



RECRUITING STRATEGY

Recommendations from the HOPE SF Cohort

Connecting with community should be taken seriously



Since low-income communities perceive the police as "bad people," I suggest they use social media to attract kids and adults and to change the word "police" to a positive.



Recruit more in housing developments and places like City College. We also recommend giving people an opportunity to learn more about the SFPD firsthand with tours and visits like our cohort had this summer.



Show that the police are just not here to do their job

They're here to protect and interact with communities in a more caring way

Monthly Forums: Bring Community and Police Together



Host a community BBQ to make connections
Promote it everywhere, put it on TV, have flyers.

Have police in other communities pass out flyers or attempt to make an outreach for the BBQ. Have the BBQ somewhere easy to get to where they don't have to travel or offer transportation.

Dress casually to show that you're just a normal human being but also have something that shows you are a police officer. Try to connect with kids: play with them, talk with the kids.

With teenagers, try to tell them how much you make and if they need anything, they can come to you.

Be Human: Make Connections, Show Concern and Help Others

The police can get closer to the community by donating clothing, shoes and support to kids in need in the community. By doing this the SFPD are showing that they care about the future, and the kids and care about the community itself. The police will gain the kids and the community's trust.



A Good Community Connection Isn't a Nice-to-Have, It's a Must

Follow up with qualified candidates, call them back



Don't leave people hanging. When you get applications from the community let them know where you are in the process

Why Should I Consider Being A Police Officer?

"If the police department wants to recruit more people of color they should give us a reason to become a police officer."

