
Recruitment Campaign

1009.1 PURPOSE AND SCOPE

The purpose of this procedure is to identify and manage a plan to ensure key positions are filled with qualified employees. This includes the use of third-party marketing and recruitment companies and targeted recruitment incentives for approved employees.

1009.2 STAFFING

The Personnel & Training Supervisor, Professional Standards Unit Lieutenant, and the Support Services Division Captain should meet to discuss staffing impacts due to separations, long-term injuries, industrial disability retirements, and service retirements on a regular basis. Updated seniority lists can be used to determine the number of current and forecasted vacant positions.

1009.3 PAID RECRUITMENT CAMPAIGN

To address staffing challenges within the department, a City Council authorized paid recruitment campaign may be used to aid in the recruitment of qualified applicants for vacant positions. The use of a law enforcement focused recruiting company may assist our department in capturing the attention of prospective law enforcement applicants through innovative marketing and outreach programs. Specifically, a paid recruitment program can assist our department with the following:

- (a) Research Data
- (b) Creating Content
 1. Develop department recruiting brand and messaging.
 2. On-location digital film production and photo shoot(s).
 3. Produce professional recruiting videos for our website and social media.
- (c) Recruiting Website
 1. Showcase department's brand and messaging while tracking and retargeting visitors.
 2. Produce high-conversion rates.
 3. Provide key analytical data to direct monthly recruiting campaign.
- (d) Online Recruiting Campaign
 1. Strategic online recruiting campaign targeting laterals and new recruits.
 2. Utilize Google, Instagram, Facebook, Twitter, and YouTube or other forms of media through display banners and pay-per-click advertisements.

The following information should be taken into consideration when evaluating a potential third-party recruitment firm:

- (a) Referrals and/or recommendations from the Alameda County Law Enforcement Training Manager's Association (ACLETMA) or other sources.

Union City Police Department

UCPD Procedures Manual

Recruitment Campaign

- (b) A review of the company's marketing plan and portfolio. This includes examples of website metrics, performance reports and marketing data from previous or current clients.

In the event, department staff wishes to utilize a particular recruitment company, the department must have an approved contract with the recruitment company and authorization may first be required from the City Council.

1009.4 EMPLOYEE REFERRAL INCENTIVE PROGRAM

As part of the department's efforts to reach full staffing, a City Council approved referral bonus for department employees is offered to those who refer individuals to work for our department. Employees are only eligible for the incentive when referred applicants are successfully hired and achieve designated benchmarks. To be eligible for the incentive the following eligibility requirements exist and must be met for a referral incentive to be issued:

- (a) Only currently employed Union City Police Officer's Association (UCPOA) and Police Cadet employees are eligible to participate in the referral incentive program. Members of police management, former UCPOA members, and other City of Union City staff are not eligible for the referral program.
- (b) To qualify for a referral incentive, an applicant must include the referring employee's name and badge number on the submitted application.
- (c) Any referring employee seeking to obtain the referral bonus shall provide written notification by completing UCPD Form 192 (under [REDACTED], Forms, Hiring Referral Form UCPD 192). The form shall be submitted to the Personnel & Training Unit Supervisor within 30 days of the submitted referral application. The written notification shall include the eligible position (Police Officer Trainee, Police Officer Recruit II, Police Officer Lateral), date of referral, and a brief description of the employee's relationship with the applicant. The form must be signed by the employee and subsequently approved by the P&T Supervisor, P&T Lieutenant, and Support Services Division Captain.
- (d) Employees working in the Personnel & Training Unit and/or those assigned to the UCPD recruitment team are not eligible to earn referral incentives.
- (e) Current non-sworn department employees seeking to become a sworn officer with this agency are not eligible to be referred by other employees under the referral incentive program.
- (f) Referral incentives are not retroactive or available for employees hired prior to the adoption of this procedure.
- (g) Only one employee may refer each applicant.
- (h) The Personnel & Training Unit shall maintain a running list of all referred applicants and the respective employee who referred them.
- (i) Upon hire, the Personnel & Training Unit Supervisor shall notify Payroll about the referral.

Union City Police Department

UCPD Procedures Manual

Recruitment Campaign

Eligible positions and referral incentive payments are structured as follows:

Eligible Positions:

Police Officer Trainee

- (a) \$1,000 paid to the referring employee upon the successful graduation of the trainee from the police academy.
- (b) \$1,500 paid to the referring employee upon the trainee's successful completion of the Field Training Program.
- (c) \$2,500 upon completion of their probationary period.

(Total \$5,000)

Police Officer Recruit II and Lateral

- (a) \$1,000 paid to the referring employee upon hiring of the candidate.
- (b) \$1,500 paid to the referring employee upon the candidate's successful completion of the Field Training Program.
- (c) \$2,500 paid to the referring employee upon the candidate's successful completion of their probationary period.

(Total \$5,000)

1009.5 REVISIONS

Adopted Procedure: August 11, 2021

Revised: February 28, 2022