

## CIVIL SERVICE COMMISSION MEETING AGENDA

**1:00 PM**

**OCTOBER 6, 2020**

WebEx Meeting info provided to internal staff

**Public Participant Dialing Instructions:**  
Dial Access Number-1-408-418-9388  
Enter Access Code: 146 316 5956

### **1) 1:00 PM CALL TO ORDER OF REGULAR MEETING**

- A.** Introduction
- B.** Adoption of Agenda
- C.** Approval of Minutes for September 9, 2020

### **2) AGENDA ITEMS FOR VOTE**

- |  |         |
|--|---------|
| <b>A.</b> Certification of 2021-1 Police Entry-Level Prospective Employment List | Dearman |
|--|---------|

### **3) AGENDA ITEMS FOR DISCUSSION**

- |   |                             |
|---|-----------------------------|
| <b>A.</b> Police Recruiter Presentation           | Officers Syidi and Wicklund |
| <b>B.</b> Job Suitability Description and Results | Dr. Brower                  |

### **4) REPORTS**

- A.** COMMISSIONER REPORTS  
Fire Lieutenant Written
- B.** STAFF REPORTS  
❖ October/November Calendar-Haines
- C. LEGAL COUNSEL REPORTS-** Vote on Motion for Remote Johnson, Spera, Steadman Appeal Hearing

### **5) COMMENTS**

#### **A. FIRE DEPARTMENT**

- 1.Chief or Designee
- 2.Union Designee

#### **B. POLICE DEPARTMENT**

- 1.Chief or Designee
- 2.Association Designee
  - APA
  - FOP

#### **C. CITY MANAGER DEPARTMENT**

- D. PUBLIC COMMENT** – Limited to 3 minutes, no discussion

### **6) ADJOURNMENT**

# Aurora Police Department Recruiting Unit Office of the Chief of Police

October 6, 2020 Civil Service Presentation



Division Chief Marcus Dudley  
Officer A. Syidi, Officer N. Wicklund

## Mission & Goals:

### **RECRUITING UNIT MISSION STATEMENT (SOP R.U. 1.1):**

The mission of the Recruiting Unit is to proactively reach out to, locate, and recruit the most qualified men and women that will: (a) promote the Aurora Police Department's ethics, morals, and values; (b) revere the laws that Department members are sworn to uphold; (c) embrace the ideals of community-based policing; and (d) mirror the diversity within the City of Aurora.

### **RECRUITING UNIT GOALS (SOP R.U. 1.1.1):**

- To recruit the most qualified men and women available; men and women who possess the following traits: integrity, courage, compassion, loyalty, and leadership; and who espouse the Aurora Police Department's ethics, morals, and values; revere the laws that Department members are sworn to uphold; and embrace the ideals of community based policing; and mirror the diversity within the City of Aurora.
- Continue to develop innovative recruiting plans that will assist in recruiting the best police officer candidates.
- Exhibit professionalism at all times when dealing with potential police officer applicants, the public, and all members of the Department.
- Develop plans as necessary to retain police personnel already employed by the Aurora Police Department as a means of meeting personnel requirements.



# Duties & Responsibilities:

## Recruitment

- Entry-Level Applicants (those with no prior law enforcement experience)
- Lateral Applicants (those with at least three years of prior, applicable law enforcement experience).

## Auxiliary Recruitment & Training

- Auxiliary are volunteer Officers who receive annual training from the full-time Recruiters to ensure they're up-to-date on current hiring requirements, recruitment efforts, etc.
- These Officers are utilized for recruiting events to supplement the two full-time Recruiters.
- Auxiliary Recruiters are selected for their personality, engagement, how they represent the department.

## Community Engagement

- Faith-based community outreach to the Muslim community
- APD CRT Targeted Violence Prevention Program
- Office of Immigrant and International Affairs
- Explorer Program

## Communication/Correspondence with applicants

- In-person, telephone, virtual, email



# Duties & Responsibilities (cont.):

## Budget management

- Budget of \$27,500/annual.
- SWAG, Recruiting events, advertisement, recruiting trips (*←suspended for 2020 due to COVID\**)

## Manage Advertisement

- Advertisement consumes the bulk of budget (followed by event registration)
- 2020 Advertisement budget:
  - \$12,250: Interview Now (utilized funds from 2019 supplemental)
  - \$10,000: Lamar/RTD (recruiting budget)
  - \$8,000: Effectv (utilized funds from 2019 supplemental)
  - \$8,000: Indeed.com (recruiting budget)
    - Reallocated additional \$13,000 for Indeed.com once determined recruiting trips would not happen for 2020 (training, travel, etc. 2020 supplemental)



# Duties & Responsibilities (cont.):

## Advertisement technology/approach

- Interview Now: direct correspondence with applicants via text (text 'JoinTheAPD' to 720.664.2336 to speak with a Recruiter), Artificial Intelligence Program.
- Indeed.com: largest group of applicants, followed by Officer Referrals.
- Targeted social media advertisement during open application windows
  - Gender, ethnicity, age, location, occupation, interests, etc.

## Seminar administration

- Mandatory step in the hiring process for Police Officer Entry-Level applicants as of 2018.
- Seminar is run year-round, twice a month, in addition to supplemental dates during a current hiring process.
  - With COVID, have offered the seminar via Zoom with success.

## Officer Referral program

- Implemented in 2018, allows Officers to receive up to 60 compensatory hours annually for successful referral to the Department.



# Police Officer Entry Level (POEL):

## Police Officer Entry-Level (POEL) Academy:

- In 2019 began running 2 Academies/year. The original proposal outlined two academies/year:
  - 1<sup>st</sup> Academy begins in February annually
  - 2<sup>nd</sup> Academy begins in August annually

As of August 2020, the application window is closed for the projected August 2020 Academy. We are NOT taking applications, **interested applicants are directed to complete a job interest card which will allow them to be notified automatically when the applicant window reopens.**



# Police Officer Lateral (POLAT):

## **Police Officer Lateral (POLAT) Academy:**

- In 2019 began running 2 Academies/year. The original proposal outlined two academies/year:
  - 1<sup>st</sup> Academy begins in February annually
  - 2<sup>nd</sup> Academy begins in August annually
- POLAT Academies are intended to run concurrent with POEL Academies.
- POLAT Recruits are put through an expedited Academy of 8 weeks, with the possibility of extension.
- Background Unit (comprised of Sworn and non-sworn personnel) is responsible for selection and hiring of POLAT Recruits.

Currently hiring for a proposed - March 2021 POLAT Academy.





## Since 2017:

Officers Syidi and Wicklund took over the Recruiting Unit in March 2017.

During our tenure we've worked hand in hand with the Civil Service Commission to effect positive changes to the hiring process to include:

- Mandatory attendance of the "So, you want to be a Cop" seminar (2018)
- Requested and granted permission to move to year-round hiring to support 2 x year POEL Academies (2018)
- Removing US Citizenship requirement and allowing permanent, legal residents to apply (2019)
- Proposed a separate hiring process for out-of-state applicants
  - While we do not have a separate hiring process for out-of-state applicants, we've consolidated the number of trips from 3→2.



## Recruitment efforts:

- 2017: attended 60 Recruiting Events
- 2018: attended 71 Recruiting Events
- 2019: attended 80+ Recruiting Events
- 2020: on track to attend all previous recruiting events (pre-COVID).
  - Moved majority of advertising to digital/online platforms (Effectv, Indeed.com)
  - Moved all recruiting events to virtual events.



## Recruitment efforts (cont.):

Annually, we are involved in the following major community events:

- Cinco de May (Civic Center Park)
- PrideFest (Civic Center Park)
- Juneteenth (Denver 5 Points)
- CO Black Arts Festival (Denver City Park)
- Globalfest (Aurora event)
- Immigration Festival (Aurora event)
- Dragonboat Festival (Sloan's Lake)
- Puerto Rico Festival (Civic Center Park)
- El Salvador Festival (Aurora event)
- Central American Festival (Aurora event)



# 2020-1B Input/Output:

<u>2020-POEL-1 ENTIRE POOL</u>
934 Applications
<u>Gender:</u>
231 identified as female
715 identified as male
18 chose not to identify
<u>Ethnicity:</u>
5 American Indian/Alaska Native
27 Asian
84 Black or African American
208 Hispanic or Latino
7 Native Hawaiian or Other Pacific Islander
5 Other not listed above
585 White or Caucasian
14 chose not to identify

<u>Q: How did you hear about this position:</u>	
Aurora Fire or Police website	309
Aurora Police or Fire Employee	66
Aurora Police Recruiter	44
Civil Service Commission website	30
College Job Fair	8
Community Event	12
Family or Friend-City of Aurora employee	30
Industry Job Fair	4
Multiple	106
National Testing Network	14
Newspaper/Trade Magazine	1
Online Industry Job Search	249
Social Media (i.e.: Facebook, Twitter, YouTube)	61

POEL - 1B (February Academy)	
Facebook	1
Family/Friend	9
GovernmentJobs.com	15
Indeed.com	1
Instagram	0
LinkedIn	0
Twitter	0
Went to APD.com on their own	9
Other: Police One, met Recruiters at a recruiting event in Denver, met Recruiters at an event on Buckley AF Base	3



# 2020-2B Input/Output:

## 2020-POEL-2 ENTIRE POOL

1259 applicants

### Gender:

242 identified as female

1000 identified as male

13 chose not to identify

### Ethnicity:

10 American Indian/Alaska Native

36 Asian

152 Black or African American

283 Hispanic or Latino

12 Native Hawaiian or Other Pacific Islander

15 Other not listed above

737 White or Caucasian

10 chose not to identify

## Q: How did you hear about this position:

Aurora Fire or Police website	251
Aurora Police or Fire Employee	54
Aurora Police Recruiter	21
Civil Service Commission website	20
College Job Fair	5
Community Event	4
Family or Friend-City of Aurora employee	33
GovernmentJobs.com	2
Indeed.com	109
Industry Job Fair	5
National Testing Network	16
Newspaper/Trade Magazine	1
Online Industry Job Search	236
Social Media (i.e.: Facebook, Twitter, YouTube)	29

## POEL - 2B (August Academy)

Facebook	0
Family/Friend	12
GovernmentJobs.com	26
Indeed.com	5
Instagram	0
LinkedIn	0
Twitter	0
Went to APD.com on their own	2
Other	1



# 2021 Update/status (cont.):

## Most recent POEL applicant window ran from 02/10/2020 – 07/26/2020

<u>2021-POEL-1 ENTIRE POOL</u>
1396 Applicants
<u>Gender:</u>
261 identified as female
1126 identified as male
1 identified as non-binary
7 chose not to identify
<u>Ethnicity:</u>
13 American Indian/Alaska Native
41 Asian
182 Black or African American
318 Hispanic or Latino
12 Native Hawaiian or Other Pacific Islander
13 Other not listed above
807 White or Caucasian
9 chose not to identify

<u>Q: How did you hear about this position:</u>	
Aurora Fire or Police website	234
Aurora Police or Fire Employee	62
Aurora Police Recruiter	26
Civil Service Commission website	15
College Job Fair	5
Community Event	4
Family or Friend-City of Aurora employee	31
GovernmentJobs.com	208
Indeed.com	326
InterviewNow	41
Multiple	208
National Testing Network	18
Newspaper/Trade Magazine	4
Online Industry Job Search	169
Social Media (i.e.: Facebook, Twitter, YouTube)	45



## What's next:

- Determine if we will reopen the POEL hiring process for proposed August & October Academies. If so, will immediately begin advertising on all our platforms.
- Virtual hiring events through the end of the year.



# QUESTIONS?

