



VPD 68(08)

VANCOUVER POLICE DEPARTMENT RECRUITING UNIT

Date: 2015-01-15
To: Inspector Jeannie YEE
From: Sergeant Kevin TORVIK
Subject: **2014 ANNUAL RECRUITING UNIT REPORT**

OVERVIEW:

The Vancouver Police Recruiting Unit is responsible for the hiring of Police Officers and Special Municipal Constables in the Community Safety, Jail and Traffic Authority programs. 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 diverse population.

STAFFING:

In 2014, the Recruiting Unit was at full strength with one Sergeant, seven Detectives and two Administrative Assistants.

Four members completed their tenure and four new detectives were selected and transferred into the Unit. This created a sudden vacuum of experience which led to a successful request to increase the tenure of two positions from three to five years to aide with succession planning and the loss of expertise.

INTAKE:

Intake refers to all employment applications received, processed and administered. In 2014, the Recruiting Unit processed a total **620** applications for all positions of which 90 were hired to fill positions as Recruit Police Officers and Special Municipal Constables.

2014 All Applicants		
2nd Language	285	46%
Male	418	69%
Female	202	31%
Aboriginal	14	2%
Visible Minority	247	40%
Degrees	249	40%
Diplomas	126	20%
Average Age	29.31	
Total	620	100%

Sixty-four were hired as police officers (56 recruits, 8 exempts), 18 Community Safety/Jail Guards and 8 Traffic Authority members. Of the 56 recruits, **28** or **50%** were already employed by the VPD.

VPD Employees to Police Constable		
From CSP	18	
From Jail	8	
From Civilian	2	
Total	28	100%

Recruit Constable Applicants

A total of 437 applications for Police Constable were processed. Fifty of these applications were from previous applicants who requested to be reinstated into the process for the following reasons:

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

In 2014, 27 applicants for the Police Constable process were identified as having strong potential but would benefit from having more law enforcement exposure. They were contacted and placed into one of the Special Municipal Constable programs.

2014 Police Constable Applicants		
2nd Language	188	49%
Male	266	69%
Female	121	31%
Aboriginal	8	2%
Visible Minority	158	41%
Degrees	191	49%
Diplomas	88	23%
Average Age	29.63	
Total	387	100%

Recruit Constable Hires

56 Police Constables were hired in 2014.

2014 Police Constables Hired		
2nd Language	23	41%
Male	32	57%
Female	24	43%
Aboriginal	1	2%
Visible Minority	16	29%
Degrees	27	48%
Diplomas	13	23%
Average Age	27.39	
Total	56	100%

Exempt Police Constable Applications

A total of 24 Exempt applications were processed.

2014 Exempt Applicants		
2nd Language	4	17%
Male	22	92%
Female	2	8%
Aboriginal	1	4%
Visible Minority	5	21%
Degrees	9	38%
Diplomas	2	8%
Average Age	35.17	
Total	24	100%

Exempt Police Constable Hires

Eight Exempt Police Constables were hired of which four were from Port Moody Police, three from New Westminster and one VPD rehire. The range in service was from three to eight years.

All seven of the members hired from other agencies cited the opportunity for advancement and career variety as their motivation for joining the Vancouver Police Department.

2014 Exempt Hired		
Male	7	88%
Female	1	12%
2nd Language	2	25%
Visible Minority	1	13%
From Municipal Police Agencies	8	100%
Total	8	100%

Community Safety Applications:

A total of 57 Community Safety applications were processed.

2014 Community Safety Applicants		
2nd Language	30	56%
Male	49	86%
Female	8	14%
Aboriginal	3	5%
Visible Minority	22	39%
Degrees	16	28%
Diplomas	16	28%
Average Age	25.09	
Total	57	100%

Jail Guard Applications:

A total of 91 Jail Guard applications were processed.

2014 Jail Guard Applicants		
2nd Language	54	59%
Male	73	80%
Female	18	20%
Aboriginal	4	4%
Visible Minority	49	54%
Degrees	27	30%
Diplomas	27	30%
Average Age	27.81	
Total	91	100%

An added benefit for successful applicants has been the cross training as Community Safety Officers and Jail Guards. This cross training enabled successful applicants to have two distinct employment opportunities.

Community Safety Officer and Jail Guard Hired:

For 2014, a combined total of **148** Community Safety and Jail Guard applications were processed. This resulted in the hiring of one cross trained class of **18**.

2014 Jail Guard Hired		
2nd Language	7	39%
Male	13	72%
Female	5	28%
Aboriginal	1	6%
Visible Minority	9	50%
Degrees	4	22%
Diplomas	7	39%
Average Age	23.33	
Total	18	100%

Traffic Authority:

A total of 53 Traffic Authority applications were processed.

2014 Traffic Authority Applicants		
2nd Language	28	53%
Male	39	74%
Female	14	26%
Aboriginal	0	0
Visible Minority	32	60%
Degrees	18	34%
Diplomas	6	11%
Average Age	30.98	
Total	53	100%

Eight Traffic Authority members were hired.

2014 Traffic Authority Hired		
2nd Language	3	38%
Male	8	100%
Female	0	0%
Aboriginal	0	0
Visible Minority	3	38%
Degrees	4	50%
Diplomas	1	13%
Average Age	36.25	
Total	8	100%

OUTREACH:

Outreach refers to the methods and activities utilized to attract appropriate applicants for uniformed positions within the Vancouver Police Department.

In 2014, the Recruiting Unit continued to increase its outreach effort to address the perception among many that the Vancouver Police Department was under a hiring freeze.

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 2014.

January

UBC Faculty of Education Career Fair
Recruiting Twitter Information Chat
SFU Career Fair
SFU Police Studies Presentation
Langara Criminal Justice Presentation
JIBC LESD Presentation

February

Aboriginal Employment Fair
Chinatown Parade
Collingwood CPC
Game Ready-Athletes & Students
JIBC LESD Class Presentation
Canadian Military Presentation
Langara Career Fair

March

SFU Young Women in Business
SFU Career Fair
LESD Presentation JIBC
Langara College Career Fair
Student Challenge Youth Presentation
St. Patrick's Day Parade

April

VCC Career Fair
Viasakhi Parade

May

Musqueam Youth Soccer tournament
UBC Varsity Football Team Presentation
British Columbia Regiment

June

Aboriginal Day
SFU Criminology Presentation
British Columbia Regiment
Police Foundation

Kits/Fairview VPD Presentation

July

Police Foundation

August

Kidsafe Employment Fair
Pinoy Festival
Pride Parade
Hockey Canada
Multicultural Fiesta Event
PNE Fair

September

SFU Surrey Campus Career Fair
SFU Police Studies Presentation
BC Lions Law Enforcement Day
VPD Family Day

October

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

November

SFU Surrey Career Fair
VPD Judo
JIBC Conflict Resolution Course
Surrey Crime Prevention Society
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 2014, over 2000 people attended these sessions. The attendees accurately reflected the age, diversity and education level 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
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For 2014, this specific targeting technique reached over 1000 people with very positive feedback from participants.

Career Fairs:

In 2014, 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. 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 2014.

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, Pride Parade and the Santa Claus Parade.

Aboriginal community events such as Aboriginal Day at Trout Lake, Musqueam Youth Soccer Tournament, 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.

Attracting Exempt Police Officers:

The Recruiting Unit recognized a need for improvement to attract exempt police officers. To attract more exempt applicants, the Recruiting Unit has:

- waived the 30 credit post-secondary education requirement (JIBC Police Academy graduation accepted or RCMP Depot completion accepted as education credit)
- waived the P.O.P.A.T requirement and replaced with a standardized functional mobility test (age appropriate)

These changes were well received among exempt applicants resulting in a 50% increase in exempt applications from 16 in 2013, to 24 in 2014.

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.

‘Build Team VPD’ Campaign:

During the first half of 2014, the Unit had to contend with the organizational perception that the VPD was not hiring for Police Constable positions. To encourage recruiting among VPD employees, a variation of the Recruiting Unit’s ‘Operation Search & Employ’ (2009) was reintroduced.

The ‘Build Team VPD’ campaign offered 40 hrs of overtime leave to any Vancouver Police Department employee who brought in a successful police constable applicant from June 16 to September 15, 2014.

This resulted in:

- 86 applications
- 6 Police Constables hired, 5 being exempt members (40 hours OTL awarded)

‘Build Team VPD’ proved to be a tremendous success for recruitment and alleviated the perception among our employees that the VPD was not hiring.

On-Line Application Implementation:

In an effort to streamline administration and improve efficiency, the Recruiting Unit enlisted an outside company, Hire Desk, to create an online application process that will replace the current application system and Recruit Tracking System (RTS).

The new online application is scheduled to be implemented in the second quarter of 2015. This system will process applications for Traffic Authority, Community Safety, Jail, Exempt Police Officers and Police Officer positions.

CONCLUSION:

For 2014, the Recruiting Unit hired 90 people, each of whom are now serving in their respective roles as Community Safety Officer, Jail Guard, Traffic Authority member or Police Constable. The Recruiting Unit ensured that those hired reflected the diversity of Vancouver. Targeted outreach seminars and campaigns like 'Build Team VPD' positively reinforced the message that the VPD was hiring for all uniformed positions. In 2014, 64 of the 90 people hired were police officers.

For 2015, due to the resource allocation review, staffing downsizing is imminent with the loss of one administrative assistant and two detective positions. The implementation of the on-line application system will streamline the intake process and will create a more efficient administration of applicant files. To improve outreach objectives, a strategy to increase the number of female and multi-cultural applicants will be launched. Due to budgetary constraints, the VPD will not be hiring police officers for the first half of the year. Consequently, the Recruiting Unit will ensure that the challenges of retaining excellent pooled police officer candidates are met. The Recruiting Unit will aggressively hire for all other uniform positions and is prepared to fill the need for Police Constable positions when directed. The Recruiting Unit will continue to fulfil its mandate and hire the best applicants to serve the citizens of Vancouver.