



**San Francisco Police Department  
Professional Standards & Principled Policing Bureau  
Department of Justice Compliance**

<p><b>Individual Recommendation Report</b></p> <p><b>Rec. Number:</b> 85.2</p> <p><b>Assigned To Project Manager:</b> Captain Rainsford #1011</p> <p><b>Prepared by:</b> Sergeant Serrano#1234</p> <p><b>Priority:</b> High</p>	<p><b>Reserved For PSPPB Only</b></p> <p><input type="checkbox"/> <b>President’s Task Force</b></p> <p><input type="checkbox"/> <b>Blue Ribbon Panel</b></p> <p><input type="checkbox"/> <b>CJTF SF Bar Association</b></p> <p><input type="checkbox"/> <b>Department of Police Accountability</b></p> <p><input type="checkbox"/> <b>Civil Grand Jury:</b></p>
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**DOJ Recommendation: # 85.2**

The SFPD should consider assigning more resources, by way of community outreach and recruiting officers, to further engage underrepresented communities.

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**DOJ Objective: Recruitment, Hiring Personnel Practices**

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**Executive Summary:**

The Recruitment Unit currently consists of 1-Sergeant (Hispanic female), 5-Officers (1 Black/African American female, 1 Black/African American male, 1 Pacific Islander male, 1 Asian male and 1 Asian female) and 1 civilian employee (White male). One full time recruiter represents the LGBTQ community. The additional languages spoken by the full time recruiters are, Cantonese, Korean and Hawaiian.

The Recruitment Unit utilizes part-time recruiters to supplement the 7 full time recruiters. In February 2017, the Recruitment Unit trained 22 new part-time recruiters. This brought the total number of part-time recruiters up to 58. These are Officers and Sergeants in the SFPD who have formally requested to support the Recruitment Unit’s efforts. They have been vetted, interviewed and trained. The wide range of recruiters represents the diversity of the SFPD. Please refer to the seven page supporting document which displays the racial, gender and multi-lingual demographics of the recruiters. The data also shows where the part-time recruiters are stationed within the SFPD. The Recruitment Unit is conscientious about the staffing selection for working recruiting events. For example, when we are recruiting at a military event we attempt to place at least one military veteran police officer recruiter there when staffing allows. We evaluate all events and attempt to apply this recruitment diversity approach.

The Recruitment Unit continues to identify more part-time recruiters. We will continue to train them and then update our list. On 6/29/17, DB 17-141 was written and has been approved to supersede DB 16-220. It states that The Recruitment Unit is continuously accepting applications for the part time recruiter’s positions. This will help us to continuously increase our list of personnel who are





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helping with the recruitment efforts. There are currently nine new part time recruiter applications that have been received and are in the process of being vetted.

Last year the Recruitment Unit worked in collaboration with members of the Chief's African American Advisory Board and also LoTrain Consulting Group to assist in recruiting under represented demographics of the SFPD.

The Youth and Community Engagement Unit is housed in the Community Engagement Division. This division also houses the Community Police Academy, the Wilderness Program, the Language Access Unit, Police Reserves/A.L.E.R.T./Advisory Forums, DOJ Recommendations/Community Participation, the Police Activities League, the San Francisco Unified School District/School Resource Officer Program, the Homeless Outreach-Problem Solving Team, the 311 Liaison Unit, and the Port of San Francisco Liaison Unit. Due to restructuring and creation of new units, the Community Engagement Division went from 10 members to over 34 members between January and June of 2017.

Increasing the Community Engagement Divisions resources directly effects the Recruitment Unit's community outreach. The Recruitment Unit works closely with the Youth and Community Engagement Unit. We actively participated in a number of Community Events to not only recruit new applicants but to improve the relationship between the community and the Police Department. Since July 1<sup>st</sup> 2016, the Youth and Community Engagement Unit has hosted or participated in over 250 community events. A few examples of community events that the Recruitment Unit worked together with the Youth and Community Engagement Unit are: National Night Out, 3<sup>rd</sup> on Third street festival, Sunday Streets summer community festivals, Chinatown Night Out, the annual Chinatown ping pong tournament and supporting youth summer jobs/internship programs.

The Recruitment Unit conducted a community survey during July and August 2017. The survey was very helpful in gauging the Recruitment Unit's outreach and current advertising campaigns. The survey also helped the unit in collecting numerous suggestions on how to improve our efforts to further engage underrepresented communities. Please see the survey in the supporting documents section.

Many of the community members who participated in the survey were also willing to help with the SFPD recruitment efforts. A few examples are:

- Ashley Cheng, Deputy Director of Neighborhood Services from The Mayor's Office suggested we participate in the annual Mayors Office Chinatown Ping Pong Tournament and reach out to martial arts studios in an effort to reach more Asian candidates. The Youth and Community Engagement Unit put together a team and competed in the tournament and Officer Tina To has begun to make inquiries about recruitment presentations at local martial arts studios.
- Wilfred Sunga from Safety Awareness for Everyone (SFSAFE) has been retweeting the Recruitment Unit's events and helping us to reach a larger social media community.
- Irina Chatsova from Safety Awareness for Everyone (SFSAFE) sent a message to two women's Facebook groups to promote our SFPD Public Safety Women's Hiring Forum. These two groups reached hundreds of Bay Area women that SFPD wouldn't otherwise have had access to. This also helped us to reach a larger social media community.
- Katy Liddell from the Southern Station Community Advisory Board sent a message to the members of her Community Advisory Board to promote our SFPD Public Safety Women's





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Hiring Forum. This helped us to advertise our event to a larger group of people and also utilize the communities help in recruiting efforts.

- Rita Alviar from Mission Education Program Inc. suggested the Recruitment Unit set up our recruiting booth at more of the smaller community hosted events as opposed to the larger city events like Carnival. The Recruitment Unit is scheduled to recruit at Fiesta De Las Americas street fair at 24<sup>th</sup> Street and Mission Street. We are also scheduled to recruit at The 23<sup>rd</sup> Annual Sunset Festival at 38<sup>th</sup> Avenue and Ortega Street.

Officer Gaylicia Bunton and Officer William Levy supported retired Lt. Colleen Fatooh in teaching the Police Career Preparation class at San Francisco City College for the spring 2017 semester. They are also teaching this same course for the current fall 2017 semester. This allows the Recruitment Unit any opportunity to engage local college age students and get their feedback regarding our efforts. The class demographic makeup is very diverse. It is 40% female and 60% male students. Besides their regular block of instruction, all of the students are encouraged to attend the Recruitment Unit's hiring workshops. Many of the students have attended our workout sessions and mock oral interview sessions.

### **Purpose:**

The purpose of assigning more resources, by way of community outreach and recruiting officers, is to further engage underrepresented communities.

### **Policy:**

On 6/29/17 Department Bulletin 17-141 Position Opening: Part-time Recruitment Officers & Sergeants was issued to supersede Department Bulletin 16-220. It states that the Recruitment Unit continuously accepts applications for Officers and Sergeants who are interested in assisting with SFPD's recruitment efforts. The Recruitment Unit currently has 58 Part-time Recruiters and that helps the unit to improve our outreach and further engagement of underrepresented communities.

Unit Order 17-04 Recruiting Event Summary Form was issued by Captain Struckman #1769 on 5/16/17. It states that the Recruitment Unit shall complete an Event Summary Form after each recruiting event. In the Notes section of this form is a subsection to write in feedback that is received. If the Recruitment Unit obtains any feedback from the community members who attended the event they write the information in that section. All comments are reviewed by the Recruitment Sergeant and taken into consideration.

Unit Order 17-06 Recruitment Unit Social Media Visitor Traffic was issued 6/2/17 by Captain Struckman #1769. It states the Recruitment Unit will record and track the unit's social media usage. Utilizing social media allows the Recruitment Unit to further engage community members. It also gives community members that opportunity to spread recruitment messages. For example, when the Recruitment Unit posts an upcoming event on Twitter and someone from the community retweets it, our message is then reaching a larger population of people. This gives the community a tool to support our efforts and events.





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Unit Order 17-07 Recruitment Unit Training & Outreach was issued 8/21/17 by Captain Rainsford #1011. It states the Recruitment Unit shall bi-annually conduct a community survey to measure the effectiveness of its outreach and events.

### **Audit (if applicable):**

Unit Order 17-04 Recruiting Event Summary: This form shall be completed for each recruiting event, the Recruitment Unit Sergeant will review and approve the form and it will be uploaded into the Staff Services-Recruitment shared folder.

Unit Order 17-06 Recruitment Unit Social Media Visitor Traffic: This order states that the Recruitment Unit will compile each month's social media data and upload it into the Staff Services-Recruitment shared folder.

Unit Order 17-07 Recruitment Unit Training & Outreach: This order states that the Recruitment Unit Sergeant shall conduct a community survey bi-annually. The community survey data collection will be presented to the entire Recruitment Unit. The community survey will be provided to the Deputy Chief of the Administration Bureau.

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### **Written Directive: (D.G.O., Dept. Manual, Bureau Orders, Dept. Bulletins, etc.)**

Department Bulletin 16-220 Position Opening: Part-time Recruitment Officers & Sergeants  
Department Bulletin 17-141 Position Opening: Part-time Recruitment Officers & Sergeants  
Unit Order 17-04 Recruiting Event Summary  
Unit Order 17-06 Recruitment Unit Social Media Visitor Traffic  
Unit Order 17-07 Recruitment Unit Training and Outreach

### **Supporting Documentation: (Learning Domains, Power points, Lesson Plans, Policies)**

Department Bulletin 16-220 Position Opening: Part-time Recruitment Officers & Sergeants  
Department Bulletin 17-141 Position Opening: Part-time Recruitment Officers & Sergeants  
Unit Order 17-04 Recruiting Event Summary Form  
Unit Order 17-06 Recruitment Unit Social Media Visitor Traffic  
Unit Order 17-07 Recruitment Unit Training and Outreach  
Recruiter Demographics  
Community survey of SFPD Recruitment Efforts

### **Implementation, training & records (How to prove we did what we said?)**

On 12/27/16 Department Bulletin 16-220 was issued. At that time 22 new recruiters successfully completed the vetting, interview and training process for the part time recruiter position. On 6/29/17 Department Bulletin 17-141 was issued to supersede 16-220, which leaves the application process open. As of 9/1/17 the Recruitment Unit has received 9 additional applications. Those applications are in the process of being vetted.

Unit Order 17-04 Recruiting Event Summary was issued 5/16/17 and it took effect immediately. The Recruitment Unit now completes this summary after every recruitment event. The Recruitment Unit



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Sergeant reviews and approves each summary before uploading it into the Staff Services-Recruitment shared folder.

Unit Order 17-06 Recruitment Unit Social Media Visitor Traffic was issued 6/2/17 and it took effect immediately. Officer Levy #1333 collected the Recruitment Unit's social media usage for the months of June and July 2017. The Recruitment Unit Sergeant is currently reviewing the data in preparation to upload it to the Staff Services-Recruitment shared folder.

Unit Order 17-07 Recruitment Unit Training and Outreach was issued 8/21/17 and it took effect immediately. The first community survey was completed in August of 2017. The Recruitment Unit Sergeant will continue to adhere to this unit order and conduct bi-annual community surveys.