Improve Recruitment and Retention Efforts for Women and Minorities

2004 National Conference on

Law Enforcement Diversity Recruiting

Hiring a Diverse Law Enforcement Workforce



- **Develop Effective Targeted Recruitment Efforts with a Successful Selection Program**
  Ensure that your recruiting, retention and advancement efforts are based on tested best practices
- **Limit Legal Liability Through Proactive Strategies in Diversity Management**
  Follow legal guidelines when hiring diversity in your law enforcement agency
- **Equip Yourself and Your Agency with Tested Recruitment Tactics**
  Provide your agency with solutions for proactive diversity recruitment
- **Implement Successful Strategies for Attracting Diverse Applicants to Your Agency**
  Draw from strategies and practices identified by leading law enforcement diversity organizations

Presented by: The Performance Institute

In Association with: LAWenforcementjobs.com

Arlington, VA • April 5-7, 2004

Guarantee Compliance with Legal Standards on Diversity Issues

PLUS: Receive Your Share of Grants and Funding for Recruiting Efforts!

Apply Proven Methods and Strategies to Ensure a Dedicated and Diverse Workforce

Who Should Attend?

- Police Chiefs
- Deputy Chiefs
- Human Resource Directors
- Recruiters
- Grant Administrators
- Administrative Staff
- Strategic Planners
- Training Personnel
- Professional Standards Staff
- Sheriff Offices
- Law Enforcement Managers
- ...and anyone involved in human resources for law enforcement

5 Key Reasons to Attend:

- Acquire the Latest Methods for Recruitment, Selection and Hiring
- Develop a Dedicated and Diverse Workforce
- Secure Your Share of Recruitment Grant Funding
- Attract Candidates from Untapped Sources of Personnel
- Construct a Proactive Diversity Hiring Plan that Works in Any City

Dear Law Enforcement Colleague,

The role of diversity management in law enforcement is more important today than ever before. You are tasked with recruiting and selecting the best and brightest for your agency, keeping that specialized workforce and molding diverse members of your agency into a seamless team who are all unified in the pursuit of a common goal: public safety.

Failure to develop a substantial diversity recruiting program can result in loss of qualified candidates, inadequate staffing and legal liability. To ensure that you are up-to-date on the latest information and methods of selection, recruitment and innovative staff development and training, I invite you to attend the *2004 National Conference for Law Enforcement Diversity Recruiting*, in Arlington, VA, on April 5-7, 2004. Our *Law Enforcement Diversity Recruiting* event in February received a very enthusiastic response from your fellow recruiters and was quickly sold out. This second conference has all the same valuable strategies and best practices presented by experts in the field. Register now before seats fill up again!

Improve Workforce Diversity through Specialized Recruitment, Selection and Career Development

The economic environment has increased the applicant pool and has challenged HR professionals to be more precise in their hiring practices. In order to keep your workforce firing on all cylinders, you must utilize the latest methods and strategies to recruit, select and develop the most dedicated and service-oriented personnel.

Reduce Legal Liabilities and Penalties with New Diversity Management

This summit features tested tactics for recruiting, selecting and hiring minorities and women. Informative strategy sessions led by your nationally-recognized colleagues will arm you and your HR professionals with tools for selecting the best candidates for the job.

Integrate Diversity Strategies for 21st Century Community Policing

Reaching out to the diverse applicant pool is an essential component of diversity hiring and management. You will hear from representatives of some of the nation's leading organizations for diversity in law enforcement recruiting and service. I hope that you will join us as we bring together law enforcement agencies on the federal, state and local levels to facilitate best practices in recruitment, selection and hiring. Space will be limited for this event, so be sure to contact us right away. Register by calling 703-894-0481, or visit us online at www.performanceweb.org.

Sincerely,

Patrick Henry IV
Director
Law Enforcement Development Center

Hear Best Practices from Diversity Experts across Law Enforcement!

Optimize the Recruitment, Selection and Retention of Your Agency's Law Enforcement Personnel

Day One: April 5, 2004
Recruiting for Diversity

8:30
Registration and Continental Breakfast

9:00
Keynote: Legal Aspects of Diversity Hiring Practices
The legal landscape of diversity hiring and retention is an ever-changing area of human resources. Court decisions and federal mandates create a maze of pitfalls and requirements that can be difficult to negotiate. This session will provide a civil rights perspective designed to bring into focus the status of diversity hiring for law enforcement agencies.
- Uncover the legal challenges and hurdles of diversity-based selection
- Evaluate potentially litigious situations regarding hiring minorities and women over white applicants
- Reduce the risk of workplace harassment through educational programs and initiatives

10:00
Break

10:15
Recruiting Women: An Assessment of Obstacles for Your Agency in Policy and Procedure
Organizations such as the National Center for Women & Policing (NCWP) promote increasing the numbers of women at all ranks of law enforcement as a strategy to improve police response to violence against women, reduce police brutality and excessive force and strengthen community policing reforms.
- Collaborate on cutting-edge recruiting strategies for targeting women in your community
- Overcome obstacles in policy and selection processes
- Identify effective retention and development procedures

Barbara Hopkins, *Captain, Annapolis (MD) Police Department*

11:15
Recruiting African-Americans: The Role of Outreach when Recruiting African-Americans
A diverse law enforcement agency is the key to developing a relationship with the community it serves. For over 30 years the National Organization of Black Law Enforcement Executives (NOBLE) has led the way in generating major programs for the reduction of crime by creating and sustaining diverse workplaces nationwide.
- Study recruitment methods including advertising campaigns, career fairs and successful community initiatives
- Identify effective retention and development procedures
- Obtain the necessary tools to overcome obstacles in policy and selection processes

Jessie Lee, *Executive Director, National Organization of Black Law Enforcement Executives (NOBLE)*

12:15
Lunch

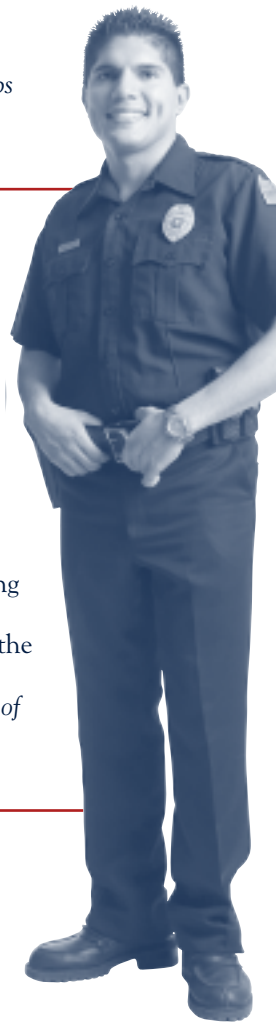
1:15
Recruiting Hispanics: Attracting Law Enforcement Officers from the Hispanic Community
The National Latino Peace Officers Association (NLPOA), the largest national Hispanic law enforcement association, is founded on the principals of promoting equality and professionalism in law enforcement. This session will deal with successful techniques used by Las Vegas police departments to attract Hispanic and bi-lingual officers.
- Examine recruitment methods designed to make candidates feel welcome within the law enforcement community
- Target outreach strategies that are minority-specific
- Implement strategies to combat obstacles in hiring policy and the selection process

Felipe Ortiz, *NLPOA*

2:00
Break

2:15
Recruiting Veterans: Drawing Qualified Personnel from Military Service
Since law enforcement agencies are generally paramilitary organizations, veterans are often equipped and trained to meet the rigors of police work. Structure, discipline and responsibility are familiar to veterans, and changing from the military to police work can be a smooth transition.
- Market your agency to military recruits with positive comparisons
- Create and maintain contact with prospective recruits while they are still in service
- Benefit from the training and discipline provided by military service

Demetria Thomas, *United States Marine Corps Transition Assistance Program**



3:00
Selection and Retention of Diverse Law Enforcement Personnel in the Paradigm of Community Policing
Community-oriented policing affects everything from daily services to human resources and recruiting. Diversity management under a community policing framework brings to the table new challenges that your agency could face every day.
- Select quality personnel for community policing
- Identify managerial challenges of retaining personnel
- Measure performance of individuals and the agency as a whole

Pitmon Foxall*, Office of Chief of Police, City of Omaha*

4:00
Adjourn Day One

Day Two: April 6, 2004
Recruiting for Success

8:30
Continental Breakfast

9:00
Law Enforcement Recruitment under "The Spirit of Service Initiative" Program
The U.S. Department of Justice COPS office has been working with local police departments on "The Spirit of Service Initiative." This program, focusing on service-oriented recruitment, is poised to permanently change the way law enforcement agencies recruit and select candidates on the federal, state and local levels.
- Examine the future of law enforcement under "The Spirit of Service Initiative"
- Understand the differences between service-oriented candidates and adventure-seekers
- Learn how the program works by exploring case studies from local departments

Dr. Ellen Scrivner, *Office of Law Enforcement Coordination**

10:00
Break

Acquiring Tools for Success

10:15
Using the Internet to Recruit Law Enforcement Personnel
LawEnforcementJobs.com is the nation's most visited job board dedicated to law enforcement recruiting and is the only website to be affiliated with NOBLE, HAPCOA, NLPOA, NAPOA, NBPA, WIFLE, ASLET, INIA and Law & Order Magazine. Jason Abend will introduce a comprehensive list of commercial and free websites where recruiters can place open law enforcement employment vacancies.
- Learn how to conduct a successful online recruitment advertising campaign and identify what makes an employee website effective
- Ensure comprehensive online coverage to a diverse applicant pool
- Justify online vs. offline expenditures

Jason Abend, *CEO, LawEnforcementJobs.com*

12:00
Lunch

1:00
Career Fair Recruiting – From A to Z
Career fairs are a cost-effective way to bring candidates into a face-to-face meeting with law enforcement recruiters. Discover how you can use career fairs as an integral part of your recruiting strategy.
- Develop strategies for attracting candidates from your targeted audiences
- Learn how to compile vital and other relevant information on the spot
- Improve assessments of candidates with effective tools and tactics when evaluating pools of applicants

Sgt. Ernie Ortiz, *National President NLERA, City of Aurora, Colorado Police Department*

Screening for Candidate Success

2:15
Selection and Implementation: Choosing the "Right" Selection Tool for Your Agency
Choosing the proper recruiting tools during the selection process is essential in order to reach the desired end of hiring qualified candidates who can work with your agency. Finding the selection tool that is right for your agency will allow you to streamline the process and increase your chances for success.
- Explore the pros and cons of structured panel interviews and their addition into the application process
- Ensure that your agency's selection process promotes quality and diverse applicants
- Examine and improve current personality and assessment methods

Dr. Cassi Fields, *President & CEO, Fields Consulting Group, Incorporated*

3:15
Evaluating the Outsourcing Option
Police and Sheriff's Departments across the nation face many challenges recruiting, testing, hiring, and retaining quality personnel. These challenges include the lack of an adequate candidate pool, staff time investment, direct and indirect costs of recruiting, and many agencies duplicating their efforts. Considering outsourcing some of the recruiting functions could be beneficial to the bottom line.
- Study proven and innovative outsourcing and e-commerce methods to enhance their recruiting efforts
- Learn demonstrated methods designed to reduce direct and indirect costs associated with applicant recruiting, application processing and testing
- Review new methods – including nationally-recognized testing instruments - to improve the quality and the diversity of their applicant pool for public safety positions

Jon Walters, *Public Safety Testing, Inc.*

4:15
Adjourn Day Two

A diverse law enforcement agency can better develop relationships with the community it serves, promote trust in the fairness of law enforcement and facilitate effective policing by encouraging citizen support and cooperation.
U.S. Department of Justice

Application Workshops: April 7, 2004

8:30
Workshop Registration and Continental Breakfast

9:00
Workshop A: Identifying and Obtaining Grants for Recruitment

Part I of this workshop will provide you with an update on grant funding trends at the federal level for recruiting law enforcement personnel. Part II of the session will be devoted to identifying and obtaining grants to fund your human resources needs. The instructor will take you step-by-step through the grant application process and target what federal agencies are looking for when reviewing applications.

- Obtain updates from the Department of Justice on funding trends
- Learn grant-writing tips from the experts
- Identify key elements required by agency reviewers

Diana Very, *Grants, Budgets & Administration, Inc.*

12:00
Luncheon

1:00
Workshop B: The Complete Guide to Hiring Law Enforcement Personnel

This workshop will provide an overview of the major recommendations of a two-year research study on how to hire law enforcement officers. This study, conducted by law enforcement executives, labor attorneys and academic researchers, provides insight and recommendations on how to effectively develop and implement an innovative selection process within your agency. Chief Patrick Oliver, the project director and author of this research, will run this workshop and give practical applications on how to template and benchmark the selection of personnel.

- Target selection process risks leading to poor results
- Identify the major components of a thorough selection process
- Analyze your agency's law enforcement officer position

Chief Patrick Oliver, *Chief of Police, Fairborn Police Department*

5:00
Adjourn Workshops

LawEnforcementJobs.com is the largest and most visited online resource to post and find law enforcement jobs nationwide. Located about ten minutes from the White House in Washington, DC, we provide instant nationwide exposure for all sectors and positions, including public, private and academic jobs in local, state and federal jurisdictions.

http://www.lawenforcementjobs.com/

Create a Comprehensive Recruitment Plan by Bringing This Program In-House

The Performance Institute offers customized one-, two- and three-day education programs to federal and state agencies that wish to train staff members in their own facility. In-house training provides a curriculum tailored specifically to your office, program or agency in a cost-efficient way. Using the Logic Model and other cutting-edge tools and strategies, our experts will work with you to produce a diversity recruitment plan that creates practical, efficient performance measures every step of the way. If you'd like, your existing diversity recruitment plans can be analyzed and built upon during the training. For more information about the in-house training options available to you, please call Shawn Keeley at 703-894-0481 or e-mail him at Keeley@performanceweb.org.

Venue

The *2004 National Conference on Law Enforcement Diversity Recruiting* will be held at the Performance Institute in Arlington, Va., just one block east of the Courthouse Metro stop on the Orange Line. A public parking garage is located inside the building.

The Performance Institute
1515 N. Courthouse Rd., Suite 600
Arlington, VA 22201
703-894-0481

A continental breakfast and catered lunch will be provided for all delegates. Dress is business casual.

Hotel

The Performance Institute is located just two blocks from the Quality Courthouse Hotel and Hilton Garden Inn, where a limited number of rooms have been reserved at discounted rates ($129 for the Quality Courthouse and $159 for the Hilton Garden Inn). Please call the hotel to make reservations and be sure to ask for the Performance Institute conference rate.

Quality Courthouse
1200 N. Courthouse Rd.
Arlington, VA 22201
703-524-4000

Hilton Garden Inn
1333 N. Courthouse Rd.
Arlington, VA 22201
703-528-4444

Tuition

The tuition rate for the *2004 National Conference on Law Enforcement Diversity Recruiting* is:

Conference alone $1095
One workshop . . . . . Additional $395
Both workshops . . . . . .Additional $595

Group Discount

For information about group tuition discounts available, please contact Shawn Keeley at 703-894-0481 or via e-mail at Keeley@performanceweb.org.

Administrative Note: A 10% cancellation fee on registration will be charged for cancellations received less than three weeks from the date of the conference. As speakers are confirmed six months before the event, some speaker changes or topic changes may occur in the program. The Performance Institute is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.

The Performance Institute

1515 North Courthouse Road
Suite 600
Arlington, VA 22201

Registration Form for the *2004 National Conference on Law Enforcement Diversity Recruiting*

Call (703) 894-0481; fax this form to: (703) 894-0482;
or visit www.PerformanceWeb.org

☐ Yes! Register me for the conference
☐ Yes! Register me for the conference and one workshop (choose ☐ A or ☐ B)
☐ Yes! Register me for the conference and both workshops
☐ Please call me. I am interested in a special group discount for my team.

Name _____ Title _____

Organization _____

Dept. _____

Address _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

Method of Payment:

☐ Check ☐ Purchase Order/Training Form ☐ Credit Card

Card Number _____Exp. Date_____-_____

Name on Card _____

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