

Memorandum



CITY OF DALLAS

DATE December 9, 2024

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 & Retention Update for November 2024**

During November 2024, 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. Thirty-one (31) applicants participated on November 7. They were from CA, NY, and TX. Forty (40) participated on November 21. They were from IL, TX, NJ, MS, NY. In November, seventy-seven (77) 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 November 2024:

SWORN

- REFERRED BY CIVIL SERVICE – 106
- BACKGROUND PHASE – 81
- ACADEMY CLASS #403 started on November 20 (39 Recruits)
- CLASS #404 BEGINS ON JANUARY 15, 2025

PROFESSIONAL STAFF

- PROCESSED BY DPD: 37
 - 911 CALL TAKER – 14
 - DISPATCHER – 4
 - OTHER COMMUNICATIONS - 10
 - OTHER DEPT VACANCIES - 9
- BACKGROUND: 19
 - COMMUNICATIONS: 15
 - OTHER - 4

- ONBOARDED: 14
 - COMMUNICATIONS - 8
 - OTHER - 6

Each month, the Recruiting Team staffs information tables at events across the state, passing out recruiting literature to potential applicants. Recruiters attended job fairs at five (5) in-state colleges and universities and four (4) out-of-state universities. They also attended six (6) military job fairs and seven (7) additional job fairs to include the Government Management Information Sciences Conference, the 2024 Korean Festival, and the Teen Safety Seminar.

The Dallas Police Department currently has recruiting ads in Meta (Facebook/Instagram) for sworn and professional staff. There are also streaming ads in Anytime Fitness Centers throughout the city, and an ad on the National Minority Update website. We are having discussions with Dart regarding advertising on their buses. We are also teaming up with the City’s Talent Engagement and Development Team to assist with the Upskilling Program.

Below is a list of Dallas Police Department Recruiting events attended during November 2024.

November 1	Fleet & Family Support Center, Info Table - Norfolk, VA
November 6	Hiring Red, White, and You Gilley’s - Dallas
November 6	Tyler Junior College Presentation/ Tarrant County Criminal Justice Job Fair
November 7	Hiring Red, White, and You, Frisco
November 7	Texas A&M Career Fair
November 9	Government Management Information Sciences (GMIS) Conference & Career Fair
November 11	The University of Michigan – Ann Arbor, MI
November 12	Hiring Red, White, and You – Brazzos Valley Council Govt
November 12	The University of Michigan – Flint, MI
November 13	Wayne State University – Detroit, MI
November 13	Hiring Red, White, and You – Hamptons Event Venue, Red Oak, TX
November 13-16	San Diego Off Site Hiring Event
November 14	North Central Texas College Job Fair
November 16	Teen Safety Seminar- Dallas
November 18	University of Texas – All Majors Career Fair
November 20	Fort Cavazos Job Fair – Killeen, TX

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November 21 Dallas Veterans Job Fair
November 21 Nelson University CJ Presentation – Waxahachie, TX
November 23 CGCM Connect 2 Empower Conference – Lewisville, TX
November 23 2024 Korean Festival – Carrollton, TX
November 26 24 Hour Fitness Info Table, Dallas, TX
November 27 LA Fitness Info Table, Dallas, TX

Should you have any questions or concerns please contact me at (214) 670-5299.

Service First, Now!



Dominique Artis
Chief of Public Safety (I)
[Attachment]

c: Kimberly Bizer Tolbert, City Manager (I)
Tammy Palomino, City Attorney
Mark Swann, City Auditor
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge
Majed A. Al-Ghafry, Assistant City Manager
M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager
Alina Ciocan, Assistant City Manager
Donzell Gipson, Assistant City Manager (I)
Robin Bentley, Assistant City Manager (I)
Jack Ireland, Chief Financial Officer
Elizabeth Saab, Chief of Strategy, Engagement, and Alignment (I)
Directors and Assistant Directors



City of Dallas

DPD Recruiting & Retention November 2024

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

Recruiting Strategies



Ads

Streaming Ads Anytime Fitness

Dart Buses

Billboards

San Antonio

Huntsville

Galveston

Arlington/Ft. Worth

Texas Recruiting Tour

Dual Recruiting Banners w/DFR

DFR Stations

All DPD Substations

Colleges/Universities

Military Bases

Job Fairs

COD's Upskilling Program

Recruiting Events for City
Marshal's Security Officers

Recruiting Events for all City
Departments



Retention Strategies



**Employee Referral Program
is Advertised Via**

Chief's Update
Flyers at Substations and HQ
DPD Intranet

**18 Completed Referral Forms
Since October 1- One
successfully entered Class
#402**

DALLAS POLICE DEPARTMENT

EMPLOYEE REFERRAL PROGRAM

WHAT IS IT?

A great way for officers to make extra money!

For additional information, refer to Chief's Update 24-0016

HOW DOES IT WORK?

Do you know someone who would be a great fit for DPD?

Give them your name and your badge number.

Make sure they include this info on their employee referral form and submit it with their application

Your referrals could turn into \$5,000 each.

WHEN DO I GET PAID?

You will see the extra payments in the following steps:

- When they graduate from the academy \$1,000
- After they complete probation \$1,000
- When they reach their 3 year anniversary \$3,000



Retention Strategies



2024 Sick Leave Exchange Program	
Applications	693
Hours Selling Back	
40 Hours	159
50 Hours	106
60 Hours	418



DPD – November



November 1 through November 30:

SWORN*	
Police Applicants Referred by Civil Service & Contacted by DPD	106
Background Phase	81
Class #403 Began Nov 20	39 Recruits
Next Academy Class #404	Jan 15, 2025

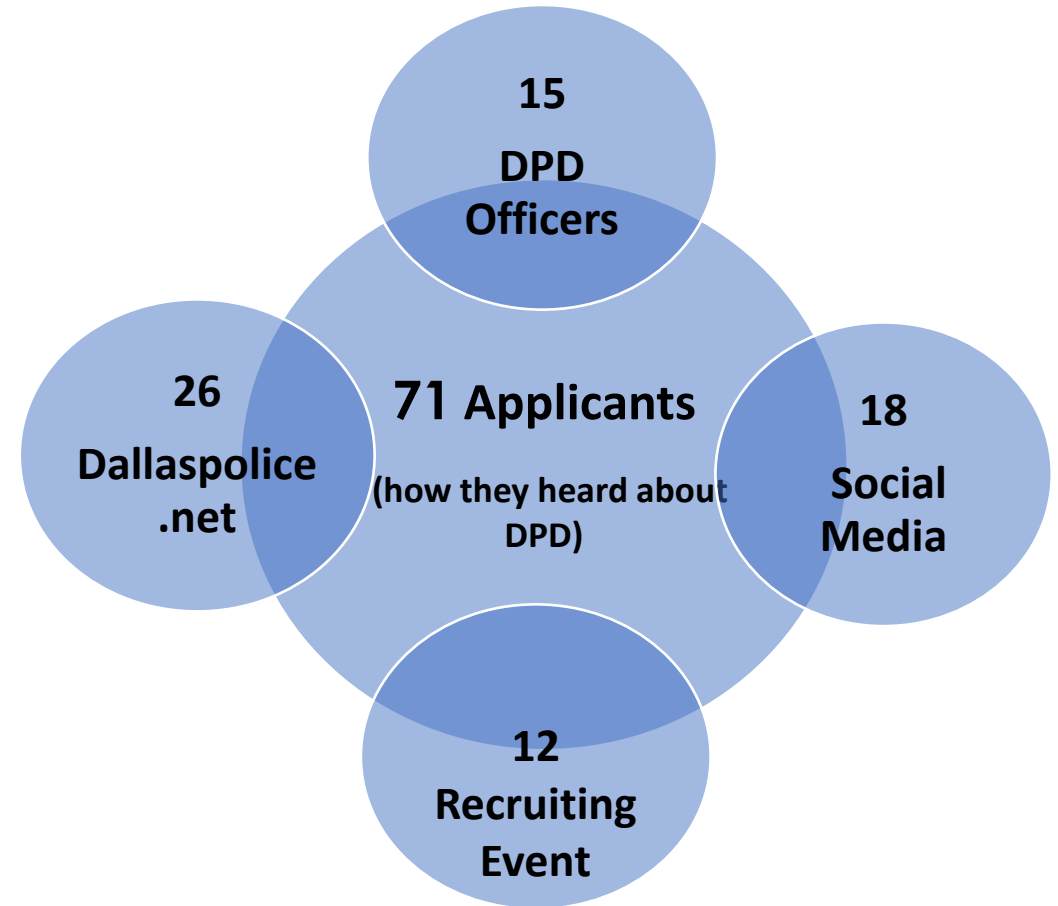
*These statistics change daily.

PROFESSIONAL STAFF*	
Processed by DPD	37
Entered Background	19
Onboarded	14

*Professional Staff includes 911 Call Takers, Police Dispatchers, and all other positions



DPD Recruiting Efforts November 2024





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