



VPD 68(08)

# VANCOUVER POLICE DEPARTMENT RECRUITING UNIT

**Date:** 2014-02-21  
**To:** Inspector Jeannie YEE  
**From:** Sergeant Kevin TORVIK  
**Subject:** **2013 ANNUAL RECRUITING UNIT REPORT**

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## **OVERVIEW:**

The Vancouver Police Recruiting Unit is responsible for the hiring of Police Officers, Community Safety Officers, Jail Guards and Traffic Authority members. The Recruiting Unit is committed to hire “only the best” and to ensure that those hired are a reflection of the City of Vancouver’s diversity.

This purpose of this report is to summarize the Recruiting Unit’s activity for 2013.

This summary will consist of the Recruiting Unit’s activity in its two operational components:

1. **Intake** refers to all employment applications received, processed and administered.
2. **Outreach** refers to the methods and activities utilized to attract appropriate applicants.

In 2013, the Recruiting Unit implemented a new measure for the marking of the hundreds of written intake exams. All exams were scored by a sworn VPD member (outside of the Recruiting Unit) with a teaching background. This measure allowed for greater transparency, consistency and proved to be cost effective.

## **STAFFING:**

For 2013, the Recruiting Unit was at full strength with one sergeant and seven constables.

With the creation and implementation of the new Community Safety hiring process, an additional, sergeant, three members on mentorship, one member on light duties and a temporary administrative staff person were utilized. This manpower was necessary to meet a tight timeline and to deal with the volume of applications that needed to be processed. This additional manpower was only utilized during the first quarter of 2013.

## **INTAKE:**

In 2013, the Recruiting Unit processed a total **705** applications for all positions. This was an 8% increase in total applications processed compared to 2012.

<b>2013 All Applicants</b>		
<b>2<sup>nd</sup> Language</b>	<b>340</b>	<b>48%</b>
<b>Male</b>	<b>538</b>	<b>76%</b>
<b>Female</b>	<b>167</b>	<b>24%</b>
<b>Aboriginal</b>	<b>16</b>	<b>2%</b>
<b>Visible Minority</b>	<b>289</b>	<b>41%</b>
<b>Degrees</b>	<b>214</b>	<b>30%</b>
<b>Diplomas</b>	<b>138</b>	<b>20%</b>
<b>Average Age</b>	<b>29.77</b>	
<b>Total</b>	<b>705</b>	<b>100%</b>

In 2013, the Recruiting Unit hired and filled a total of **92** positions for the Vancouver Police Department.

**Police Constable Applicants:**

For 2013, a total of 312 new applications for Police Constable were processed.

Although there is no accounting measure in the current recruit tracking system, an additional 50+ applications were processed from applicants who requested to be reinstated into the Police Constable process. The Recruiting Sergeant would review and grant reinstatement following either:

- a period of deferral had ended for that applicant and/or;
- the applicant was a Jail Guard or Traffic Authority member and met the requirement standards for reinstatement into the Police Constable process.

Those applicants for the Police Constable process that were identified as having strong potential but would benefit from having more law enforcement exposure were contacted and their application placed into the Community Safety pool. Conversely, applicants for Community Safety that were exceptional were placed into the Police Constable process.

<b>2013 Regular Member Applicants</b>		
<b>2<sup>nd</sup> Language</b>	<b>149</b>	<b>48%</b>
<b>Male</b>	<b>240</b>	<b>77%</b>
<b>Female</b>	<b>72</b>	<b>23%</b>
<b>Aboriginal</b>	<b>8</b>	<b>3%</b>
<b>Visible Minority</b>	<b>118</b>	<b>38%</b>
<b>Degrees</b>	<b>148</b>	<b>48%</b>
<b>Diplomas</b>	<b>70</b>	<b>23%</b>
<b>Average Age</b>	<b>29.43</b>	
<b>Total</b>	<b>312</b>	<b>100%</b>

**Police Constable Hires:**

One regular member was hired in January, 2013 and a hiring freeze for regular members existed for the remainder of the year.

**Exempt Police Member Applications:**

A total of 16 Exempt applications were processed. A hiring freeze was in place for the remainder of 2013 which dramatically affected the number of Exempt applications received.

<b>2013 Exempt Applicants</b>		
<b>2<sup>nd</sup> Language</b>	<b>7</b>	<b>44%</b>
<b>Male</b>	<b>14</b>	<b>88%</b>
<b>Female</b>	<b>2</b>	<b>12%</b>
<b>Aboriginal</b>	<b>0</b>	<b>0</b>
<b>Visible Minority</b>	<b>4</b>	<b>25%</b>
<b>Degrees</b>	<b>1</b>	<b>6%</b>
<b>Diplomas</b>	<b>4</b>	<b>25%</b>
<b>Average Age</b>	<b>33.8</b>	
<b>Total</b>	<b>16</b>	<b>100%</b>

**Exempt Members Hired:**

Six Exempt members were hired.

The four exempts hired from the South Coast British Columbia Transportation Authority Police Service had less than three years of service. The RCMP member had five years of service and the LPS member had 18 years of combined service with the Vancouver Police Department and the London Police Service in Ontario.

<b>2013 Exempt Hired</b>		
<b>Male</b>	<b>4</b>	<b>67%</b>
<b>Female</b>	<b>2</b>	<b>33%</b>
<b>2<sup>nd</sup> Language</b>	<b>3</b>	<b>50%</b>
<b>Visible Minority</b>	<b>2</b>	<b>33%</b>
<b>SCBCTAPS</b>	<b>4</b>	<b>67%</b>
<b>London PS</b>	<b>1</b>	<b>16.5%</b>
<b>RCMP</b>	<b>1</b>	<b>16.5%</b>
<b>Total</b>	<b>6</b>	<b>100%</b>

**Community Safety:**

During the first quarter of 2013, the Recruiting Unit was tasked with hiring 43 people for the new Community Safety program. The Recruiting Unit’s task was to do the following:

- Create an accelerated outreach strategy
- Design and implement a new hiring process for the Community Safety (CS) program
- Identify and hire all full and part time CS members

The Recruiting Unit successfully met each objective under a very tight time constraint.

Applicants for the Regular process that were identified as having strong potential but needing more law enforcement exposure were contacted and their application placed into the Community Safety pool. Conversely, exceptional applicants for Community Safety were identified and placed into the Police Constable process.

The CS Intake process that was created comprised the following steps:

- I. Attending an information session to obtain an application
- II. Exam with pass score of 50% or above (60% for regular member)
- III. Physical test; Corrections Officers Physical Abilities Test (COPAT)
- IV. Interview
- V. Polygraph
- VI. Medical
- VII. Background

For 2013, a total of 263 Community Safety applications were processed.

<b>2013 Community Safety Applicants</b>		
<b>2<sup>nd</sup> Language</b>	<b>144</b>	<b>55%</b>
<b>Male</b>	<b>210</b>	<b>80%</b>
<b>Female</b>	<b>53</b>	<b>20%</b>
<b>Aboriginal</b>	<b>7</b>	<b>3%</b>
<b>Visible Minority</b>	<b>126</b>	<b>48%</b>
<b>Degrees</b>	<b>61</b>	<b>23%</b>
<b>Diplomas</b>	<b>54</b>	<b>21%</b>
<b>Average Age</b>	<b>30.5</b>	
<b>Total</b>	<b>263</b>	<b>100%</b>

**Community Safety Hired:**

A total of **64** CS members were hired, 43 in the inaugural spring class and an additional 21 CS members were hired in the fall. Twenty of the 64 positions are full time employees.

<b>2013 Community Safety Hired</b>		
<b>2<sup>nd</sup> Language</b>	<b>30</b>	<b>46%</b>
<b>Male</b>	<b>44</b>	<b>68%</b>
<b>Female</b>	<b>20</b>	<b>19%</b>
<b>Aboriginal</b>	<b>1</b>	<b>3%</b>
<b>Visible Minority</b>	<b>27</b>	<b>42%</b>
<b>Degrees</b>	<b>17</b>	<b>26%</b>
<b>Diplomas</b>	<b>17</b>	<b>26%</b>
<b>Average Age</b>	<b>27.3</b>	
<b>Total</b>	<b>64</b>	<b>100%</b>

The Community Safety program has afforded an added benefit for both the Recruiting Unit and the Vancouver Police Department in that **28** members have been crossed trained as both Community Safety Officers and Jail Guards. Most have aspirations to become Regular members of the Vancouver Police Department.

**Jail Guard:**

A total of 92 Jail Guard applications were processed.

<b>2013 Jail Guard Applicants</b>		
<b>2<sup>nd</sup> Language</b>	<b>50</b>	<b>54%</b>
<b>Male</b>	<b>61</b>	<b>66%</b>
<b>Female</b>	<b>31</b>	<b>34%</b>
<b>Aboriginal</b>	<b>3</b>	<b>3%</b>
<b>Visible Minority</b>	<b>44</b>	<b>48%</b>
<b>Degrees</b>	<b>13</b>	<b>14%</b>
<b>Diplomas</b>	<b>16</b>	<b>17%</b>
<b>Average Age</b>	<b>27.30</b>	
<b>Total</b>	<b>92</b>	<b>100%</b>

**Jail Guard Hired:**

A total of 21 Jail Guards were hired.

<b>2013 Jail Guard Hired</b>		
<b>2<sup>nd</sup> Language</b>	<b>10</b>	<b>48%</b>
<b>Male</b>	<b>11</b>	<b>52%</b>
<b>Female</b>	<b>10</b>	<b>48%</b>
<b>Aboriginal</b>	<b>1</b>	<b>5%</b>
<b>Visible Minority</b>	<b>8</b>	<b>38%</b>
<b>Degrees</b>	<b>4</b>	<b>19%</b>
<b>Diplomas</b>	<b>4</b>	<b>19%</b>
<b>Average Age</b>	<b>26.3</b>	
<b>Total</b>	<b>21</b>	<b>100%</b>

**Traffic Authority:**

A total of 21 Traffic Authority applications were processed. A hiring freeze was in place and no Traffic Authority members were hired.

<b>2013 Traffic Authority Applicants</b>		
<b>2<sup>nd</sup> Language</b>	<b>13</b>	<b>62%</b>
<b>Male</b>	<b>16</b>	<b>76%</b>
<b>Female</b>	<b>5</b>	<b>24%</b>
<b>Aboriginal</b>	<b>0</b>	<b>0</b>
<b>Visible Minority</b>	<b>13</b>	<b>62%</b>
<b>Degrees</b>	<b>7</b>	<b>33%</b>
<b>Diplomas</b>	<b>4</b>	<b>19%</b>
<b>Average Age</b>	<b>33.3</b>	
<b>Total</b>	<b>21</b>	<b>100%</b>

**OUTREACH:**

In 2013, the Recruiting Unit continued to increase its outreach effort to address application shortfalls that occurred in 2010 and 2011. Although the number of applications has greatly increased over the past two years, the perception of a continuing hiring freeze has negatively impacted application numbers.

The Recruiting Unit conducts its outreach utilizing information sessions, career fairs, community events, advertising and social media.

Members of the Recruiting Unit conduct outreach frequently and attend events in the evenings and on weekends. Over 50 scheduled events were covered by the Recruiting Unit in 2013.

### **January**

UBC Faculty of Education Career Fair  
Recruiting Twitter Information Chat  
Metro Newspaper Ad Campaign  
VPD Volunteer Information Sessions x 4  
SFU Police Studies Presentation  
Langara Criminal Justice Presentation  
JIBC LESD Presentation

### **February**

Aboriginal Employment Fair  
Okanagan College Career Fair  
UBC Kelowna Career Fair  
JIBC LESD Class Presentation  
Canadian Military Presentation

### **March**

SFU Career Fair  
LESD Presentation JIBC  
Langara College Career Fair  
Student Challenge Youth Presentation  
St Patrick's Day Parade

### **April**

Native Education College  
Viasakhi Parade

### **May**

Game Ready Youth Presentation  
UBC Varsity Football Team Presentation  
Young Presidents Organization

### **June**

Aboriginal Day  
Football BC Camp Presentation  
Kits/Fairview VPD Presentation  
British Columbia Regiment

### **July**

Game Ready Football Camp  
Boys Club Network

### **August**

Kidsafe Employment Fair  
Pinoy Festival  
Pride Parade  
Police Foundation Movie Series x 4  
PNE Fair  
First Nations Basketball Kitsilano  
Vancouver Canadians VPD Outreach

### **September**

SFU Surrey Campus Career Fair  
SFU Police Studies Presentation  
VPD Family Day

### **October**

Science World Law Enforcement Weekend  
JIBC LESD Presentation  
ACCESS Halloween Career Fair

### **November**

SFU Surrey Career Fair  
VPD Judo  
Chinatown CPC Presentation  
Roberts on recruiting twitter  
Boys Club Network

### **December**

Yo Bro Youth Initiative  
British Columbia Regiment  
Santa Claus Parade

The Recruiting Unit presented two information sessions at the Justice Institute of British Columbia on the second Saturday of each month. This is advertised as the only way to pick up an application for the VPD. In 2013, over 2000 people attended these sessions. The audience accurately reflected the diversity of the community that the Recruiting Unit is targeting.

A number of specifically targeted information sessions were conducted to showcase the VPD in smaller, more intimate venues that allowed for more effective time usage with prospective applicants. Examples being:

- VPD volunteer sessions
- Classes in Criminology and law enforcement at all local post- secondary schools
- University athletic programs
- Military Reservists (British Columbia Regiment)

The specifically targeted outreach effort proved itself in the first two months of 2013, when an aggressive outreach strategy for the new Community Safety program was implemented. The use of social media, newspaper advertising, extra information sessions and specific targeting of VPD volunteers garnered an unprecedented number of position appropriate applications in a very short period of time. This resulted in 231, CS applications being processed in the first two months of 2013. To put this in perspective, the Recruiting Unit processed a total of 205 Regular member applications for all of 2011.

For 2013, this specific targeting technique reached well over 1000 people with very positive feedback from participants.

### **Career Fairs:**

In 2013, the Recruiting Unit attended a diverse range of career fairs throughout the Lower Mainland. All local post-secondary institutions that offered career fairs were visited. In an effort to attract appropriate candidates from outside of the local area, the Recruiting Unit participated in the Aboriginal Employment Fair in Chilliwack and the Kelowna Career Fair.

The Recruiting Unit also made its presence in a number of career fairs that focused on those working in the sports therapy, fitness and service related sectors.

Attendance at career fairs enabled our recruiters to have thousands of face to face encounters with prospective applicants.

### **Community Events:**

The Recruiting Unit participated in many Vancouver based community events in 2013.

The Recruiting Unit's branded van was visible at major civic events such as the Vaisakhi Parade, Pinoy Festival, Chinatown Parade, St. Patrick's Day Parade, Pacific National Exhibition, Santa Claus Parade and the Pride Parade.

Aboriginal community events such as Aboriginal Day at Trout Lake, the ACCESS Halloween Fair and at the Native Education College were attended by the Recruiting Unit and our participation was well received and appreciated.

The Recruiting Unit contributed resources toward many VPD sponsored community events like Volunteer Days and was visible at Vancouver Police Foundation sponsored community initiatives such Movies in Stanley Park, the sunglass fundraising campaign and an event at a Vancouver Canadians game.



## **Use of Traditional and Social Media:**

The Recruiting Unit advertised in the free daily newspapers with simple direct messaging. The advertisements featured a “QR” code that directed a smartphone user to the ‘joinvpd.ca’ website. The advertisements proved to increase the number of people attending our information sessions.

Recognizing the outreach benefit, the Recruiting Unit intensified its use of social media. Working with VPD media relations, social media tools such as Twitter and Facebook were better utilized, to inform the public about upcoming Recruiting Unit information sessions and activity.

Working with the VPD Public Affairs Unit, a regular Recruiting Unit timeslot on the VPD Twitter site was utilized. An hour of recruiting related questions and answers were fielded in a segment titled, “Roberts on Recruiting” facilitated by Detective Constable John Roberts. This use of twitter proved to be very popular and will continue bi-monthly.

The VPD Recruiting Unit videos on YouTube continued to generate the most hits of VPD posted videos. A new video featuring the physical testing component of the application process illustrating the time requirements and rules for the Police Officers Physical Ability Test (POPAT), the Corrections Officer Physical Ability Test (COPAT) and the mile and a half run was produced and put on line.

According to the VPD Public Affairs Unit, the use of traditional and social media resulted in the Recruiting Unit’s branding and messaging reaching tens of thousands of people.

## **CONCLUSION:**

With the successful creation and implementation of the Community Safety hiring process, 2013 proved to be an extremely busy year for the Recruiting Unit. Applications were up from 2012 and 92 positions were filled.

For 2014, the Recruiting Unit must continue to positively reinforce the message that the VPD is hiring. As a result of the hiring freeze, an organizational perception that the VPD is not hiring, needs to be alleviated. Staffing change in the Recruiting Unit is imminent; a turnover among investigators will occur and appropriate personnel will be selected. To improve the intake process, a priority will be placed on identifying a framework for an electronic application system that will marry into an electronic file for each applicant. To improve outreach objectives, a strategy to increase the number of female and aboriginal applicants will be put in place. Recruiting Unit welcomes the challenges ahead and will continue to attract and hire the best candidates for the citizens of Vancouver.