



RECRUITMENT AND RETENTION

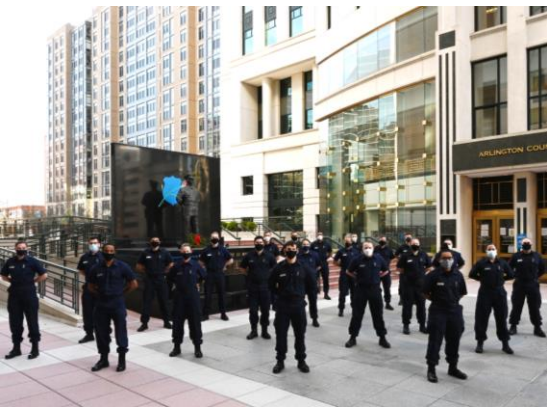
The Arlington County Police Department

RECRUITMENT INITIATIVES AND STRATEGIES



ADVERTISING CAMPAIGNS In FY2020, the Department began working with Pulsar, an independent advertising agency, on the development of an ongoing social media campaign targeting potential applicants. Since its launch in Winter 2020, the campaign has resulted in significantly increased traffic to the recruitment website and an increase in contacts by recruiters.

AMBASSADOR PROGRAM This program focuses on building relationships with college students, professors and campuses. This helps to develop one on one rapport with potential applicants, showcasing the work our Department does in a more personal and engaging way. Officers who serve as Ambassadors to schools are specially trained, and often alumni of that institution, which helps them to have a personal connection and stake in the recruitment of students from that institution. More than 80 officers from across the Department are trained as Ambassadors. Prior to the onset of the COVID-19 pandemic, the Department began conducting on-campus applicant testing through the Ambassador program, making our hiring process more accessible to students.



HANDSHAKE In December 2019, the Department began using Handshake, an online recruitment platform for students and employers, to communicate with students from approximately 1000 colleges and universities. ACPD's use of Handshake has enabled us to easily pivot to a primarily virtual recruitment strategy, through participation in online job fairs, webinars about employment at ACPD that are promoted to potential applicants, and establishing initial contacts with students interested in careers in law enforcement. In recent months, the Department has conducted virtual recruitment events designed to attract students from historically black colleges and universities, women, Latinx, and other minority applicants.

V3 CERTIFICATION ACPD is a Virginia Values Veterans (V3) certified employer. The V3 program helps to connect employers with veterans and has resulted in increased contacts with veterans interested in pursuing careers in law enforcement at the end of their service.

DEPARTMENT DEMOGRAPHICS

BUILDING A DIVERSE WORKFORCE In order to provide the best professional law enforcement services to the Arlington Community, we strive to hire personnel that reflect our community's diverse demographics. While we recognize the Department's demographic data does not perfectly match that of our community, recent hires and innovative recruitment initiatives to attract women and minority applicants since January 2018 show a positive trend towards aligning more closely with our community.

Race	Current Sworn Personnel	Percentage
Asian (Non-Hispanic)	6	1.7%
Black (Non-Hispanic)	36	10.29%
White (Non-Hispanic)	252	72.0%
Multiracial (Non-Hispanic)	20	5.71%
American Indian/Alaskan Native	2	0.57%
Black (Hispanic)	1	0.29%
Multiracial (Hispanic)	5	1.43%
White (Hispanic)	28	8.0%
TOTAL	350	100%

Education Completed- Current Sworn Personnel	Count	Percentage
Post-Graduate Degree	51	14.41%
Bachelor's Degree	231	65.25%
Associate's Degree	19	5.37%
60 Credit Hours	18	5.08%
Prior Law Enforcement/Military Waiver	14	3.95%
Unknown College	21	5.93%
TOTAL*	354	100%

Gender - Current Sworn	Count	Percentage
Female	82	23.43%
Male	268	76.57%
TOTAL	350	100%

Residency - Current Sworn	Count	Percentage
Arlington Resident	118	33.71%
Non-Arlington Resident	232	66.29%
TOTAL	350	100%

*The total in the education section is greater than the total number of officers since some officers earned a degree after being hired with a Law Enforcement or Military college waiver.

Data and information current as of March 29, 2021