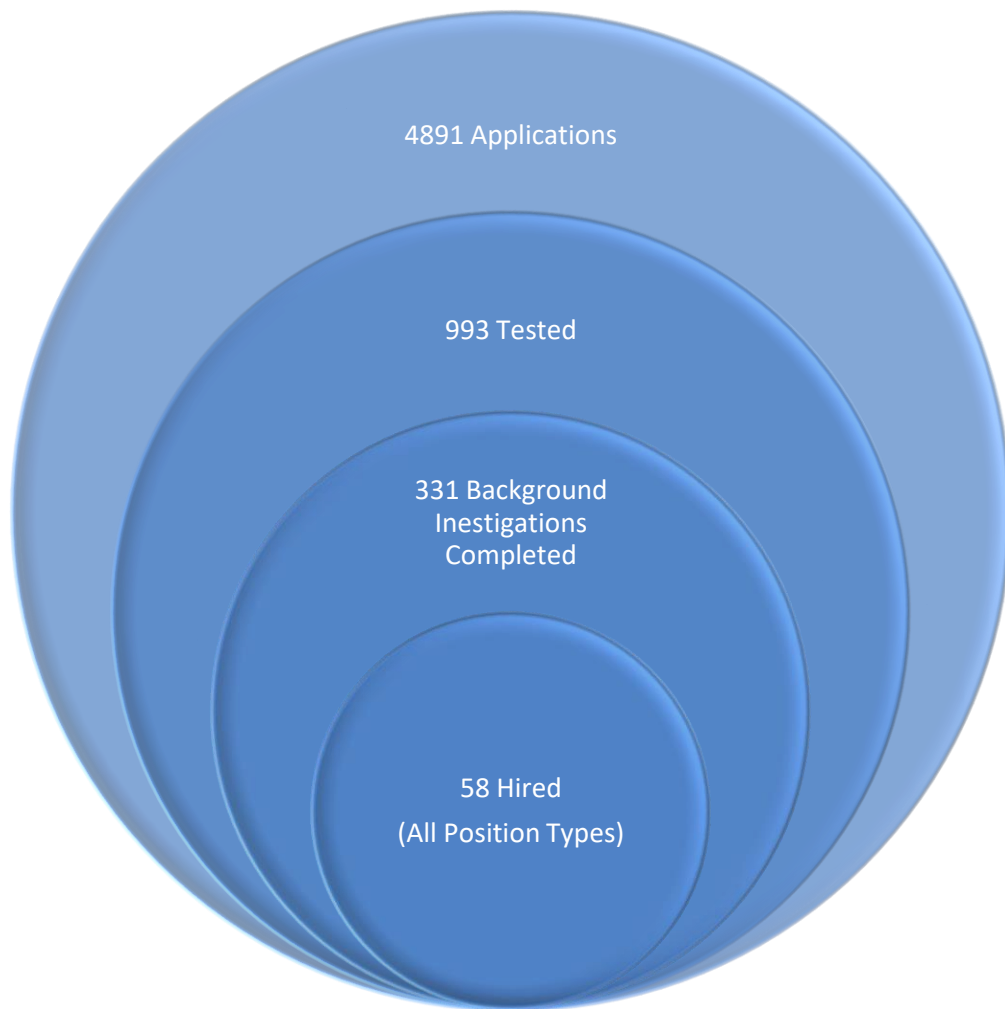


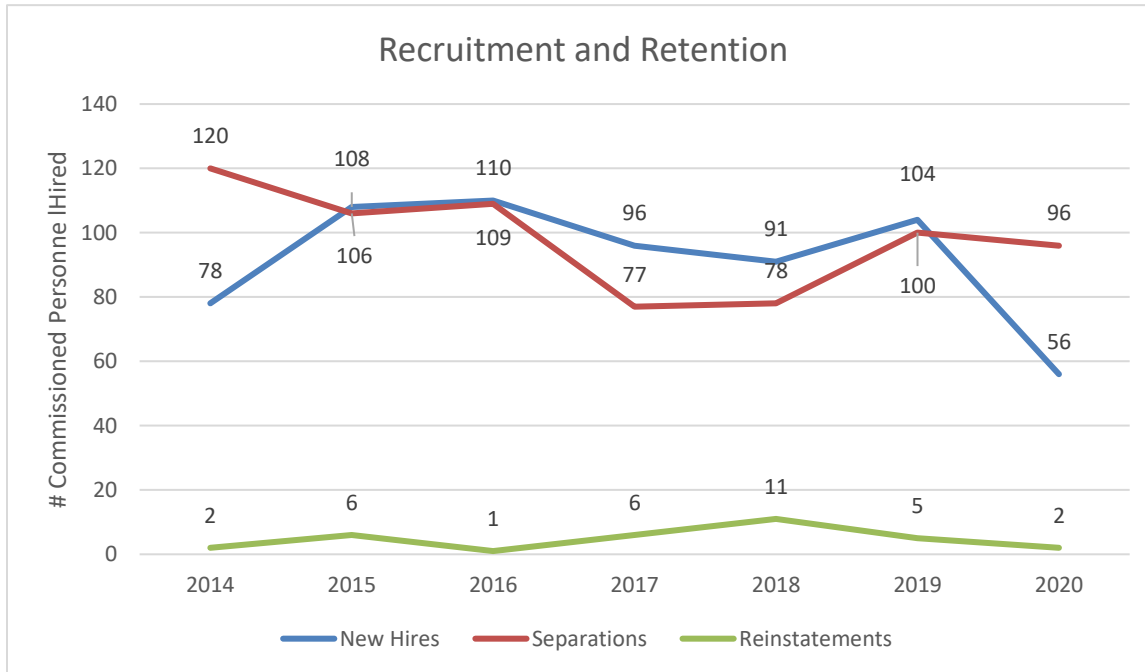
# Recruitment

The Recruitment and Application Investigations Unit will annually report its recruiting activities and outcomes, including the number of applicants, interviewees, and selectees, and the extent to which the Recruitment Unit has been able to recruit applicants with needed skills, such as problem-solving abilities or fluency in Spanish or Vietnamese, and a discussion of any challenges to recruiting highly qualified applicants. [Consent Decree ¶244]

## 2020 At-a-Glance

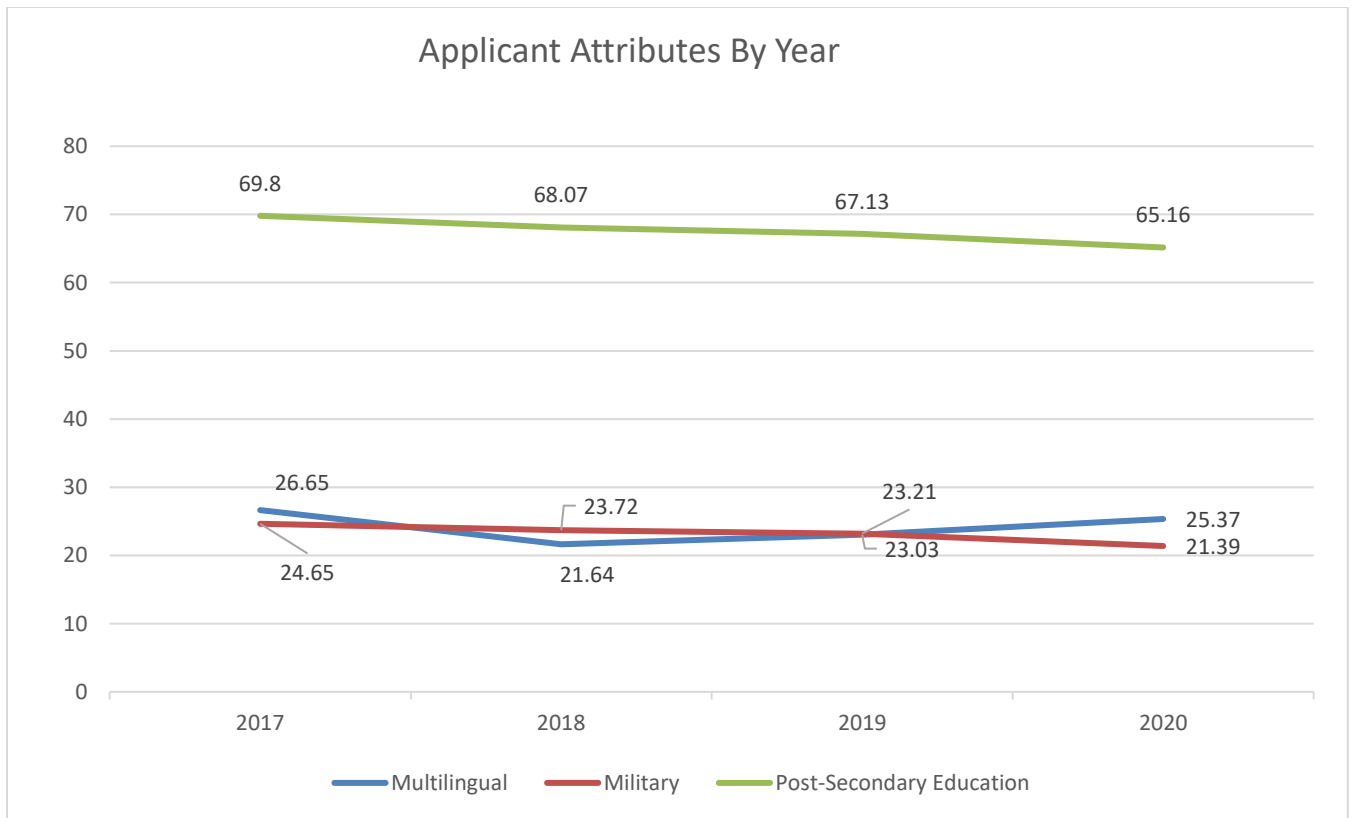


## Overview and Outcomes

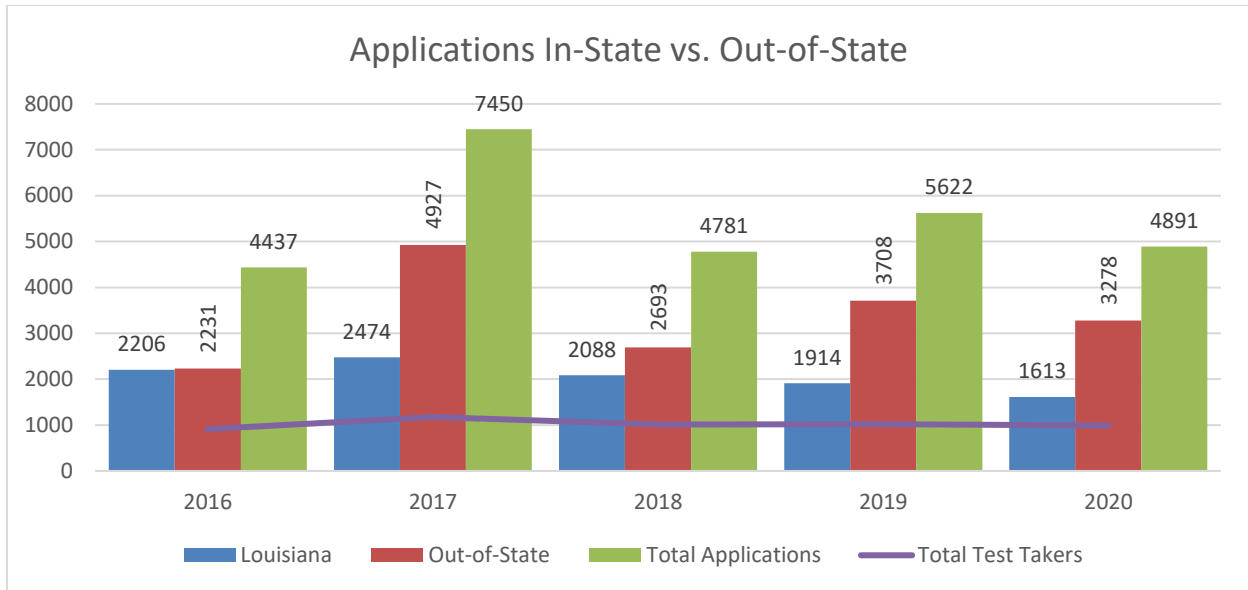


This year has looked extremely different from years past. The hiring process has been impacted by the COVID-19 pandemic, with lengthy travel restrictions and applicants' general uncertainty. Like other agencies across the country, the New Orleans Police Department (NOPD) experienced a significantly lower hire rate than in previous years, reporting only 56 new Police Recruit hires. The NOPD began three new classes of new and recycled recruits in 2020: Class 190 began with 19 recruits in June; 191 began with 25 recruits in September, and 192 began with 14 December 2020.

Though we experienced a decline, interest in the NOPD from applicants in the state, across the nation, and around the world remains strong. NOPD received 4891 applications in 2020, which is about a 13% decrease from 5622 received in 2019. Applications were received from all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands, thus creating a diverse applicant pool to include 25.37% of applicants who indicated multilingual status; 21.39% self-reported military enlistment; and 65.16% reported some college attendance.



In 2017, NOPD expanded efforts to hire officers with residence outside of Louisiana. As part of this effort, in 2020 NOPD piloted an out-of-state police recruiting test through a private vendor, Prometrics. Applicants testing at Prometric sites paid a nominal fee of \$35 which in most cases, was less than the cost to cover travel accommodations to New Orleans for testing at Civil Service. However, Prometrics’ service yielded few candidates for further consideration. Accordingly, NOPD discontinued Prometric testing December 31, 2020. Additionally, bundled test dates at Civil Service was continued. In its initial roll-out, two ‘out-of-town’ bundled testing events were hosted each month to allow applicants to travel to New Orleans for completion of the initial application stages within three days. State-imposed physical distancing requirements, however, created the need to limit the number of in-person testers during any one session, thus creating a need for additional testing sessions. Additional test sessions were created for off weeks and some afternoon sessions were added. During the first quarter, military recruitment initiatives were coupled with additional recruitment opportunities across the state of Louisiana. In 2020, nearly 67% of all 4891 applications came from outside the state. Compared to 2019’s 66%, NOPD experienced an overall increase in the number and percentage of applications received from non-residents of Louisiana. While there was a decrease in the total number of applications received in 2020, the decrease in the number of test takers was minimal yielding 20.3% test takers in 2020 from 18.07% in 2019. The increase in the applicant to test taker conversion came about in large part from the collaborative, sustained relationships, personalization efforts, and personal contacts made by our team members.



While there were intentional attempts to provide access for testing of non-local applicants, the NOPD continued to put enhanced resources into processing both local and out-of-town applicants. At the request of NOPD, Civil Service continued to host expanded entrance testing hours to include night and weekends during the first quarter of 2020. Due to COVID-19 restrictions, Civil Service testing for the Police Recruit position is available by appointment only for all testers, local and non-local. In close collaboration with Civil Service and our partners at the New Orleans Police and Justice Foundation, NOPD continues to work toward the deployment of an alternative to Prometric testing.

### Recruiting Applicants with Needed Skills

A balanced workforce that is representative of the community continues to be a priority for the NOPD. In 2016 NOPD launched its first ever certified interpreter program, which provides an additional 5% pay to NOPD officers who are certified as fluent in Spanish or Vietnamese and are willing to serve as interpreters for the department. This incentive has given the department a tool for recruiting individuals with foreign language skills, including officers fluent in Vietnamese and Spanish.

NOPD has also continued to focus its recruitment efforts on local post-secondary institutions to attract applicants with critical thinking and problem-solving skills. In response to national and statewide elimination of in-person events, we participated in a wide number of virtual experiences. NOPD participated in 10 different colleges and universities' events in 2020, including University of Louisiana at Lafayette, John Jay University, St. Leo University, Our Lady of the Lake- San Antonio, Tulane University, Southern University at New Orleans, University of Alabama at Birmingham, Boston University and South Louisiana Community College. Pre-COVID budgetary constraints may not have allowed participation in many of the out-of-state opportunities. The department

covered additional career fairs, community fairs and private visits across the state. It should be noted that there were 143 self-reported indications that applicants learned of the police recruit position through an encounter with a recruiter and/or from attendance to a college or career fair.

### Email: Greater personalization

Communication and recruiting efforts are designed to align with the Department's strategic initiatives for increasing the diversity of our commissioned population and continuously developing and improving comprehensive strategic recruitment plans. In 2017-18, we began sending personalized specific emails to prospects and applicants based on stage (Application Received; Invited to Test; Pre-Screening; Background Investigation; Medical/Psychological; Referred; Hired). In 2019, we created additional parameters to tailor those emails even further based on position (Police Recruit, Police Officer, Reinstatement, Reserve, Intern or Civilian) and duration. This process continued into 2020 with revisions where needed, as the messaging in 2020 needed to change largely as a result of COVID-19. We are intentional to echo the email messages being delivered by Civil Service, as not to send conflicting information. Additional campaigns were created for special populations of prospects and applicants. Each email addresses applicants by their preferred name and includes tailored messaging from Recruiters, Clerical Staff and Rank.

As applicants move through the process funnel from leads to applicants to prospects, messaging changes. Each stage of the funnel corresponds to a decision stage, so messaging continues to focus on those associated decision points.

### Recruitment Challenges

The market for recruiting and hiring police officers is changing. We face greater competition for a declining population in our primary market: eligible applicants in the city of New Orleans. We have opportunities to diversify enrollment in secondary markets within the U.S. without taking away opportunities or resources from our primary market.

Vietnamese officers still only make up about .4% of the commissioned workforce at NOPD and Hispanics are nearly 5%. The push to hire Spanish and Vietnamese-speaking officers continues to present as a challenge. Recruitment team members have established initial relationships with members of the Vietnamese community in eastern New Orleans as a means to build trust and recruit prospective Vietnamese officers to aide in our service to a community that has traditionally taken care of their own. We are hopeful that an increase in Vietnamese-speaking officers will help the community to become more trusting of the police. In 2019, the NOPD participated in festivals and had an announcement in the bulletin at a local Vietnamese church. We are committed to understanding and moving past the language barriers and cultural sensitivities that can contribute to our ability to provide quality service to the community. During the COVID-19 environment which encompassed 75% of the year, local gathering restrictions prohibited in-person events and festivals. We are hopeful that the efforts put in place in 2018 will be able to be resumed in 2021 in an effort to

further develop relationships and embed ourselves within the Vietnamese and Hispanic communities.

On December 13, 2019, the City of New Orleans encountered a cyber incident which impeded immediate access to emails, networks, and some databases. The cyber incident caused a disruption in the entire recruitment, application and hiring process for several weeks as Civil Service was unable to score assessments, therefore, there was a significant delay in the process for affected applicants. At the onset of COVID-19, the Recruitment and Applicant Investigations team was in recovery mode as most access had been restored. The team, by then, was working to come up to speed and had developed establish several work-arounds to continue the process in as an efficient manner as possible given the circumstances. Though we did not meet or surpass our 2020 hiring goals, given the uncertainty the coronavirus continues to bring to law enforcement agencies, we consider our achievements this year fruitful and productive. On the heels of a cyber event and in the midst of a pandemic, our Background Investigations team was able to complete as many investigations in 2020 than in 2019. Still, we hope to double our efforts for next year, diversify our tactics and work with even greater intentionality. While we recognize the economic challenges that continue to impact families, we remain focused on maintaining the quality and diversity of our commissioned population as we accomplish our vital mission for the Department.

*\*Hire data figures for 2016-2019 presented in this 2020 Annual Report may vary from prior representations as an error was unearthed during a recent reconciliation. Annual reports for the affected years are being revised and will be made available once complete.*