LAW ENFORCEMENT SEMINARS LLC
SYLLABUS

Course Title

RECRUITING FOR LAW ENFORCEMENT

Length of Course

12 HOURS

History and Purpose

Successful recruiting of police applicants is dependent on an agency's ability to advertise their openings, generate interest in the job that is available and then to develop a more personalized contact with the potential employee to make them feel welcome and wanted at the agency.

This course provides methods for creating more personalized contacts with police applicants in an effort to get them to engage the hiring process. This is a very challenging environment in which agencies are working to hire the best employees while competing against each other in the law enforcement labor market. This course will provide best practice information in the field of recruiting while outlining effective approaches to attract new candidates.

Participants

This course is designed for police recruiters, background investigators, supervisors and human resource personnel.

COURSE COMPOSITION

		HOURS
1.1	Introduction and Course Overview	1.5
1.2	Recruiting Challenges and Best Practices in Recruiting	1.0
1.3	Managing Applicants and Communication Tools	1.5
1.4	Online and Social Media Recruiting Methods	2.0
1.5	In-House Recruiting	1.0
1.6	Traditional Methods and Venue Specific Methods	1.5
1.7	Educational and Military Recruiting	1.5
1.8	Websites, Job Boards, Online Ads	2.0

Course Goals

Upon completion of this seminar, the participants will be able to:

- **Gain a greater understanding of options available for recruiting of law enforcement personnel through the various venues currently available.**

- **Evaluate the efficiency of the recruiting processes in use at their agency.**

- **Ensure their agency implements best practices available in recruiting of police personnel.**

Class Title: Introduction and Course Overview

Learning Goal: Instructors will describe goals and objectives, as well as student responsibilities. An overview of the course material will be presented. Students and instructors will self-introduce.

Performance Objectives: Students will have an understanding of course content and topical areas.

Class Title: Recruiting Challenges and Best Practices in Recruiting

Learning Goal: Instructors will present an overview of the challenges and current practices in the law enforcement recruiting environment. Characteristics of successful recruiters will be identified. Best practices in recruiting a diversified workforce will be examined.

Performance Objectives: Students will understand and recognize the importance of current best practices as they apply to police personnel.

Class Title: Managing Applicants and Communication Tools

Learning Goal: Instructors will present various solutions to manage their applicant pools and discuss general options and strategies for recruitment record-keeping. Communication tools including those for email and text messaging will be examined.

Performance Objectives: Students will review their own applicant management approach to ensure they are generating the necessary data to ensure proper decision making. They will understand that there are many options available for communicating effectively with applicants.

Class Title: Online and Social Media Recruiting Methods

Learning Goal: Instructors will discuss tools for creating quality online posts and ads utilized for recruiting through social media and the internet. Instructors will also teach methods to enhance agency visibility in social networks and improve engagement in their community using platforms including Facebook, Instagram and YouTube.

Performance Objectives: Students will understand how to create quality content to bolster their online and social media presence. Students will see the importance of connecting with potential applicants and their community through social media.

Class Title: In-House Recruiting

Learning Goal: Instructors will discuss community programs, organizations and activities that can be utilized for improved recruiting. Tradeoffs between focusing events on broader community versus specific audiences will be examined.

Performance Objectives: Students will evaluate the time and effort required to support internal programs and events and determine which methods are appropriate for their agency.

Class Title: Traditional Methods and Venue Specific Methods

Learning Goal: Instructors will present various traditional recruiting methods, such as paying for billboards, printing flyers, and running radio ads, and discuss the benefits and drawbacks of each. Additional location or venue specific methods will be reviewed.

Performance Objectives: Students will acquire a variety of ideas for successful recruiting through traditional and venue specific methods. In some cases, by evaluating these methods, students will realize that they are no longer the most effective approach to recruiting their target audiences.

Class Title: Educational and Military Recruiting

Learning Goal: Instructors will present a detailed approach to successful recruiting on college campuses. Career days, class presentations, tabling events, and college career fairs will be examined, and standard practices reviewed. Instructors will also present a detailed approach to successful recruiting of military personnel. Transition Assistance Programs will be examined for all services to attract military personnel as they separate from the service.

Performance Objectives: Students will understand approaches to reach the vast number of applicants available in the college environment that may have interest in law enforcement. Students will understand the contacts to make to maximum military recruiting.

Class Title: Websites, Job Boards, Online Ads

Learning Goal: Instructors will review processes to evaluate agency website effectiveness. Job boards will also be discussed including ways to ensure agency listings receive improved visibility. Online ads, including social media and Google ads, will be covered in depth.

Performance Objectives: Students will be able to articulate improvements to prioritize for their agency website. They will understand how to maximize their job listings and take advantage of underutilized online ad options to push their hiring message to new audiences.