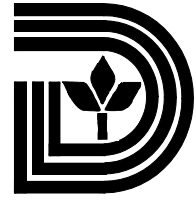


Memorandum



DATE February 10, 2025

CITY OF DALLAS

Honorable Members of the Public Safety Committee
TO Cara Mendelsohn (Chair), Kathy Stewart (Vice Chair), Tennell Atkins, Jesse Moreno,
Gay Donnell Willis

SUBJECT **Dallas Police Department Recruiting Update for January 2025**

During January 2025, the Dallas Police Department's Personnel Division hosted two (2) on-site testing events at Jack Evans Headquarters. These events consisted of applicant processing, physical fitness tests, oral interview boards, and polygraph exams. Forty-four (44) applicants participated on January 16. They were from AL, CA, FL, IL, LA, MA, OK, TX, and WI. Thirty-nine (39) participated on January 23. They were from AK, AZ, CA, CT, HI, IL, MS, NJ, NY, OK, and TX. In January, 210 applicants were referred by Civil Service, all of whom were contacted by the Recruiting Unit via phone, email, and/or text.

The data below reflects the number of Dallas Police Department sworn and professional staff applicants who were processed during January 2025:

SWORN

- REFERRED BY CIVIL SERVICE – 210
- BACKGROUND PHASE – 55
- ACADEMY CLASS #405 BEGINS MARCH 12, 2025 (Projecting 50)

PROFESSIONAL STAFF

- PROCESSED BY DPD: 29
 - 911 CALL TAKER – 8
 - DISPATCHER – 1
 - OTHER COMMUNICATIONS - 10
 - OTHER PRO STAFF – 10

BACKGROUND: 21

- 911 CALL TAKER - 4
- DISPATCHER – 0

DATE February 10, 2025
SUBJECT **Dallas Police Department Recruiting Update for January 2025**
PAGE **2 of 3**

- OTHER COMMUNICATIONS - 4
- OTHER PRO STAFF -13

- ONBOARDED: 11
 - COMMUNICATIONS – 2
 - OTHER - 9

The Dallas Police Department currently has recruiting ads in Meta (Facebook/Instagram) for sworn and professional staff. We have billboards in Tarrant County along 820/I35, in Huntsville, and Galveston. Additionally, we have begun utilizing Indeed and ZipRecruiter, and our last Facebook ad garnered 215,776 impressions in Texas.

We are in discussions with DART regarding advertising on their buses. We're also considering mall ads, a movie theater campaign, and cumulus media streaming ads. Additionally, we are planning to add two more billboards in Houston and DFW.

Below is a list of Dallas Police Department Recruiting events attended during January 2025.

January 3	SMU First Responder Bowl
January 6	Grayson College Class Presentation
January 8	Irving Work Force Hiring Event
January 15	MLK Workforce Job Fair
January 16	TCC NE Recruiting Table
January 16, 19	Dallas Stars Recruiting Table
January 18	MLK Parade
January 22	Texas Work Force Solutions Plano & Irving
January 23	Houston Job Fair
January 23	San Antonio Military Recruiting Event
January 27	Eastfield College
January 27	Tyler Junior College Classroom Presentation
January 27	Women of Strength Gym Information Table
January 27	UT Dallas Classroom Presentation
January 28	Texas A&M Career Fair

DATE February 5, 2025
SUBJECT **Dallas Police Department Recruiting Update for January 2025**
PAGE **3 of 3**

Should you have questions, or need additional information, please contact Interim Police Chief Michael T. Igo at michael.igo@dallaspolice.gov.

Service First, Now!



Dominique Artis
Chief of Public Safety
[Attachment]

c: Kimberly Bizzor Tolbert, City Manager
Tammy Palomino, City Attorney
Mark Swann, City Auditor
Billerae Johnson, City Secretary
Preston Robinson, Administrative Judge
Dev Rastogi, Assistant City Manager
M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager

Alina Ciocan, Assistant City Manager
Donzell Gipson, Assistant City Manager
Robin Bentley, Assistant City Manager
Jack Ireland, Chief Financial Officer
Elizabeth Saab, Chief of Strategy, Engagement, and Alignment (I)
Directors and Assistant Directors



City of Dallas

DPD Recruiting & Retention January 2025

**Public Safety Committee
February 10, 2025**

Major Pollyanna Ashford,
Personnel Division,
Dallas Police Department
City of Dallas

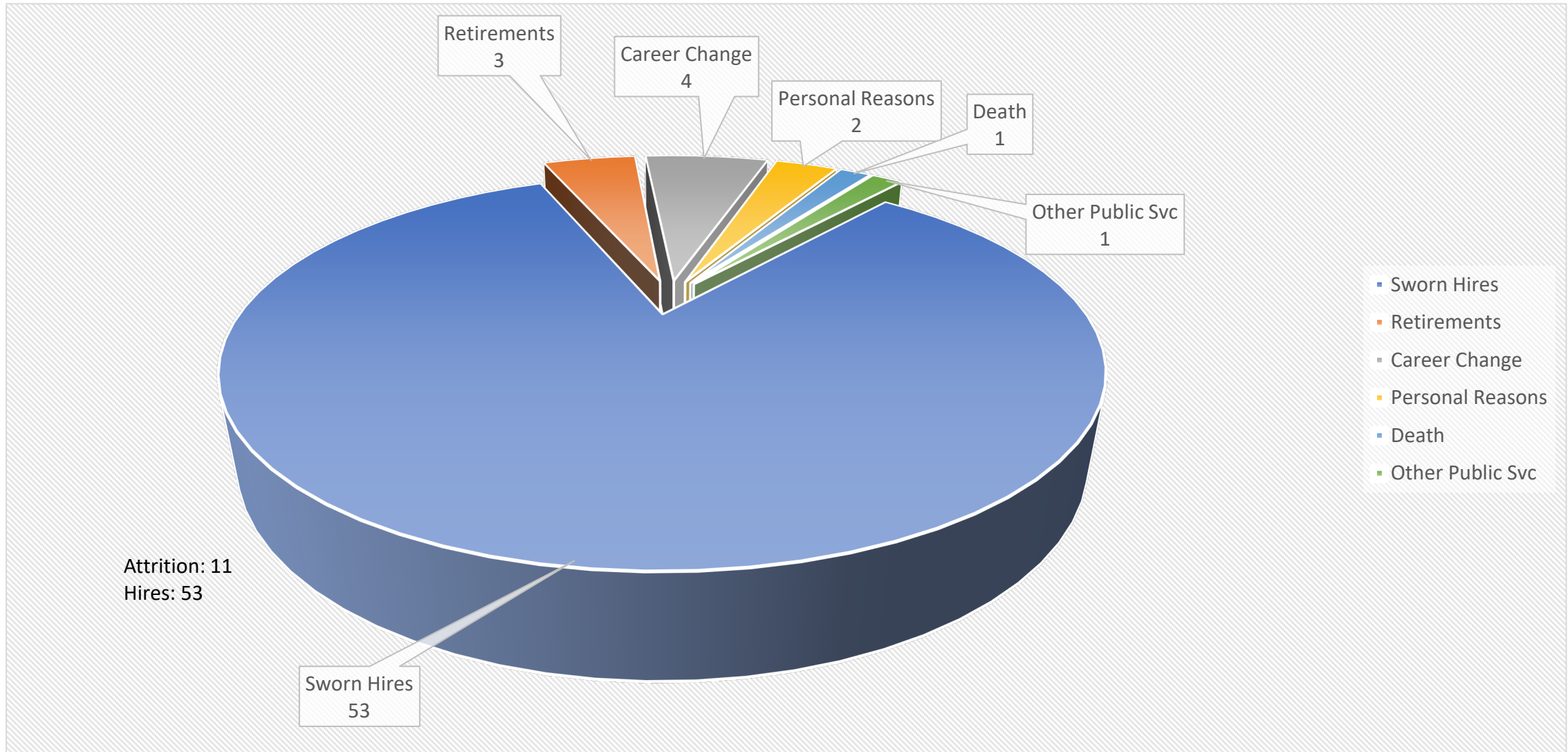
Monthly/YTD Attrition/Hiring



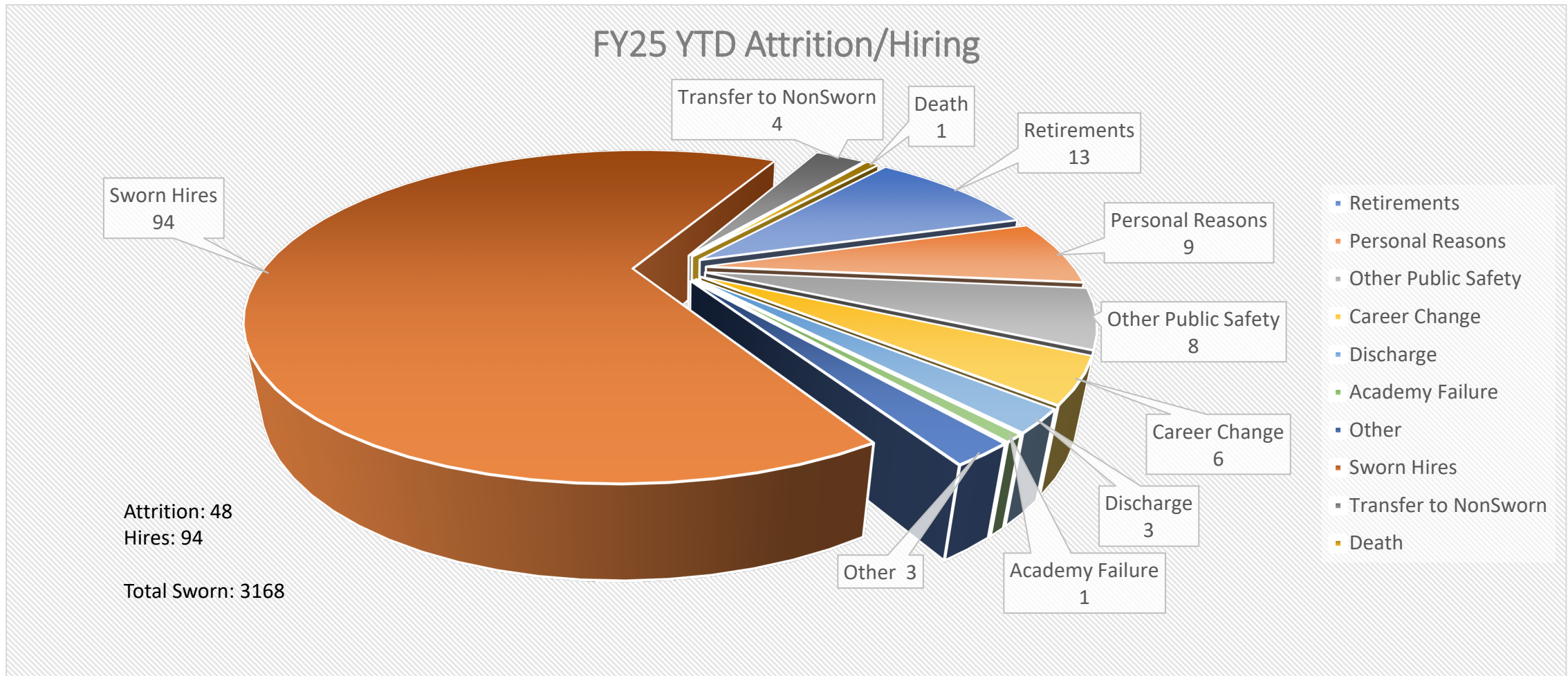
January Attrition/Hiring	FY25 Attrition/Hiring
Attrition/Hiring	Attrition/Hiring
11/53	48/94



January 2025 Attrition/Hiring



FY25 Attrition/Hiring



DPD – Sworn Hiring Data



January 1 - January 31:

SWORN*	
Police Applicants Referred by Civil Service & Contacted by DPD	210
Background Phase	55
Next Academy Class #405: March 12, 2025	Projected: 50



DPD – Sworn Hiring Data



January 2024 - January 2025

Class #	Start Date	Size
398	1/17/2024	37
399	3/13/2024	26
400	5/22/2024	50
401	7/17/2024	45
402	9/25/2024	62
403	11/20/2024	38
404	1/15/2025	50



DPD – Professional Staff Hiring Data



January 1 - January 31:

PROFESSIONAL STAFF*	
Processed by DPD	29
Entered Background	21
Onboarded	11



January Recruiting Activities



- SMU First Responder Bowl
- MLK Parade
- MLK Workforce Job Fair
- Grayson College
- Irving Work Force Hiring Event
- Dallas Stars Recruiting Table
- UT Dallas
- Houston Job Fair
- TCC NE Campus
- Texas Workforce Solutions: Plano & Irving
- Eastfield College
- Texas A & M Career Fair
- Tyler Junior College
- Women of Strength Info Table
- Reliant Hiring Solutions Job Fair
- San Antonio Military Recruiting Event



Upcoming Recruiting Locations





**DALLAS
POLICE TX
TOUR**



**LEARN MORE AT:
DALLASPOLICE.NET/JOINDPD**

EL PASO, TX	FEB 4-6	EDINBURG, TX	MARCH 5 & 7
ARLINGTON, TX	FEB 6	BEAUMONT, TX	MARCH 5
SAN ANTONIO, TX	FEB 11-14	BROWNSVILLE, TX	MARCH 6
RICHARDSON, TX	FEB 12	FORT WORTH, TX	MARCH 6
SAN MARCOS, TX	FEB 18	BEAUMONT, TX	MARCH 5 & 7
AUSTIN, TX	FEB 18	FORT WORTH, TX	MARCH 6
NACODOCHES, TX	FEB 19	HOUSTON, TX	MARCH 13
FORT WORTH, TX	FEB 19	LAREDO, TX	MARCH 19-21
CORPUS CHRISTI, TX	FEB 19-20	DENTON, TX	MARCH 25
PRAIRIE VIEW, TX	FEB 24-25	FORT WORTH, TX	MARCH 26
TYLER, TX	FEB 25	MARSHALL, TX	MARCH 26
GALVESTON, TX	FEB 26	KILLEEN, TX	MARCH 26
HOUSTON, TX	FEB 27	WACO, TX	MARCH 26
AUSTIN, TX	FEB 27	BEAUMONT, TX	MARCH 27
HOUSTON, TX	FEB 27-28	ODESSA, TX	MARCH 27
HOUSTON, TX	FEB 27	CROWLEY, TX	APRIL 3
AUSTIN, TX	FEB 27	DENTON, TX	APRIL 15-16
HOUSTON, TX	FEB 27-28	HOUSTON, TX	APRIL 1
DENTON, TX	MARCH 3	BAYTOWN, TX	APRIL 3
MCCALLEN, TX	MARCH 4		

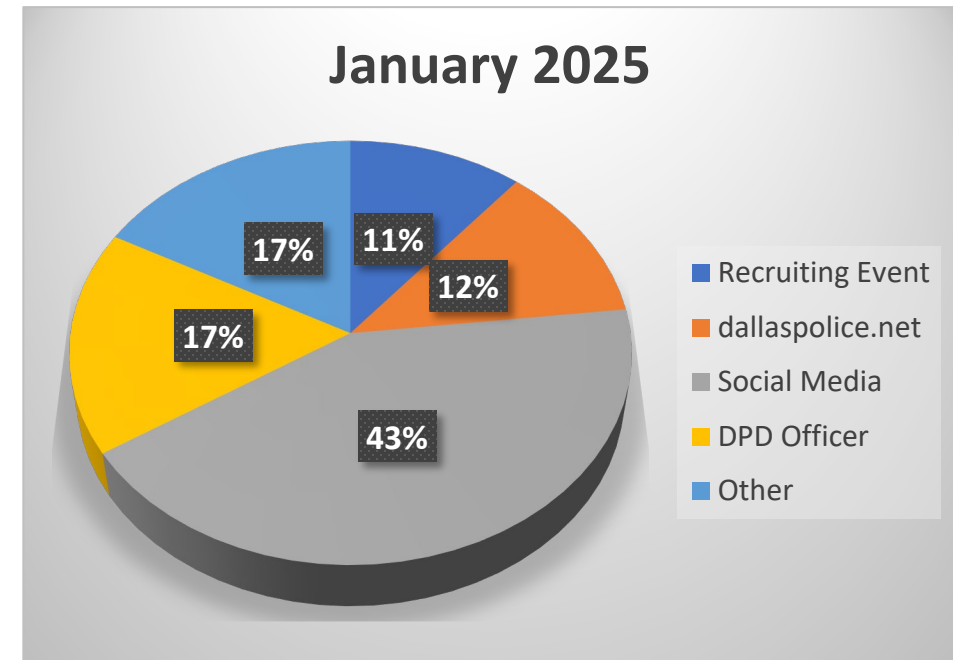
MORE DATES COMING SOON!



DPD On-Site Recruiting Events



- How Applicants Heard About DPD





City of Dallas

DPD Recruiting & Retention January 2025

**Public Safety Committee
February 10, 2025**

Major Pollyanna Ashford,
Personnel Division,
Dallas Police Department
City of Dallas