

Memorandum



CITY OF DALLAS

DATE May 12, 2025

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 April 2025**

During April 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. Thirty-six (36) applicants participated on April 3. Twenty-nine (29) were from TX. Thirty-seven (37) participated on April 17. Twenty-five (25) were from TX.

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

SWORN

- BACKGROUND PHASE – 103
- ACADEMY CLASS #406 - MAY 7, 2025

PROFESSIONAL STAFF: Hiring Event April 29 – 18 Participants

- PROCESSED BY DPD: 40
 - 911 CALL TAKER – 18
 - DISPATCHER – 3
 - OTHER COMMUNICATIONS - 1
 - OTHER PRO STAFF – 18
- ONBOARDED: 7
 - COMMUNICATIONS – 2
 - OTHER – 5
 - Public Service Officer (1)
 - Crime Technician (1)
 - Caseworker (1)
 - Office Assistant (2)

DATE May 12, 2025
SUBJECT **Dallas Police Department Recruiting Update for April 2025**

Sworn Hiring - 7

- Hires - 2
- Pre-Hires – 4
- Lateral - 1

Sworn Attrition – 12

- Retirement - 7
- Personal Reasons – 3
- Career Change – 1
- Other Public Svc Position - 1

Advertising Efforts

The Dallas Police Department currently has recruiting billboards in Huntsville, Galveston County, Fort Worth, Dallas, and Houston. Additionally, we have mall displays in Houston, San Antonio, and Arlington. We also have ESPN online streaming ads, targeting all sports featured on ESPN in TX, MS, AL, GA, NY, CA, and FL. We will be advertising on twelve (12) DART buses from May 5 – October 19, which includes the dates of the State Fair of Texas. We are also set to begin a movie theater campaign in 47 locations during the summer, and we will be advertising on Kroger and Albertsons grocery store shopping carts in Arlington, Dallas, Houston, Ft Worth, and Cleburne from June-December 2025.

Recruiting Events

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

April 1-3	Houston Job Fair / Lee College Career Fair
April 1-4	Mississippi Recruiting Trip
April 2	East TX A&M Career Fair
April 2	Collin County Frisco Career Fair / Galveston College Career Fair
April 2	Henderson St University, Arkansas
April 3	Tarleton St University
April 8	City of Dallas Spring Educational Fair
April 8-10	Sam Houston Off-Site Event
April 9	McLennan Community College Career Fair, Waco
April 9	UNT / VFW Career Fair
April 10	Eastfield Veterans Career Expo
April 10	Best Hire Career Fair
April 13	Thai Temple New Year
April 13	Buddhist Temple of Dallas Community Event
April 15	UNT Career Fair Day / Fort Johnson Career Fair

DATE May 12, 2025
SUBJECT **Dallas Police Department Recruiting Update for April 2025**

April 16	Amarillo College
April 17	West TX A&M
April 21-23	Buffalo, NY Recruiting Trip
April 22	Wayland Baptist University / North Central Texas College
April 22-25	Chicago, IL Recruiting Trip / TX Panhandle Recruiting Trip
April 23	UTSA CJ Spring Fair/University of Incarnate Career Fair
April 23	San Antonio College Veterans Fair/Lubbock Christian University
April 23	UNT Dallas Vet Working Event
April 24	Torch Run Event
April 24-28	Puerto Rico Off-Site Recruiting Trip
April 27	SPSA Career Day / Carnival Dallas
April 29	University of Maryland – Baltimore County



Dominique Artis
Chief of Public Safety
[Attachment]

c: Kimberly Bizar Tolbert, City Manager
Tammy Palomino, City Attorney
Mark Swann, City Auditor
Biliera 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 April 2025

**Public Safety Committee
May 12, 2025**

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

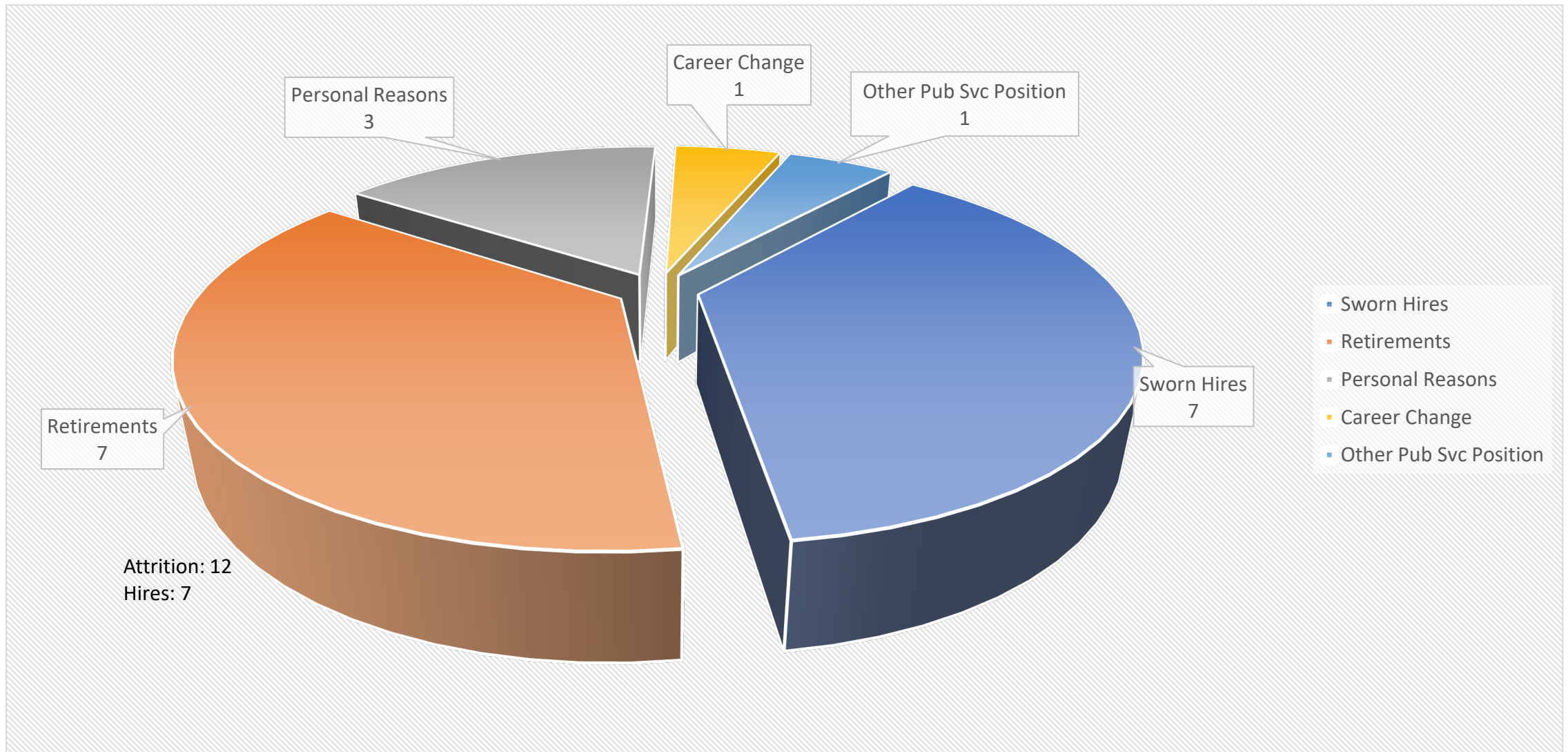
Monthly/YTD Attrition/Hiring



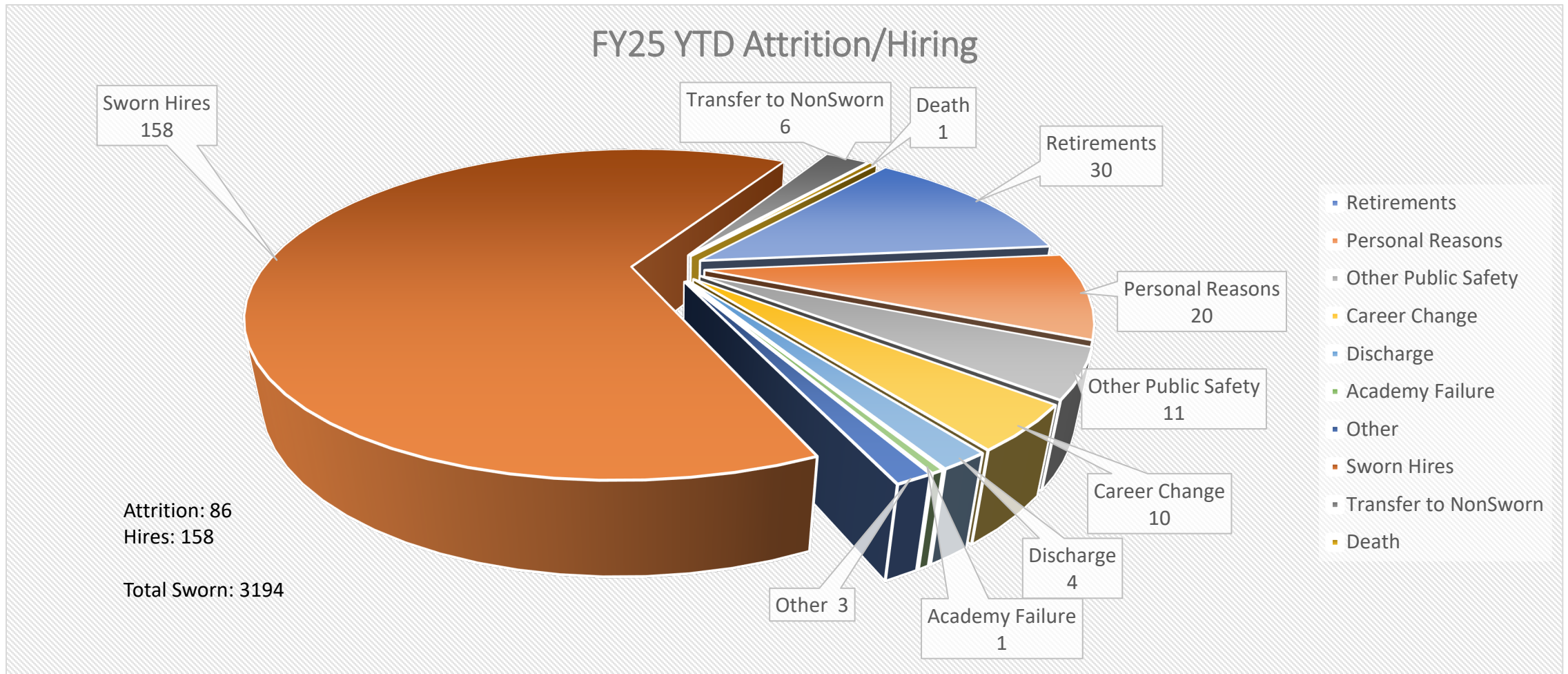
April Attrition/Hiring	FY25 Attrition/Hiring
Attrition/Hiring	Attrition/Hiring
12/7	86/158



April 2025 Attrition/Hiring



FY24/25 Attrition/Hiring



Staffing FY18/19 - FY24/25



Fiscal Year	Staffing #s
18/19	3067
19/20	3149
20/21	3120
21/22	3084
22/23	3058
23/24	3121
24/25	3194



DPD – Sworn Hiring Data



April 1 – April 30:

SWORN	
New Hires	7
Background Phase	103
Academy Class #406: May 7, 2025	



DPD – Professional Staff Hiring Data



April 1 – April 30:

PROFESSIONAL STAFF	
Processed by DPD	40
Onboarded: Communications	2
Onboarded: Other	5
Public Service Officer (1)	
Crime Technician (1)	
Caseworker (1)	
Office Assistant (2)	
April 29 Hiring Event	18 Applicants: Communications, Detention Svcs, Property Unit, Crime Scene Response



April Recruiting Events



- South Louisiana Community College Career Fair
- Houston TX Job Fair
- Collin County Frisco Career Fair
- Henderson St University, Arkansas
- Sam Houston Off-Site Event
- West TX A&M
- Mississippi Recruiting Trip
- Buffalo, NY
- North Central Texas College
- McLennan Community College Career Fair
- Buddhist Temple of Dallas Community Event
- UNT / VFW Career Fair
- Thai Temple New Year Event
- UTSA CJ Spring Fair
- San Antonio College Veterans Fair
- Torch Run
- East TX A&M Career Fair
- Lee College Career Fair
- Galveston College Career Fair
- Tarleton St University
- City of Dallas Spring Educational Fair
- Chicago Recruiting Trip
- Pan Handle Recruiting Trip
- Amarillo College
- Wayland Baptist University
- Eastfield Veterans Career Expo
- Best Hire Career Fair
- Fort Johnston Career Fair
- UNT Career Fair Day
- University of Incarnate Career Fair
- Puerto Rico Off-Site Hiring Event
- University of Maryland – Baltimore County



Marketing Efforts



- Grocery Cart Ads: Albertsons and Kroger
- Mall Displays
- Billboards
- Dart Buses
- ESPN Online Streaming Ads
- Movie Theater Ads
- Zip Recruiter
- Indeed.com
- Facebook
- Instagram



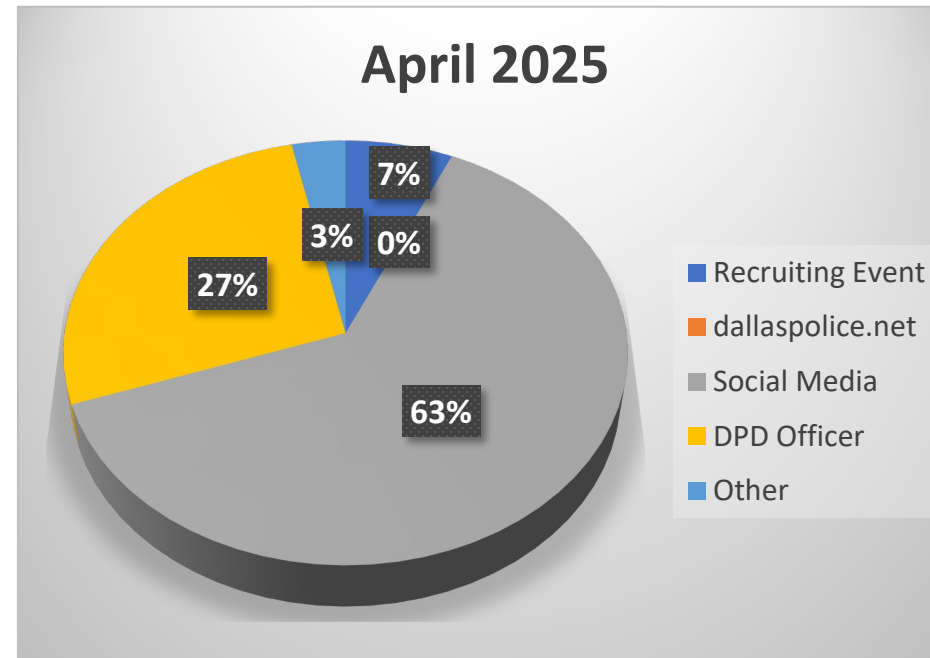
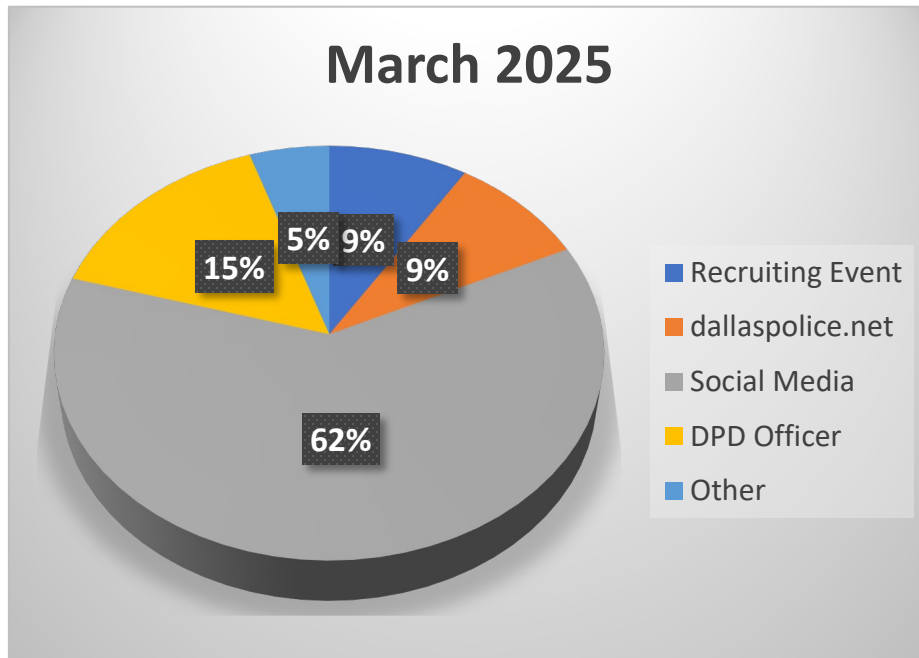
Dart Bus Ad



DPD On-Site Recruiting Events



- How Applicants Heard About DPD





City of Dallas

DPD Recruiting & Retention April 2025

**Public Safety Committee
May 12, 2025**

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