

WSPD STAFFING/RECRUITING UPDATE



Current Sworn Staffing

- Allocated 560 positions
- Current staffing: 497 sworn employees
- 32 recruits in BLET
72 will graduate
April 27, 2018



Exceptions to Sworn Staffing Numbers

- There are currently 3 officers out on military leave and 14 out on FMLA, Light Duty, Administrative Duty included in the total sworn number
- With the above exceptions removed, there are 480 sworn officers currently available for full duty patrol capacity
- 2 officers that resigned from the agency in 2017 have returned (included in sworn number of 497)

Resignations in 2017/2018

- There were 24 resignations in 2017; 3 thus far in 2018
- 16 of the resignations left for other sworn positions
- 2 left to do contract work overseas
- 2 left to work at Probation/Parole
- 3 had no future plans
- 4 went into non-sworn positions

Sworn Resignations

Officers that left for other sworn opportunities went to the following departments:

NC State Highway Patrol (x3)

Kernersville Police Department (x5)

Forsyth County Sheriff's Department

Charlotte-Mecklenburg Police Department

Raleigh Police Department

Chadbourn Police Department

Metropolitan Police (Washington, DC)

High Point Police Department

Danville, VA Police Department

Loss To the Agency

- Total loss in years: 168.43 years of experience (Longest Tenure- 17 years; shortest tenure- 2.4 years)
- Average years of experience: 6.47 years
- Average age of resigning officer- 29.47
- 6 officers were under contract when they resigned
- 2 officers took advantage of the retention bonus (one still left later in the year)

Specialty Skills Lost

- 3 Spanish translators
- 2 SWAT operators
- 2 K-9 handlers
- 2 Driving Instructors
- 2 Radar Instructors
- 1 Physical Fitness instructor
- 2 CID detectives (1 was a CID Sergeant)
- 2 police corporals
- 3 BT operators
- 1 general instructor
- 5 FTOs

Resigning Officers Breakdown



- 18 W/M
- 4 B/M
- 3 H/M
- 1 W/F
- 1 H/F

Projected Loss

- There were 21 retirements in 2017
- There have been 6 retirements in 2018
- There will be approximately 18 more retirements in 2018



Class 73 Update

- This class will run June 4, 2018 through December 21, 2018.
- We can seat a maximum of 45 recruits per class
- We are estimating 38 recruits will be hired for BLET 73
- There are 39 active applicants in the background investigation phase:

23 W/M	1 O/M
4 B/M	6 W/F
1 H/M	2 B/F
1 A/M	1 H/F

Class 73 Update

- 41 signed up to take the initial reading comprehension test on March 24. This was the final testing date for Class 73
- 28 showed up to test
- 18 passed the test
- On average 10-12 of the passing applicants will be assigned to background investigation

Recruiting Efforts for Class 73

Job Fairs/School Visits (Oct. 2017- Mar. 2018)

- N.C. Central University (x2)
- Suffolk and Nassau Community Colleges (NY)
- Johnson C. Smith
- Winston-Salem State (x4)
- Appalachian State (x2)
- UNCG (x2)
- Western Carolina (x2)
- Fayetteville State (x2)
- Wingate University
- Brevard College
- Philadelphia College (PA)
- Wake Forest
- Lees McRae
- Glenn High (x2)
- North Surry
- East Forsyth
- Mt. Tabor
- Walkertown High
- North Forsyth
- South Stokes
- WS/FC Schools Career Fair
- Forbush High School
- West Forsyth
- Sprague Street Career Fair
- Charlotte DA Military Fair
- Fort Bragg Career Fair
- Bilingual Diversity Career Fair

Recruiting Efforts for Class 73

- A billboard featuring a HBCU scholarship recipient/officer was featured prominently on Business 40 near WSSU to attract potential applicants.



Recruiting Efforts for Class 73

- We are working on a potential partnership/advertising project with Winston-Salem Dash Baseball to advertise the HBCU scholarship to WSSU students by inviting freshman students to attend an April Dash game compliments of the WSPD.



Recruiting Efforts for Class 73

Recruiting posters featuring diverse groups of officers were utilized.



Recruiting Efforts for Class 73

Target specific digital media advertising was used to place ads on Facebook, Instagram and other internet sites.



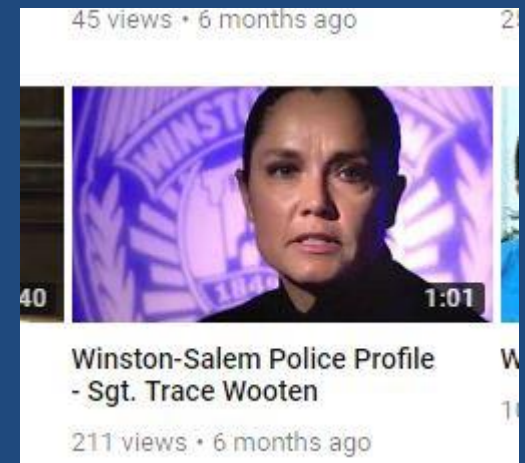
This is a screenshot of an Instagram sponsored post. At the top, the word "Instagram" is written in white on a blue background. Below that, the profile name "City of Winston-Salem Cit..." is visible, along with a "Sponsored" label and a dropdown arrow. The main image shows a group of six police officers in uniform, smiling. At the bottom of the image, there is a blue banner with the text "NOW HIRING | WSPD.org" in white and orange. Below the image, there are icons for a heart, a comment bubble, and a "LEARN MORE" button. At the very bottom, there is a short text description: "The Winston-Salem Police Department is now hiring! Find a rewarding and exciting career that offers job security, paid training, great benefits, bilingual ... more".



This is a screenshot of a Facebook sponsored post. At the top, the profile name "City of Winston-Salem City Government" is visible, along with a "Sponsored" label and a "Like Page" button. The main text reads: "The Winston-Salem Police Department is now hiring! Find a rewarding and exciting career that offers job security, paid training, great benefits, opportunities for advancement and an aggressive schedule of pay raises." Below the text is a large image of three police officers (two men and one woman) in uniform, smiling. At the bottom of the image, there is a blue banner with the text "NOW HIRING THE WINSTON-SALEM POLICE DEPARTMENT Progressive | Professional | Innovative WSPD.org". Below the image, there is more text: "The Winston-Salem Police Department is now hiring! Call 877-777-WSPD or Get more info Here! WWW.CITYOFWS.ORG". At the bottom right, there is a "Learn More" button. Below the post, there are icons for "Like", "Comment", and "Share".

Recruiting Efforts for Class 73

- WSPD Profiles were filmed and featured on social media. The profiles featured a diverse group of officers each speaking about why they enjoy being an officer.



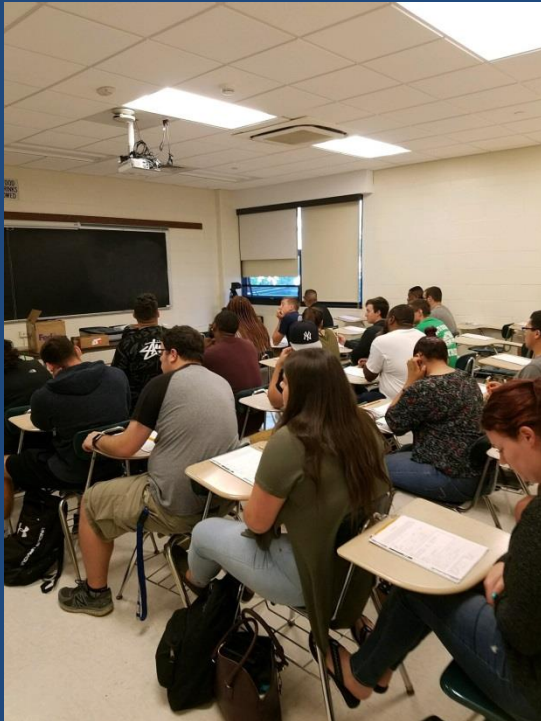
Recruiting Efforts for Class 73

We aired an action-packed, attention getting ad on social media and on television featuring actual Axon footage of officers saving someone from a vehicle fire.




Recruiting Efforts for Class 73

- We made a trip to New York and a trip to Philadelphia to recruit. We have tested around 200 applicants on these trips.




Women's Recruiting Initiative

- A women's recruiting campaign was done in order to reach out to female applicants.
- The WSPD will hold its first Women in Criminal Justice Event on April 21.
- The event is designed to recruit and spark interest in criminal justice job opportunities for women.



**WHY SHOULD MEN
HAVE ALL THE FUN?**

**THE WINSTON-SALEM POLICE DEPARTMENT HAS WOMEN
SERVING IN PATROL, THE GANG UNIT, THE BIKE PATROL, THE
COMMAND STAFF, THE K-9 UNIT... EVEN THE BOMB SQUAD.**



- Paid training
- \$1,000 signing bonus
- Competitive salaries and scheduled pay raises
- Uniforms and equipment provided
- Permanent shift schedules that simplify your personal life
- Outstanding retirement options
- Opportunities for advancement and specialized assignments

336-773-7925 EMAIL: RECRUIT@WSPD.ORG WSPD.ORG

THE WINSTON-SALEM POLICE DEPARTMENT IS AN EQUAL OPPORTUNITY EMPLOYER

Testing Breakdown/Class Size

Class # and dates	Months available to seat class	Test Sessions	Signed Up for Testing	Showed Up for Testing	Seated in class	Graduated from class
Class 70 07/16-02/17	8 months	10	481	266	21	15
Class 71	5 months	8	564	361	20	15
Class 72	7 months	5	451	309	38	32 (Projected)
Class 73	6 months	9	386 *Still actively testing	224 *Still actively testing	38 (estimate)	30 (estimate)

- The numbers above do not include case-by-case testing that we conduct for individuals that cannot come to a scheduled test date (we average approximately 30 case-by-case testing dates per class)

Class Demographics

Class #	W/M	B/M	W/F	B/F	H/M	H/F	A/M	A/F	O/M
70	8	2	0	2	1	0	0	0	0
71	13	1	3	1	1	0	0	0	1
72	31	4	3	0	0	0	0	0	0

- Class 73 begins June 4; Currently, we have 14 seated for this class:
- 8 W/M, 2 B/M, 2 H/M, 2 W/F

Current Non-Sworn Staffing

- Allocated for 175 Non-Sworn positions
- Currently have 23 vacancies within various divisions



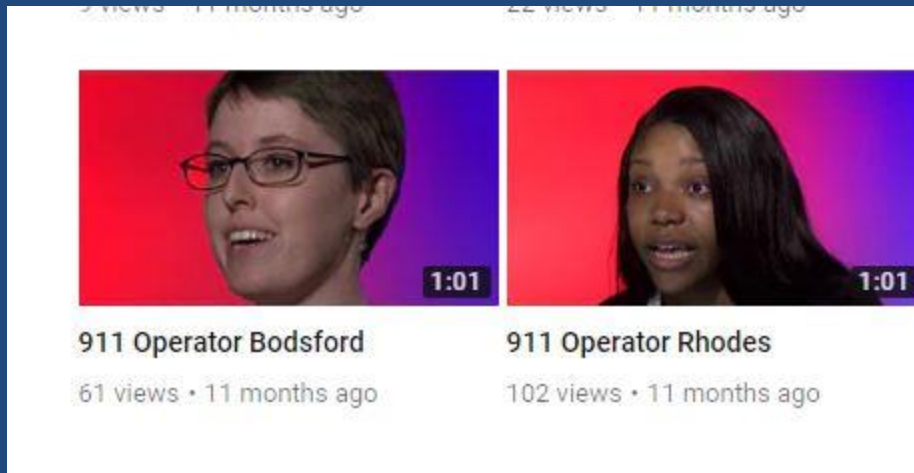
Communications

- Communications has the largest vacancy number with 10 total
- 7 operators are still in training
- There is 1 applicant in the conditional phase of the application process
- Interviews being conducted regularly



Advertising for Communications Jobs

To draw more candidates, and in an attempt to reach 18-year old candidates, we created posters and ran video advertisements for communications positions.



911 OPERATORS NEEDED
\$30,656 A YEAR
RIGHT OUT OF HIGH SCHOOL

Don't settle for flipping burgers or running a check-out line. Get an exciting, important, meaningful, and satisfying job as a Winston-Salem 911 operator.

Learn more! Call the Winston-Salem Police Department Recruiting Unit at (336) 773-7925 or send an email to recruit@wspd.org

- Open to high school graduates or equivalent
- Overtime pay
- Must be 18 or older
- Must be able to type at least 25 words per minute
- Night shift pays extra
- Paid holidays and vacations



WSPD.ORG



Winston-Salem

EQUAL OPPORTUNITY EMPLOYER

For information only. This is not a program of Winston-Salem/Forsyth County Schools. It is not endorsed or supported by the school system.

Forensic Services

- FSD currently has 9 vacancies
- 3 Forensic Services Technicians
- 4 Latent Print Examiners
- 1 Firearm Tool Mark Examiner
- 1 Prisoner Processing Technician



QUESTIONS?