

**PORTLAND POLICE DEPARTMENT  
STANDARD OPERATION PROCEDURE**

	Effective Date <b>09/23/2012</b>	Number <b>30</b>
Subject <b>Recruitment of Sworn Personnel</b>		
Amendment Date <b>04/07/2019</b>		

**I. Purpose**

The purpose of this policy is to establish procedures for the recruitment of police candidates and to actively recruit and employ the highest caliber candidates available in full compliance with all Federal and State laws and the City’s Civil Service Ordinance.

**II. Policy**

The Portland Police Department provides equal opportunity for all qualified applicants and prohibits discrimination in employment. All individuals will be given an equal opportunity to attain employment with the City of Portland regardless of race, sex/gender, age, gender identity, national origin, religion, sexual orientation, or a disability that does not impair job performance. All employees are encouraged to keep recruitment in mind in their daily interactions with the public as the best recruiting tool is our positive community interactions.

**III. Definitions**

Gender identity: an individual’s internal sense of being male or female. Gender identity can be the same or different from one’s sex assigned at birth.

Police Recruiter: an officer assigned, on a full, part-time or temporary basis to conduct recruitment activities. The Police Recruiter also serves as the team leader for the Social Media and Recruitment Team (SMART).

Post: content an individual shares on a social media site or other internet site or the act of publishing content on a site.

Social Media: a category of internet-based resources that integrate user-generated content and user participation. This includes, but is not limited to, social networking sites.

Social Media and Recruitment Team (SMART): a group of officers and dispatcher(s) designated to lead the Department’s social media and recruitment efforts.

**IV. Recruitment of Sworn Personnel**

**A. Administration**

1. At the direction of the Chief of Police, recruitment responsibility shall be shared between the City of Portland Human Resources Department and the Police Department Principal Administrative Officer/Personnel (PAO/P) with the support and assistance of the Police Recruiter and the Social Media and Recruitment Team (SMART).
2. To encourage applications from underrepresented groups, the Department will utilize a diverse group of officers to participate in recruiting efforts whenever possible and will ensure that recruitment literature accurately reflects the diversity of the community.
3. The PAO/P shall periodically review the Department’s recruitment efforts and report to the Chief regarding suggested revisions or refinements, the updating of recruitment materials, and proposed recommendations to the Civil Service Commission regarding beneficial changes to the Civil Service Ordinance.

**B. Methods of Recruitment**

1. Recruitment will occur on an on-going basis and may include, but not be limited to:
  - a. Participation in job fairs and career days;
  - b. Outreach to community and civic organizations;
  - c. Press releases and notifications to local media regarding employment opportunities;

- d. Contact with universities and colleges involved in criminal justice education;
  - e. Internship programs;
  - f. Social media posts to connect with potential applicants;
  - g. Military and school events; and
  - h. Meeting with and providing information to potential candidates.
2. A concerted effort will be made to utilize officers from the recruitment team and, where appropriate, to include officers who are representative of the national, cultural or ethnic background of the contact group.
  3. Recruitment literature should reflect the diversity of Portland and be widely distributed. All job postings and recruitment materials will clearly state the application filing deadline (if any) and state that the City of Portland is an affirmative action/equal opportunity employer.
  4. During periods of heightened recruitment, assistance may be needed from personnel assigned to other police department duties. The Chief of Police, or the Chief's designee, shall select qualified officers to assist in the recruitment efforts. The PAO/P shall ensure that individuals assigned to recruitment activities are knowledgeable of the recruitment and selection process.
- C. Social Media and Recruitment Team Selection
1. The following criteria shall be considered in the selection of sworn officer recruitment team members:
    - a. law enforcement experience;
    - b. aptitude demonstrated during an oral board interview;
    - c. applicant's personnel file and evaluations;
    - d. sick leave, accident and complaint records;
    - e. applicant's life experience; and
    - f. social media experience and familiarity.
  2. Final selection will be made by the Chief of Police.
- D. Social Media and Recruitment Team Training
- All personnel who participate in the recruitment process shall receive training so that they are knowledgeable in:
1. Department goals and objectives in relation to recruitment of qualified applicants;
  2. Salary, benefits, specialized units, and promotion/training opportunities;
  3. The hiring and selection process;
  4. Factors that may result in the elimination of a candidate from the hiring process;
  5. Equal opportunity compliance guidelines; and
  6. MCJA physical fitness standards.
- E. Social Media and Recruitment Team Retention
- In order to remain a member of the SMART team, each officer must:
1. Participate in a minimum of five (5) recruitment events per year (this includes classroom discussions, career fairs, proactive candidate meetings, physical fitness tests, and interview panels).
  2. Maintain an acceptable level of proficiency and participation.
  3. Perform the duties listed below during each assigned duty week.
- F. Social Media and Recruitment Team Duties
- One team member shall be assigned primary responsibility for SMART duties each week. During each duty week, the assigned team member shall, at a minimum:
1. Complete a weekly activity report;
  2. Make a minimum of five postings on approved social media platforms;
  3. Monitor posts and delete comments that are inappropriate or violate PPD's established Terms of Use policy, SOP 110;
  4. Respond to recruitment voicemails whenever the full-time recruiter position is vacant;
  5. Respond to recruitment emails; and
  6. Assist the PAO/P in scheduling ride alongs or other recruitment events, as needed.