

Public Safety Recruiting Strategies

Daniel Scesney
Chief of Police

Grand Prairie
— T E X A S —



DISCLAIMER

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Properly Define the Challenge

- Officers and Applicants Perceive a Lack of Support
 - Administration
 - DA
 - Public
 - Athletes
 - Celebrities
 - Politicians
- Policies designed for liability mitigation vs. Public Welfare
- Divisive content in social square
- Suicide Rates on the rise



Current Trends

- Hiring Bonus
- Lateral Bonus
- Referral Bonus
- Veterans Bonus
- Alternate Work Schedule
- Relaxed Hiring Requirements



Join Our Family

THE NORTH LAS VEGAS POLICE DEPT.

"WHERE WE KNOW YOUR NAME,
NOT JUST YOUR BADGE NUMBER"



OFFERING LATERAL HIRING INCENTIVES:

UP TO **\$40,000** IN
HIRING BONUSES

\$30,000 LATERAL BONUS*
\$5,000 VETERANS BONUS*
\$5,000 RELOCATION BONUS*

*SUBJECT TO REQUIREMENTS & AT THE DISCRETION OF THE HIRING AGENCY

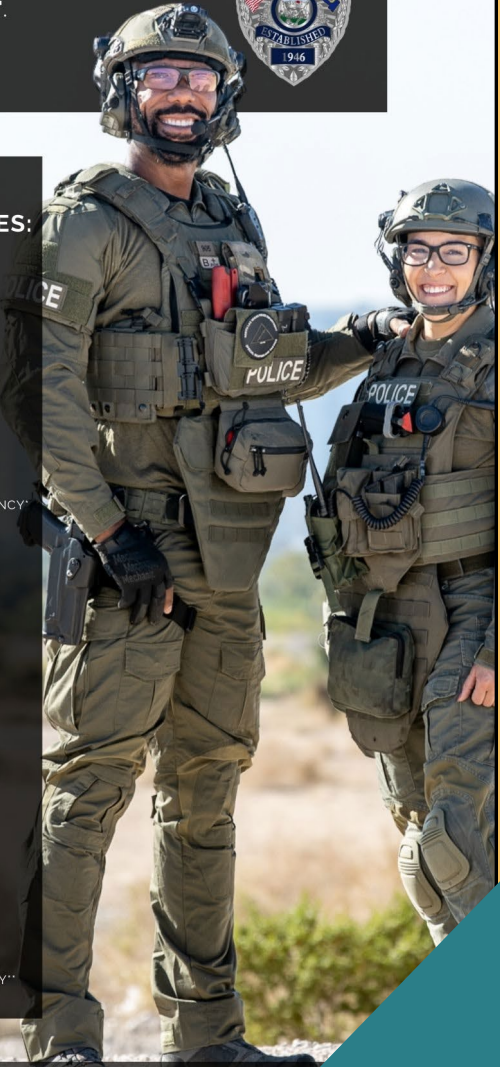
ADDITIONAL EMPLOYMENT BENEFITS:

SALARY RANGE \$61K-98K**
MODIFIED FIELD TRAINING
4-DAY WORK WEEKS
SHIFT DIFFERENTIAL PAY
MULTILINGUAL PAY
PERS RETIREMENT PENSION
COMPREHENSIVE MEDICAL BENEFITS
14 ANNUAL HOLIDAYS
EDUCATION INCENTIVES
457 OPTION
ANNUAL UNIFORM ALLOWANCE

**BASED ON EXPERIENCE & AT THE DISCRETION OF THE HIRING AGENCY



JOINNLPD.COM



The Reduction in Qualifications Paradox

NEWS TYRE NICHOLS

Memphis cops charged in Tyre Nichols murder hired after PD relaxed job requirements


By Matthew Sedacca

Published Jan. 28, 2023 | Updated Jan. 28, 2023, 5:30 p.m. ET

CRIME

As good cops flee progressive cities for conservative suburbs, doors open for unqualified candidates

US police departments are struggling with retention and recruitment amid progressive animosity toward law enforcement

 By Michael Ruiz - Fox News
Published December 1, 2023 4:00am EST

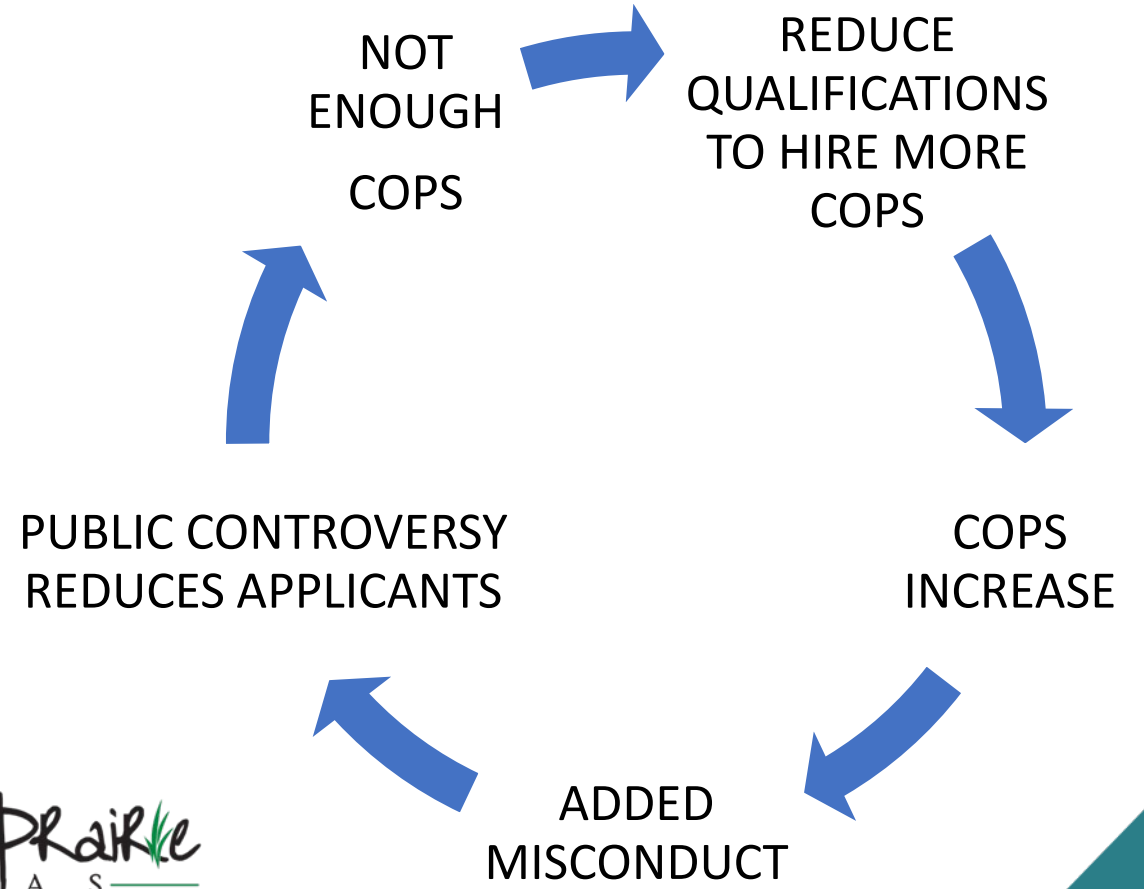
'Defund the Police' Led to Lower Standards

Recruitment difficulties have reduced the quality of officers, increasing the risk of abusive conduct.

By Jason Johnson

Feb. 22, 2023 4:51 pm ET

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Does this Sound
like the job for
you?

Job Description:

- Work most (if not all) holidays
- Demanding Boss
- Elevated risk of being killed
- Potential for being away from family for long periods
- Frequently Work through lunch
- Seldom get off work on time
- Uniforms provided in some cases

Pay Starting at 23k/year



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30,000 Marines enlisted in 2022



Your Marine Corps

The Marine Corps hit all its recruitment goals for 2022

By [Jonathan Lemrick](#)

Oct 10, 2022



Marine Corps recruits with Mike Company, 2nd Recruit Training Battalion, execute the plank portion of the physical fitness test at Marine Corps Recruit Depot San Diego, Oct. 3, 2022. (Lance Cpl. Jacob Hutchinson/Marine Corps)

E-9	0.00	0.00	0.00	0.00	0.00
E-8	0.00	0.00	0.00	0.00	0.00
E-7	3445.80	3760.80	3905.10	4095.30	4244.70
E-6	2980.50	3279.90	3424.80	3565.50	3711.90
E-5	2730.30	2914.20	3055.20	3199.20	3423.90
E-4	2503.50	2631.60	2774.10	2914.80	3039.30
E-3	2259.90	2402.10	2547.60	2547.60	2547.60
E-2	2149.20	2149.20	2149.20	2149.20	2149.20
E-1 >4 Mon	1917.60	1917.60	1917.60	1917.60	1917.60
E-1 <4 Mon	1773.00	0.00	0.00	0.00	0.00
	C/S	17675.10		M/S	9786.00
	Cadet	1273.20			

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How is your CULTURE?

- YOUR best recruiters are YOUR employees!
 - Do their uniforms fit properly?
 - Are they clean?
 - Attitude?
 - Do they lead by example?
- Does your Command Staff lead by example?
- Do you have a culture of red tape?
- FTO program

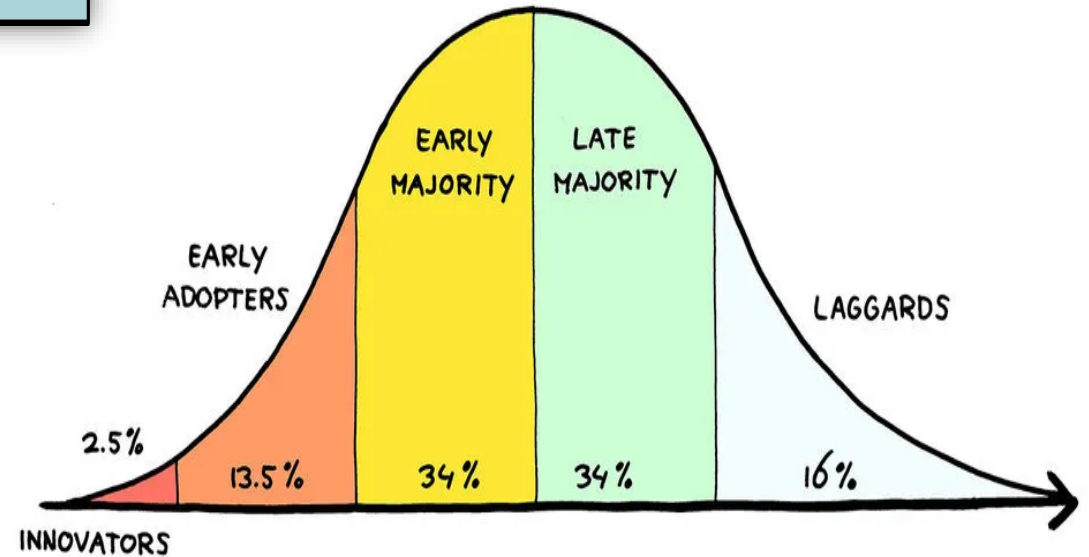


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Influence the Team!

- Remove Red Tape!
- Lead by Example
- Prioritize Safety over Liability Mitigation Policies
- Shared Leadership



Influence the Tax Payers!

- Lions Club
- Rotary Club
- Chamber of Commerce
- Citizens Police Academy
- Church Groups
- Charitable Boards
- Agency Accreditation
- News Media



TAXPAYER

Are you telling your Story?

- Social Media
- Website
- Podcast
- Open House
- Community Events
- National Night Out
- Sporting Events

Tyrone Crawford on his police ride-along, how Cowboys players are going beyond anthem protests to raise social awareness



Dallas Cowboys defensive end Tyrone Crawford (98) and wide receiver Terrance Williams (83) kneel in prayers before a preseason football game against the Arizona Cardinals at AT&T Stadium on Sunday, Aug. 26, 2018, in Arlington, Texas. (Smiley N. Pool/The Dallas Morning News) (Smiley N. Pool / Staff Photographer)

By [Brandon Georger](#)
6:49 PM on Nov 7, 2018



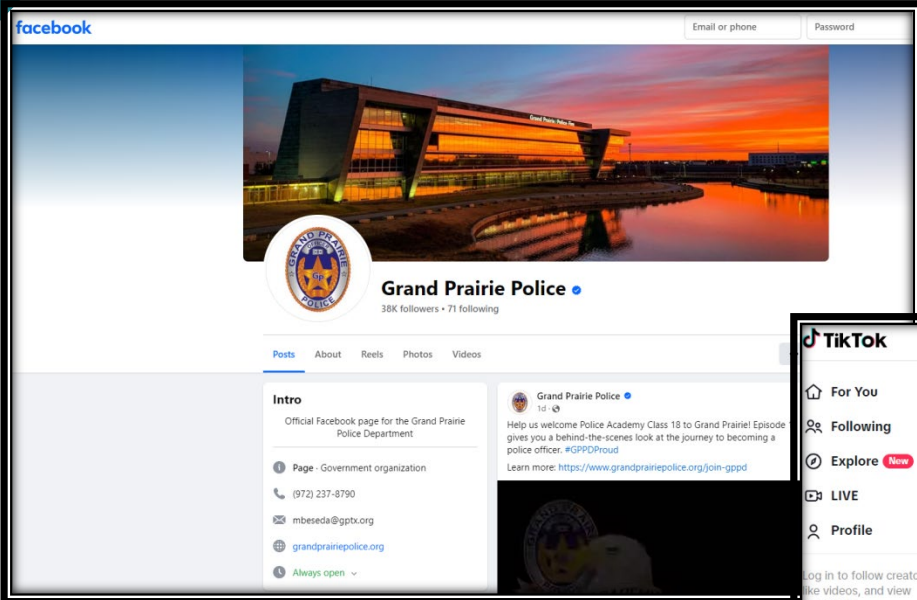
FRISCO -- The Cowboys have now joined several other NFL teams in voluntary efforts behind the scenes to go beyond taking a knee during the national anthem as a more proactive way to help bring awareness against social inequality, racism and police brutality.

Cowboys defensive lineman Tyrone Crawford and cornerback Byron Jones took part in a ride-along with the Grand Prairie Police Department on Tuesday.

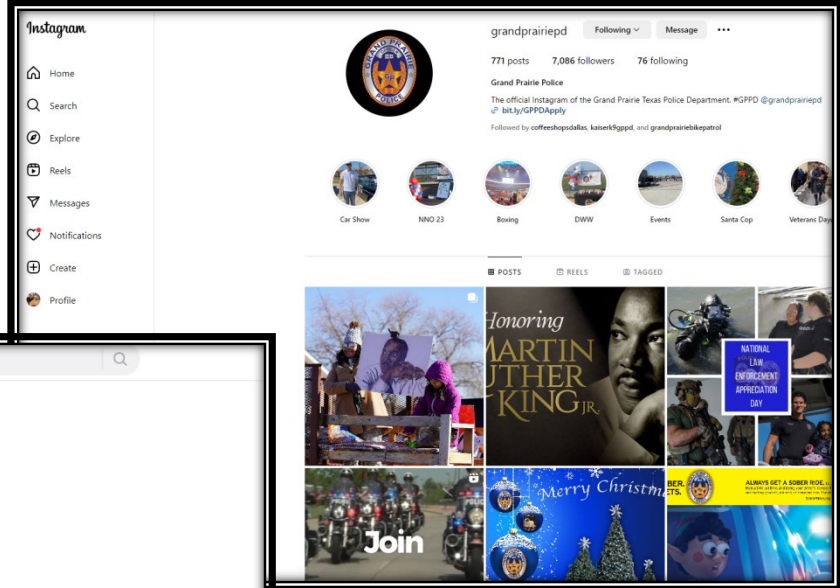
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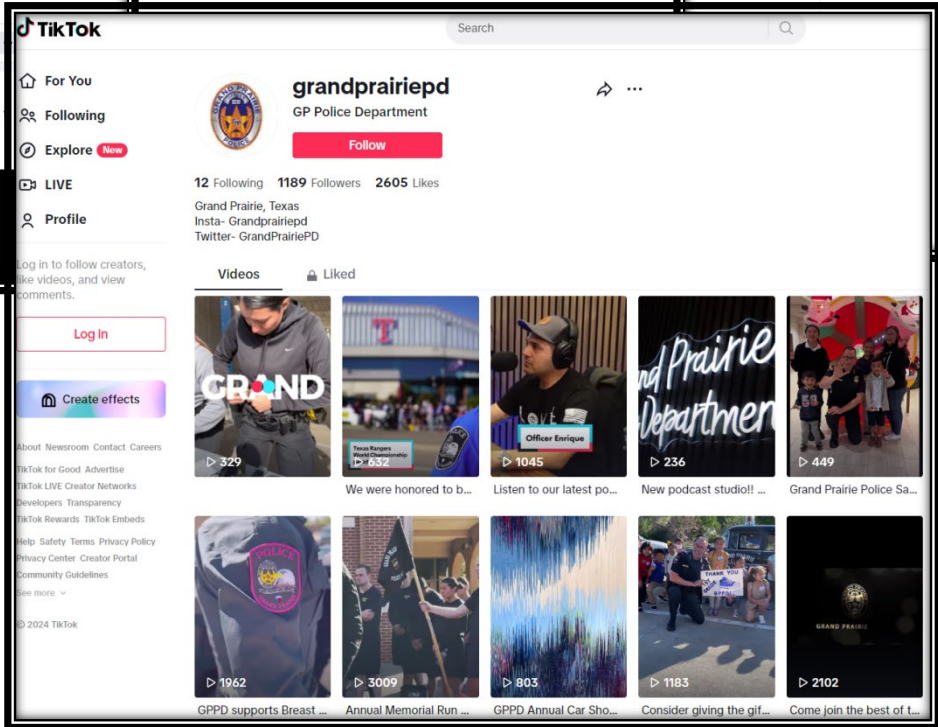
Facebook, Instagram, TikTok, Twitter(X)...



The image shows the Facebook profile page for Grand Prairie Police. At the top, there is a cover photo of a modern police station at sunset. The profile picture is the Grand Prairie Police badge. The name is "Grand Prairie Police" with a verified badge. Below the name, it says "38K followers • 71 following". There are tabs for "Posts", "About", "Reels", "Photos", and "Videos". The "About" section includes the page type "Government organization", phone number "(972) 237-8790", email "mbeseda@gptx.org", and website "grandprairiepolice.org". A bio snippet reads: "Official Facebook page for the Grand Prairie Police Department. Help us welcome Police Academy Class 18 to Grand Prairie! Episode gives you a behind-the-scenes look at the journey to becoming a police officer. #GPPDProud".



The image shows the Instagram profile page for grandprairiepd. The profile picture is the Grand Prairie Police badge. The name is "grandprairiepd" with a verified badge. It shows "771 posts", "7,086 followers", and "76 following". The bio states: "The official Instagram of the Grand Prairie Texas Police Department. #GPPD @grandprairiepd". Below the bio are several story highlights: "Car Show", "HNO 23", "Boing", "DWW", "Events", "Santa Cop", and "Veteran Day". The main feed shows a grid of posts, including a "Join" post with a motorcycle group and a "Merry Christmas" post with a tree.



The image shows the TikTok profile page for grandprairiepd. The profile picture is the Grand Prairie Police badge. The name is "grandprairiepd" with a verified badge. It shows "12 Following", "1189 Followers", and "2605 Likes". The bio says: "Grand Prairie, Texas Insta- Grandprairiepd Twitter- GrandPrairiePD". Below the bio is a "Videos" section with a grid of video thumbnails. The thumbnails include: "GRAND" (329 views), "We were honored to b..." (3009 views), "Listen to our latest po..." (803 views), "New podcast studio! ..." (1183 views), "Grand Prairie Police Sa..." (449 views), "GPPD supports Breast ..." (1962 views), "Annual Memorial Run ..." (3009 views), "GPPD Annual Car Sho..." (803 views), "Consider giving the gif..." (1183 views), and "Come join the best of ..." (2102 views).



Let's talk about Recruiters?

- They are ALL of your employees!
 - Do they lead by example?
 - Brand Ambassadors
- Do you have an assigned Recruiter?
 - How can they be reached?
 - Recruiting in other states?



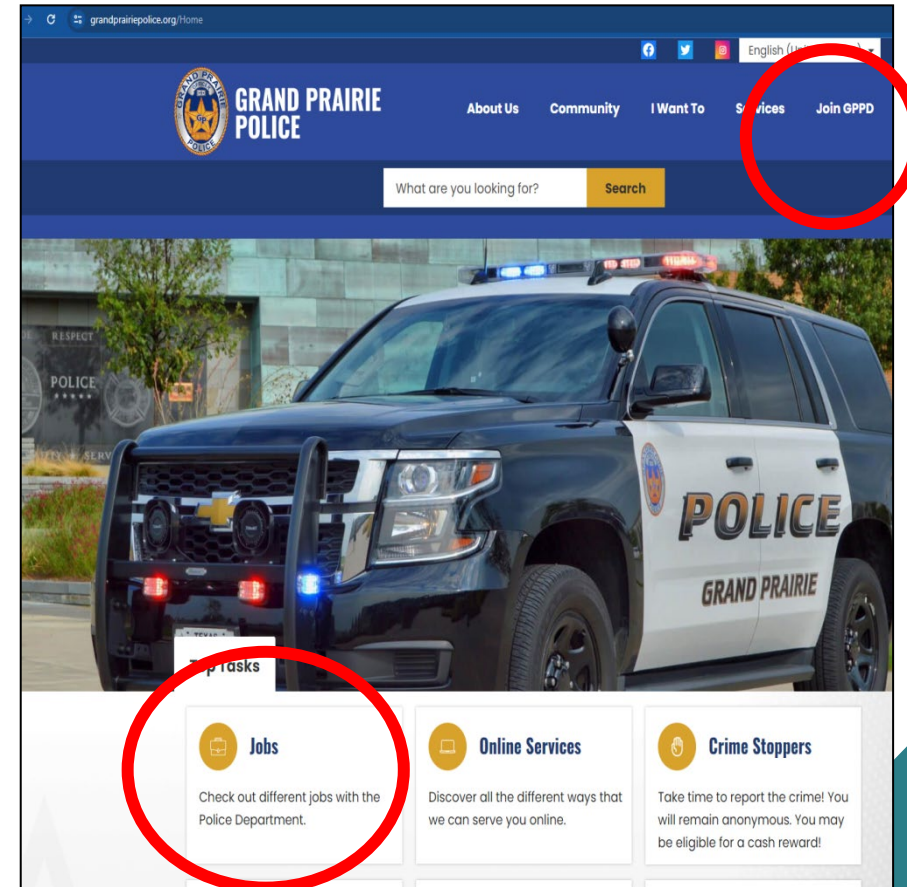
Recruiting...keep it coming

- Build a relationship from the first touchpoint!
 - Department cell phone for recruiters
 - Applicants don't reach out just 8a-5p
 - Podcast
 - Video
- Ensure the team is contacting your applicants at regular intervals (INCLUDING Executive Staff)!



Recruiting...give me more!

- Ensure your website is EASY to navigate and packed with information
- Teach at local Police Academies
- Be a good partner to your neighbors



Partner with Local Schools

- Internship Programs
- Explorer Programs
- Criminal Justice Career Paths
- Scholarship Programs
- School Lunch Programs



Sponsor Officer's Sporting Events



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...a few more strategies!

- Information Sessions
- Open House
- Job Fairs
- Online portals
- Fitness and Wellness programs
- Ride-outs
- Simulations
- Easy link to application



Questions?

Daniel Scesney

Chief of Police

9722378713

dscsney@gptx.org

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