


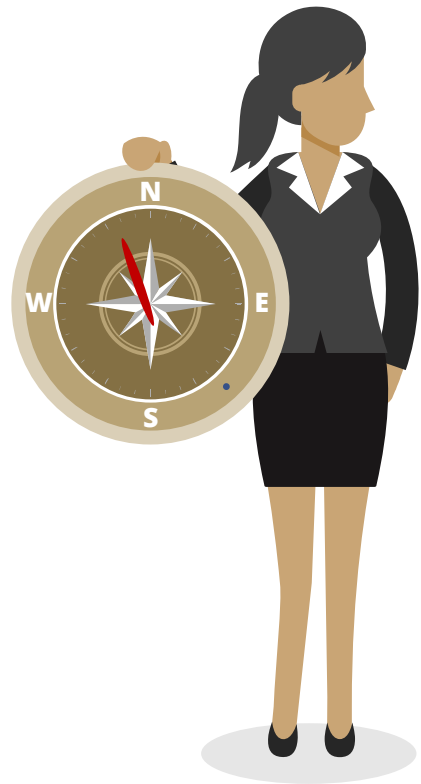
SFPD Strategies for the Recruitment of Women




CITY & COUNTY OF SAN FRANCISCO

San Francisco Police Department


October 5, 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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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
- PAT Practice Sessions
- Mock Oral Board Interview Sessions
- Workout Sessions

Updates to the Physical Test Standards are slated to take effect in November 2022

Focus
area



Focus
area

Mentorship throughout the entire hiring process by the Recruitment Unit

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
- 1310 Public Relations Assistant

Future Strategies

Internal SFPD Recruitment Summit

Expansion & Reimagining of Community Ambassador Program

One Day Testing Events

- Hosting of all initial phases of testing in one day
- Includes written test, PAT test, and oral interview
- Will shorten the hiring process from 6+ months to approximately 3 months

Participation in the 30 x 30 Initiative

- 30% women recruits by 2030

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

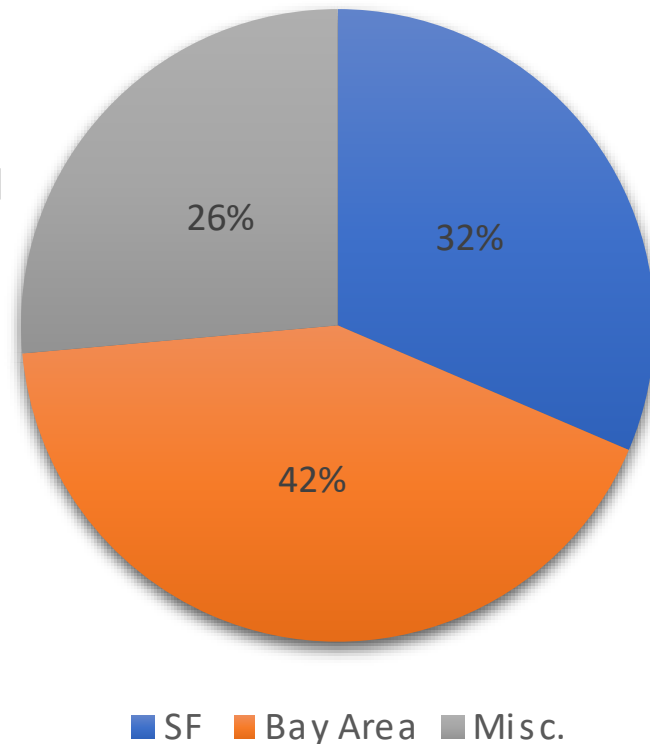
New Hire: 1823 Senior Administrative Analyst

- 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.

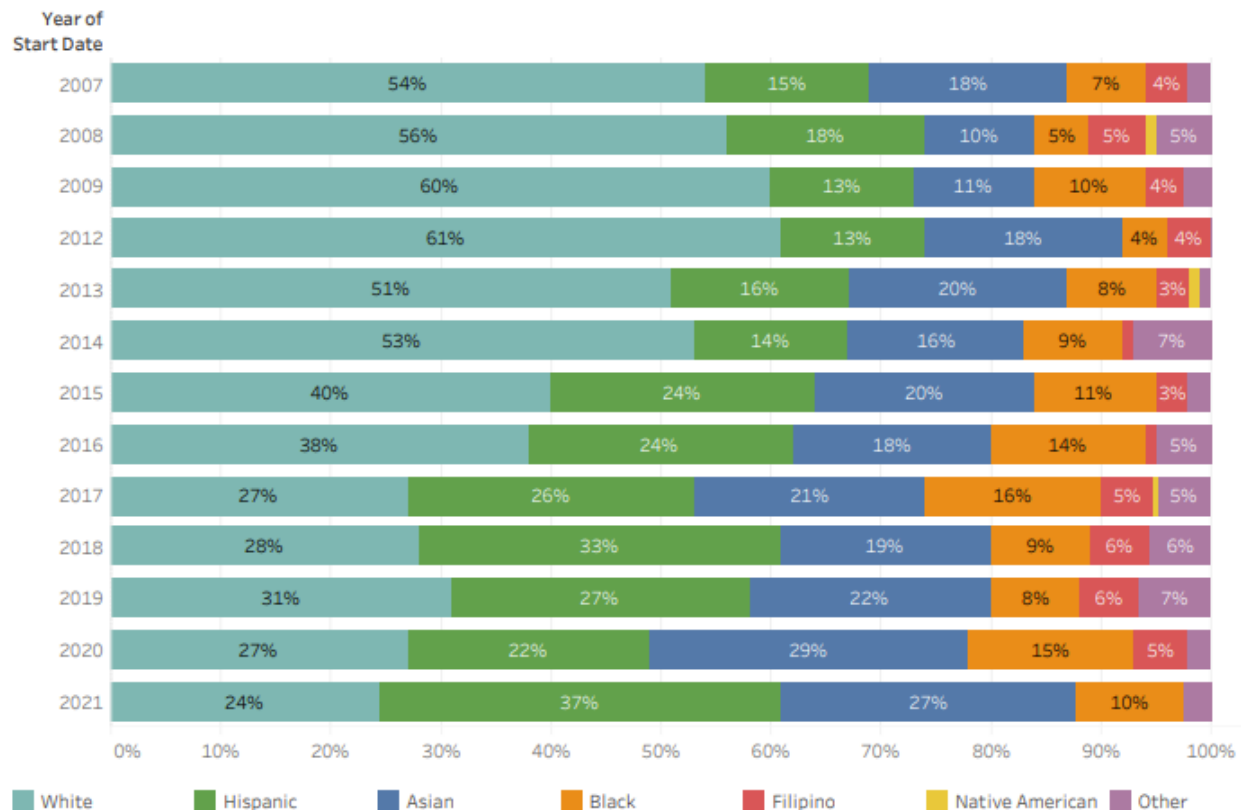
SFPD Academy: Recruits by High School Attended, 2019-2022



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**

