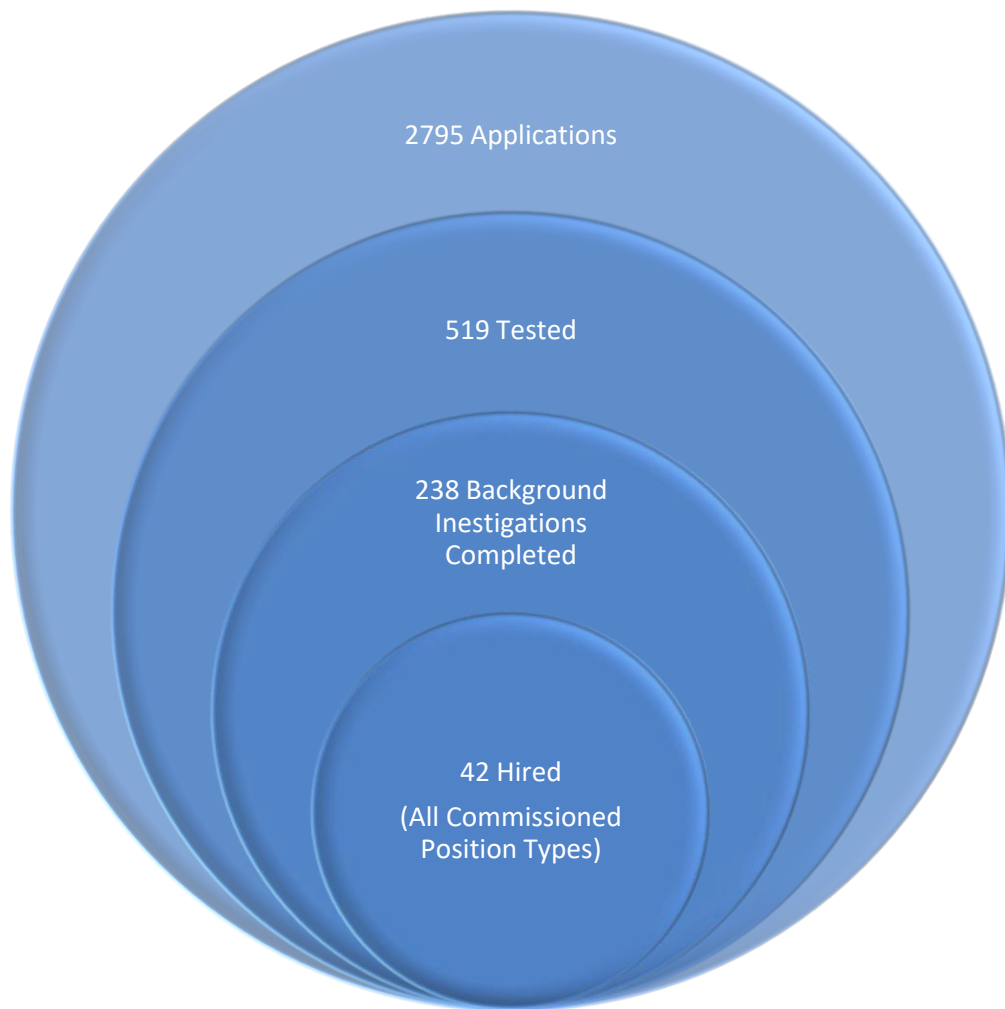


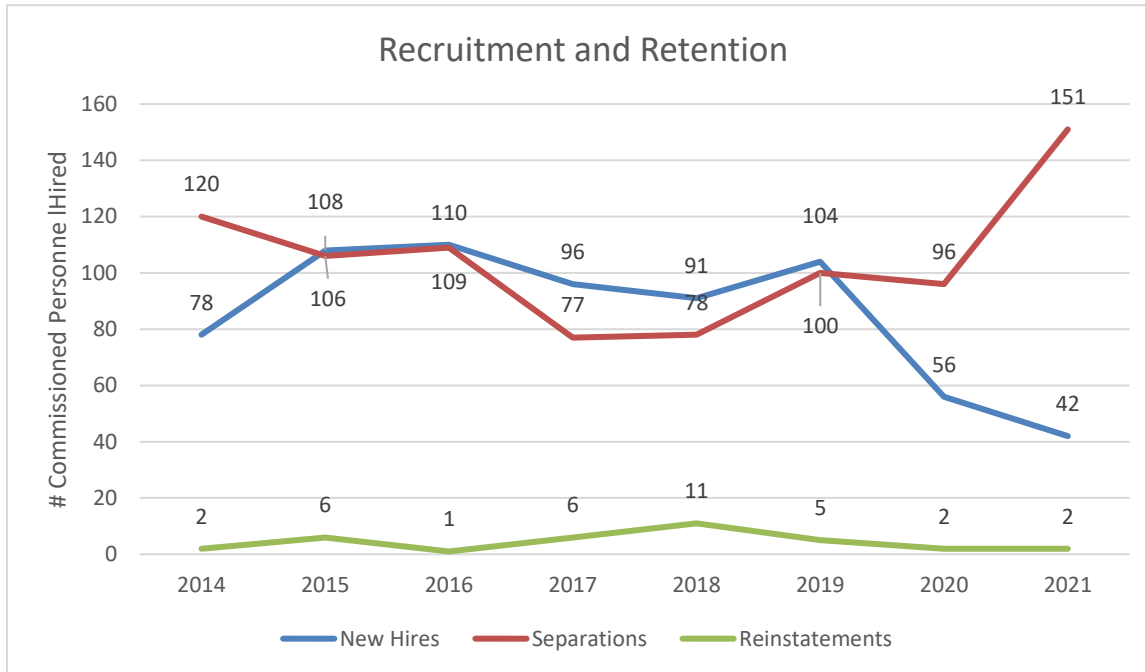
Recruitment

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]

2021 At-a-Glance

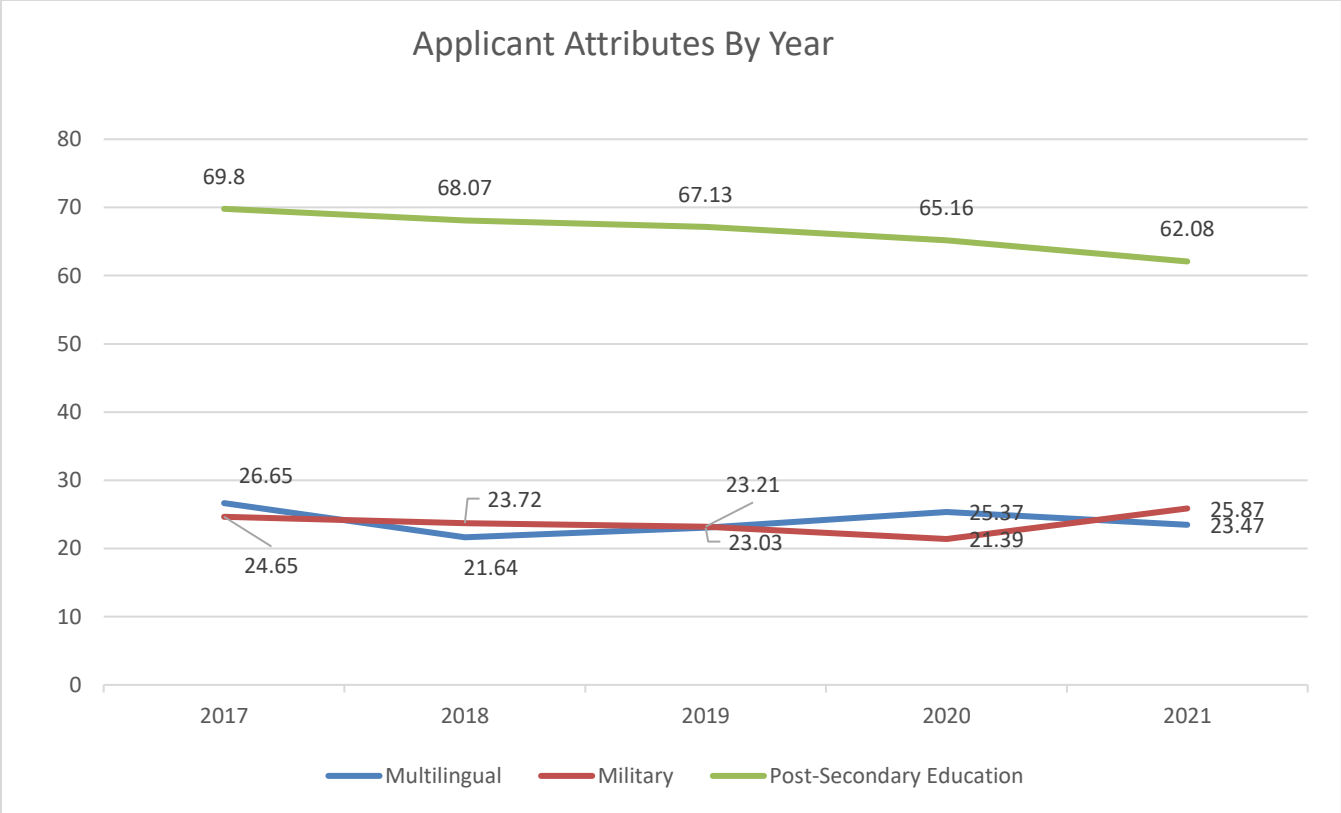


Overview and Outcomes



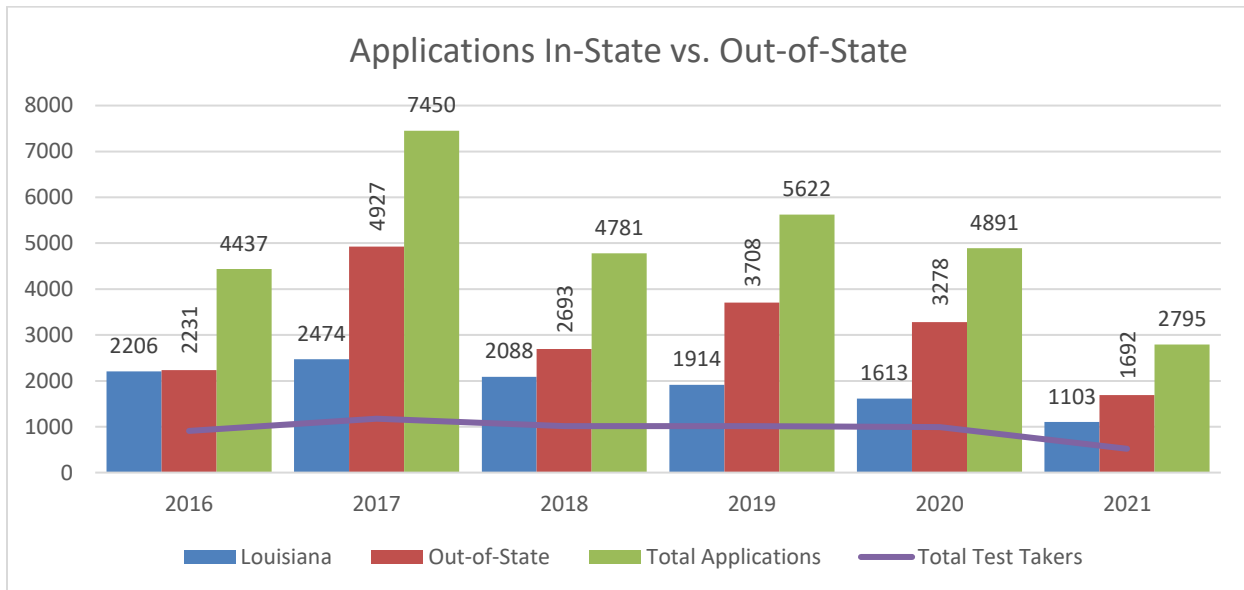
This year has looked extremely different from years past. The hiring process has been impacted by the COVID-19 pandemic, with lengthy travel restrictions, social distancing, and applicants' general uncertainty. Like other agencies across the country, the New Orleans Police Department (NOPD) experienced a significantly lower hire rate than in previous years, reporting only 42 new Police Recruit hires. The NOPD began only two new classes of new and recycled recruits in 2021: Class 193 began with 26 new recruits and one recycled recruit in April; and 194 began with 14 new recruits and one recycled recruit in October.

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 2795 applications in 2021 which is a 42.85% decrease from the 4891 applications received in 2020, and about a 50% decrease from 5622 received in 2019. Like years past, 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 23.47% of applicants who indicated multilingual status; 25.87% self-reported military enlistment; and 62.08% reported some college attendance.



In conjunction with local recruitment efforts, in 2017 NOPD launched an outreach program which expanded efforts to hire officers with residence outside of Louisiana. This initiative has continued to be a practice today. The remote testing at Prometric Testing Sites is an opportunity for out-of-state Police Recruit applicants that was deployed in May 2020 ended a few months later in December 2021. Remote testing, though not as fruitful as planned, proved to be valuable as restrictions were lessened in many states. Applicants were able to complete the testing phase without the requirement of traveling to New Orleans. 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. Additionally, bundled test dates at Civil Service was continued. Bundled testing events for non-local applicants were hosted at least twice each month to allow applicants to travel to New Orleans for completion of the initial application stages within a three-day period with additional sessions added as needed. State-imposed physical distancing requirements continued through 2021, and so was the need to limit the number of in-person testers during any one session. Additional testing sessions and locations for off weeks and some afternoon sessions were added to accommodate all scheduled applicants. Though in-person recruitment opportunities across the state of Louisiana were minimal (23 in-person opportunities), Recruiters visited local fitness centers, coffee shops, markets, and libraries to hang flyers and leave a push card. In 2020, nearly 67% of all 4891 applications came from outside the state. This year, while only 60.54%, a larger percentage of applicants continue to be domiciled outside of the state of Louisiana. While there was a decrease in the total number of applications received in 2021, the decrease in the percentage of test takers was minimal yielding 18.57% test takers in 2021 from 20.3% in 2020 and 18.07% in 2019 which was a

non-COVID19 year. The absence of remote testing opportunities was definitely felt during the pandemic in 2021 as mask mandates, social distancing, and hospitalizations continued. Though a decrease, the minimal percentage dip in the applicant to test taker conversion came about in large part from the collaboration, 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 afternoon and weekends. To accommodate social distance requirements, the NOPD also partnered with Civil Service to expand the testing location to include the auditorium at 1515 Poydras Street where the NOPD Recruitment Section is housed. As a result of mandated COVID-19 restrictions, Civil Service testing for the Police Recruit position was and continues to be 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 reduction of in-person recruitment events, we participated in 77 virtual (and 23 in-person) events. NOPD participated in 64 different colleges and universities' events in 2021 (see chart 5-Colleges and Universities Participation List), compared to 10 in 2020. Pre-COVID budgetary constraints may not have allowed participation in as many of the out-of-state opportunities as the virtual setting has afforded. The department covered additional career fairs, community fairs and private visits across the state. It should be noted that there were 138 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. Since 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. Since the beginning of the COVID-19 pandemic, 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 2022 in an effort to further develop relationships and embed ourselves within the Vietnamese and Hispanic communities.

Though we did not meet or surpass our 2021 hiring goals, given the uncertainty the coronavirus continues to bring to law enforcement agencies, we consider our achievements this year fruitful and productive. In the midst of a pandemic, our Background Investigations team was able to complete 238 background investigations in 2021. Not as many as 2020's 331. Still, we hope to improve upon 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.

Chart 5- Colleges and Universities Participation List

Western NY
Mary Baldwin University
Palm Beach Atlantic University
Widener University
Hennepin Technical College
University of Kentucky Student Athlete
University of the Incarnate Word HEB School of Business & Administration
Our lady of the Lake University
Berry College
Texas A&M Uni.- Corpus Christi
Westminster College
Tulane University
University of North Florida
National Louis University
University of Hartford
University of South Carolina
University of Miami Student-Athlete
Western New England University
NOVA Southeastern University
Texas A&M University-Kingsville
West Virginia State University
Alabama State University CJ
Shepherd University
University of Louisville
Auburn University at Montgomery
Wayne State University
Grand Canyon University
Paterson University
SUNY at Canton
University of Louisiana at Lafayette
McNeese State University
Bloomsburg University
Mid-State Technical College
University of Texas @ Dallas
Waukesha County Tech. College
Southern Oregon University
University of Minnesota
West Chester University
Herzing University

Diablo Valley College
University of Kentucky
Kent State University
University of N.C. at Pembroke
IL Wesleyan University
Grambling State University
Oklahoma City University
University of N.C. @ Pembroke
Angelo State University
University of Akron
MA State Universities
Georgia Southern University
University of Colorado Boulder
University of AL at Birmingham
Houston Baptist University
Virginia Wesleyan University
Fairleigh Dickinson University
South LA Community College at Lafayette
Dunwoody College
Bowling Green State University
University of IL at Chicago
University of Alabama
Hocking College
George Washington University
Mid State Tech. College