversity focused
 - Local Newspapers & Magazines
 - Local Radio & TV
 - Billboards & Transportation Ads (Muni, BART, and Bay Area Bus Routes)

Social Media / Digital Platforms

- Facebook, Twitter, Instagram, Streaming Music, Cell Phone Pop-Up Ads
- LinkedIn, Handshake, InterviewNow, Rivet

Recruitment Strategies for Gender Diversity

Community Outreach

- Community Ambassador Program = 46 members
 - 17 female members (36.9%)

Marketing / Branding

- Recruitment Unit is currently working with a marketing firm
- “Be the Change” Campaign
- Videos in production specifically geared toward women

Internal SFPD Outreach

- Police Employee Groups (PEG) Outreach
 - Women’s Action Committee

Quarterly Hiring Meetings with DHR

- Tracking of demographics and collaboration on strategies to address disparities

Hiring Process Support for Women



Focus
area

Trigger Pull Test was replaced by **Dominant Handgrip Strength Test**

Height/Weight Requirement was removed on 3/25/22

Focus
area



Focus
area

Test Prep Sessions were instated specifically to attract and assist female applicants through the hiring process.

- Guidance for the Written Test
- Mock Oral Board Interview Sessions
- PAT Practice Sessions
- Workout Sessions

Mentorship throughout the entire hiring process by the Recruitment Unit

Focus
area



Future Strategies

Marketing / Branding

- Continuing to work with a marketing company to help brand SFPD and attract more women candidates

Launch of a Recruitment Application Tool

- Keep candidates engaged & apprised of their progress
- Track applicant success

Partnership with a Recruiting Firm Contractor

- Targeting qualified women and diverse applicants

Newly Budgeted Professional Staff to be Hired

- 1823 Senior Administrative Analyst

Future Strategies

Internal SFPD Recruitment Summit

Expansion & Reimagining of Community Ambassador Program

Work with DHR to Reevaluate Physical Test Standards

- Consider other forms of physical tests
- Consider lowering the number of push ups required to pass

Measuring Success



Focus
area

Marketing Company

- Will assist SFPD with measuring the success of advertisements and platform placements

Recruitment Application Tool

- Will allow for superior data collection

Focus
area



Focus
area

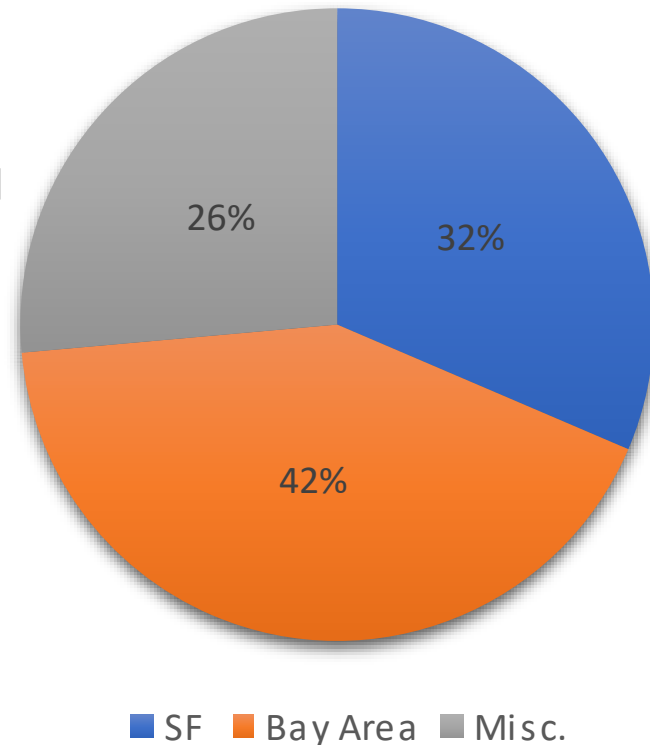
New Hire: 1823 Senior Administrative Analyst

- Will complete data analyses to measure and support recruitment efforts and improve efficiencies

Local Recruitment

- In 2021, 60% of events the Recruitment Unit attended or hosted were in San Francisco.
- Over the last 3 years, 32% of all Academy recruits were San Franciscans.

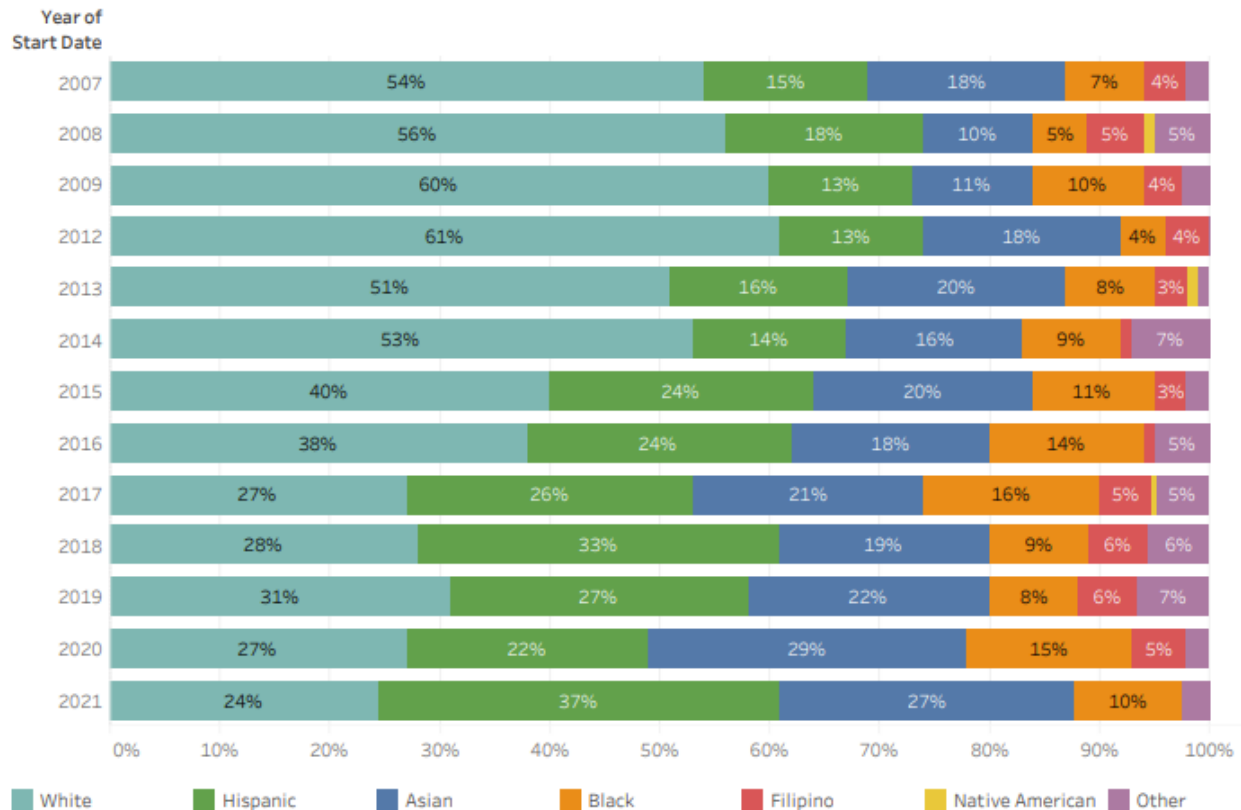
SFPD Academy: Recruits by High School Attended, 2019-2022



Diversity Recruitment

- In 2021, 75% of events the Recruitment Unit attended or hosted were diversity focused.
- In 2021, 76% of Academy recruits were racially diverse.

SFPD Academy: Recruits Entering by Race



Questions?

**SAN FRANCISCO
POLICE DEPARTMENT**

