Improve Recruitment and Retention Efforts for Women and Minorities

National Conference on Law Enforcement Diversity Recruiting

Recruiting and Selecting a Diverse Workforce for Your Department



- **Develop 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 for diversity in your law enforcement agency
- **Equip Yourself and Your Agency with Tested Recruitment Tactics**
  Ensure that your agency possesses solutions for proactive diversity recruiting
- **Implement Successful Strategies to Attract Diverse Applicants**
  Draw from the strategies and practices identified by leading law enforcement diversity organizations

Presented by:

PI
The Performance Institute

Law Enforcement EEO Development Center

December 13-14, 2004 • Miami Beach, Florida

Learn Compliance Issues with Legal Standards on Diversity Hiring

Final 2004 Opportunity for this Program

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

Who Should Attend?

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

Dear Law Enforcement Colleague,

The role of diversity management in law enforcement is more important today than ever. You are tasked with recruiting and selecting the best and brightest for your agencies, 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 our *National Conference on Law Enforcement Diversity Recruiting*, in Miami Beach, Florida on December 13 – 14, 2004.

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

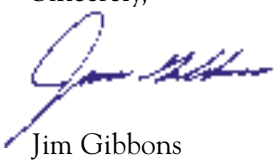
This program features tested tactics for recruiting minorities and women, as well as effective hiring and selection methods. Informative strategy sessions led by your nationally-recognized colleagues will arm you and your HR professionals with a toolkit for selecting the best candidates for the job.

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 from some of the nation's leading organizations for diversity in law enforcement recruiting and service.

I look forward to seeing you December in sunny Miami, where we will join law enforcement agencies on the federal, state and local levels and learn the best practices in recruitment, selection and hiring a diverse workforce. Space will be limited for this event, so be sure to contact us right away. Register yourself and your agency by calling 703-894-0481, or visit us online at www.PerformanceWeb.org.

Sincerely,



Jim Gibbons
Director, Law Enforcement
Development Center

Hear Best Practices from Diversity Experts Across Law Enforcement

Update Your Recruiting Methods to Attract More Qualified Candidates

Day One: December 13, 2004
Recruiting for Diversity

8:30 **Registration & Continental Breakfast**

9:00
Keynote: Legal Aspects of Diversity Hiring Practices
The legal landscape of diversity hiring and retention is an ever-changing area or human resources. Court decisions and federal mandates can 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.

10:00 **Break & Refreshments**

Recruiting Diversity

10:15
Framework for Designing and Managing a Successful Diversity Recruitment Plan and Selection Process
- Examine and improve current personality and assessment methods
- Explore the pros and cons of various tactics, such as structured panel interviews and their addition into the application process
- Ensure your agency's selection process promotes quality and diverse applicants

11:15
Recruiting Women: An Assessment of Obstacles for Your Agency in Policy and Procedure
- 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

12:15 **Networking Luncheon**

1:15
Recruiting African-Americans: The Role of Outreach in Recruitment
- 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

2:00 **Break & Refreshments**

2:15
Recruiting Hispanics: Attracting Law Enforcement Officers from the Hispanic Community
- 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 pitfalls obstacles in hiring policy and the selection processes

3:00
Recruiting Asians: Drawing Talented Candidates from the Asian Community
- Utilize different tactics to increase community awareness during upcoming hiring phases
- Learn how to successful implementation of multi-language recruitment drive
- Establish best approaches to penetrate and communicate with minority dense populations

4:00 **Adjourn**

Day Two: December 14, 2004
Acquiring Tools for Success

8:30
Continental Breakfast

9:00
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. This presentation will enable you to:
- Select quality personnel for community policing
- Identify managerial challenges of retaining personnel
- Measure performance of individuals and the agency as a whole

10:00 **Break & Refreshments**

10:15
Recruiting Veterans: Drawing Qualified Personnel from Military Service
- 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

11:15
Using the Internet to Recruit Law Enforcement Personnel
- 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

12:15 **Networking Luncheon**

1:00
Application Workshop
Identifying and Obtaining Grants for Recruitment
This workshop will provide you with an update on grants funding trends at the federal level for recruiting law enforcement personnel, as well as tools and strategies to identify and obtain grants to fund your human resources needs.

4:00 **Adjourn**

"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

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

Bring 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 and Hotel

The National Conference for Law Enforcement Diversity Recruiting will be held in the sunny Miami Beach, Florida on December 13 – 14, 2004. A limited number of rooms have been reserved at the Wyndham Miami Beach Resort for a discounted rate of $107 per night. Jet-skiing and swimming in the outdoor pool are just some of the exciting activities and amenities this magnificent facility has to offer. It is important; however, to reserve before November 21st to receive the discounted rate to enjoy this premier Miami resort. Be sure to mention the Performance Institute's conference rate and use the code "L189" make reservations.

Wyndham Miami Beach Resort
4833 Collins Avenue
Miami Beach, Florida 33140
305-532-3600

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

Tuition

The tuition rate for the *National Conference for Law Enforcement Diversity Recruiting* is:
Conference and workshop $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 $150 service fee will be charged on cancellations received less than three weeks from the date of the event. A credit memo will also be sent reflective of that amount, which can be used for a future Performance Institute conference.

Quotes from Past Delegates:

"(This conference) provided sound recruitment tools, new ideas, and a better perspective on how to recruit Hispanics and all minorities"
- Rick Simpson, Johnson County Sheriff's Office

"All Chiefs and Assistant Chiefs should attend this training to open their eyes"
- John Geter, Stamford Police Department

"Several new ideas were provided that can reasonably be developed within my agency."
- Dottie Davis, Fort Wayne Policed Department



1515 North Courthouse Road
Suite 600
Arlington, VA 22201

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

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

☐ Register me for the conference and workshop.

☐ Please call me. I am interested in a special group discount for my team.

Name _____ Title _____

Organization _____

Dept. _____

Address _____

Address _____

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Telephone _____ Fax _____

Email _____

Method of Payment:

☐ Check ☐ Purchase Order/Training Form ☐ Credit Card

Card Number _____Exp. Date_____-_____

Name on Card _____

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