



Join the Force Now

Police Officer Recruitment Program

OVERVIEW

Police officers in the United States have not received good press in many regions of the country. That doesn't help when it comes to recruitment. How do you recruit police officers — especially minorities, including women, African Americans, Hispanics, Asians and others? How do you make your police department reflect your city's demographic makeup by recruiting a similar demographic group? You face a tremendous challenge.

Stevens Strategic Communications created the Join the Force Now campaign to attract qualified applicants to your police department. It is a recruitment campaign that features deep community penetration, workshops and videos that educate candidates on what they need to know about becoming a police officer. If you want your police department to look like your community in terms of demographics, you need a program that attract quality potential applicants. Stevens Strategic Communications has developed such a program and can help your department put it into action. Why not use a proven approach to recruitment?



The Join the Force Now campaign has won five local, regional and international awards from the Public Relations Society of America, PRSA East Central District and Public Relations Global Network in the categories of media relations, video production, social media, community relations and multicultural communications.

IMPLEMENTATION/EXECUTION

Stevens Strategic Communications will provide these services to your police department, leaving you prepared to continue the program for years.

- Public Relations
- Social Media
- Video Production
- Community Relations
- Website Enhancements
- Digital Marketing
- Copywriting/Content
- Training
- Events and Workshops
- Results/Monitoring

Our program will also focus on maximizing your results on Facebook, Twitter and YouTube to reach a wide range of qualified applicants.

JOIN THE FORCE NOW



PROJECTED RESULTS FROM JOIN THE FORCE NOW

Stevens Strategic Communications can and will create your rendition of the successful Join the Force Now campaign. The results achieved for the prototype were phenomenal! Previous recruiting campaigns for the prototype attracted about 120 candidates, many unqualified, with no women or African American applicants. Few could even be considered for hire. The Join the Force Now campaign produced over 270 candidates, consisting of 9.5% African American, 7.1% Hispanic, 2% Asian, 2.3% mixed race and 1% Native American. The majority of the applicants were qualified because the webpage helped filter out unqualified candidates.



The group matrix is within approximately 4% of the city's demographic makeup, according to the U.S. Census. The gender breakdown was 19.8% female, which is 4.8% higher than a Department of Justice study of female applicants.

Finally, 10,924 visited the Join the Force Now website during the same time of the previous year when only 120 expressed an interest, with no minorities. Your police department can be staffed by using the best practices developed under the Join The Force Now banner.

In a six-month program, Stevens Strategic Communications helped the prototype police department gain a significant increase in website visitors. More than 1,360 visitors clicked on the "apply now" link. 1,209 of these visitors clicked on the eligibility information link. In terms of referring pages, Facebook generated 5,711 sessions, while Google.com generated 390 sessions.

CONTACT US

Are you interested in learning more about the Join the Force Now program to help your police department recruitment initiative? Contact Stevens Strategic Communications today.

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