



EDMONTON POLICE SERVICE

REPORT TO THE EDMONTON POLICE COMMISSION

DATE: 2022 May 31

SUBJECT: Recruit Selection Unit – Update, Trends, and Initiatives

RECOMMENDATION(S):

That this report be received for information and the Committee approve the full presentation to proceed to the Committee of the Whole.

BACKGROUND:

The EPS Recruit Selection Unit (RSU) is dedicated to bringing innovative and active recruiting initiatives to potential applicants, while supporting those already in our application process. We are driven to selecting the best candidates for hire, while representing the EPS in a positive and professional manner. The EPS RSU is an equal opportunity employer and recognize and respect the importance of diversity.

This update will provide a succinct look into the number of Constable applications the EPS has received in the recent past. We will highlight the diversity of our recruit classes. We will provide a summary of our many recruiting initiatives and provide a preview of our brand-new marketing campaign, as we continue to increase our overall recruiting numbers and hire the best next generation of police officers for the City of Edmonton.

Written By: #2023 Sgt. Em Chan, Recruit Selection Unit

Darren Eastcott
Executive Director
Human Resources Division

2022 JUN 01

A high level overview
of Diversity in recruits.
Presentation @ Police Commission
for their awareness.

Chief DERIS

Jun 6/22



Al Murphy
Deputy Chief of Police

22541101

Tracking Sheet # 13277

Recruit Selection Unit

Unit Update, June 2022

Presented for Information
Edmonton Police Commission

June 16, 2022

S/Sgt. Rocky Druar

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Overview

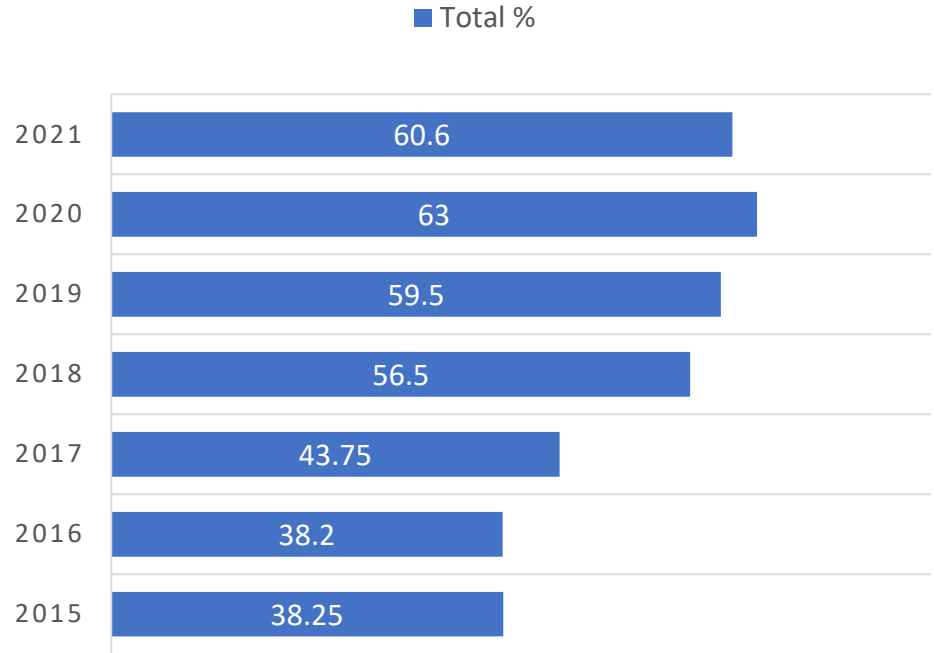
- Hiring Statistics
- Application Trends
- Recruiting & Training Timeline
- Recruiting Initiatives
- Marketing Activities

Hiring Statistics

2015 – 2021

RTC 133 – RTC153

DIVERSITY FIGURES

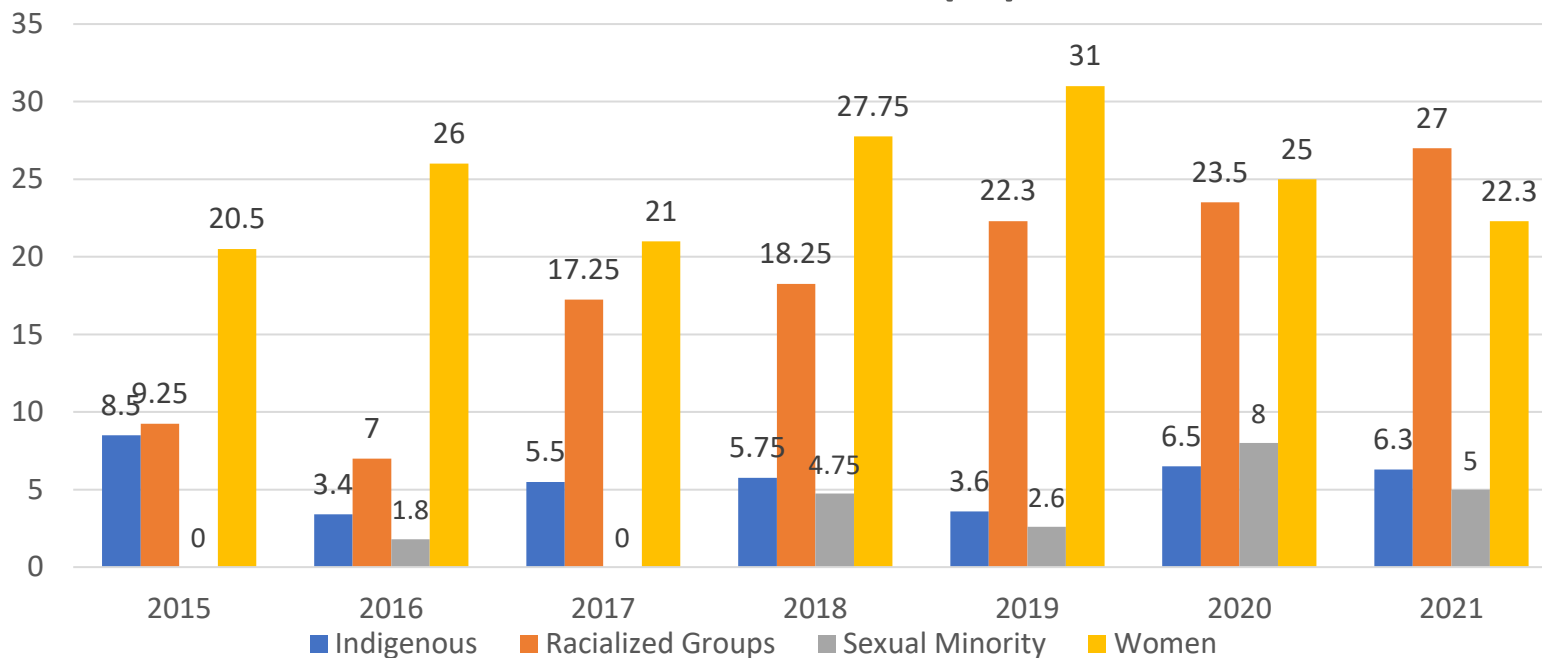


Diversity Stats (self-identification figures are voluntarily provided by new hires to the EPS)

- Indigenous (First Nations / North American Indian (status or non status), Metis, Inuk / Inuit, Registered or Treaty Indians and those with membership in a First nation or Indian Band).
- Sexual Minority – Referring to persons on the spectrum of sexual/gender diversity (2SLGBTQ+)
- Gender Identity - (as female)
- Racialized Groups – Referencing term adopted from the EPS Racial Equity Employee Resource Group

Hiring Statistics

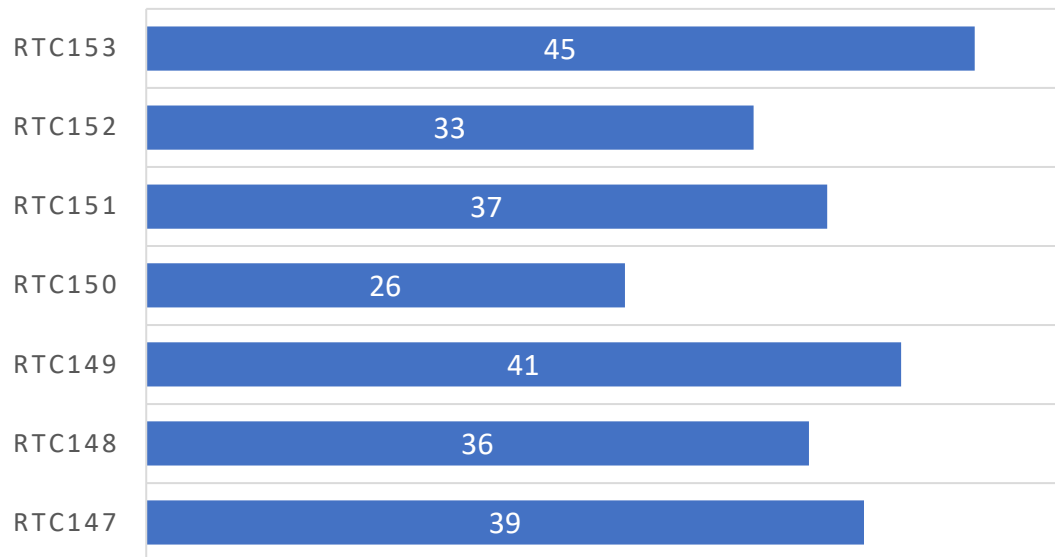
DIVERSITY COMPOSITION (%)



Hiring Statistics

LANGUAGES SPOKEN

■ % of hires speaking over 1 language



Dutch; Shona; Hungarian; Romanian; Thai; Spanish; Cantonese; Mandarin; French; Korean; Hindi; Tamil; Punjabi; Tagalog, Arabic and Indonesian

Mandarin, Punjabi, Hindi, French, Vietnamese, Russian, Hebrew

French, Korean, Arabic, Croatian, Punjabi, Hindi, Urdu & Russian

Croatian, Serbian, Bosnian, French, Mandarin, Portuguese, Punjabi, Hindi, Bihari.

Punjabi, Hindi, French, Korean, Tagalog, Polish, Cantonese, Urdu, Spanish.

Dutch, Punjabi, Hindi, Portuguese, Italian, Korean, Cantonese, Serbo-Croatian.

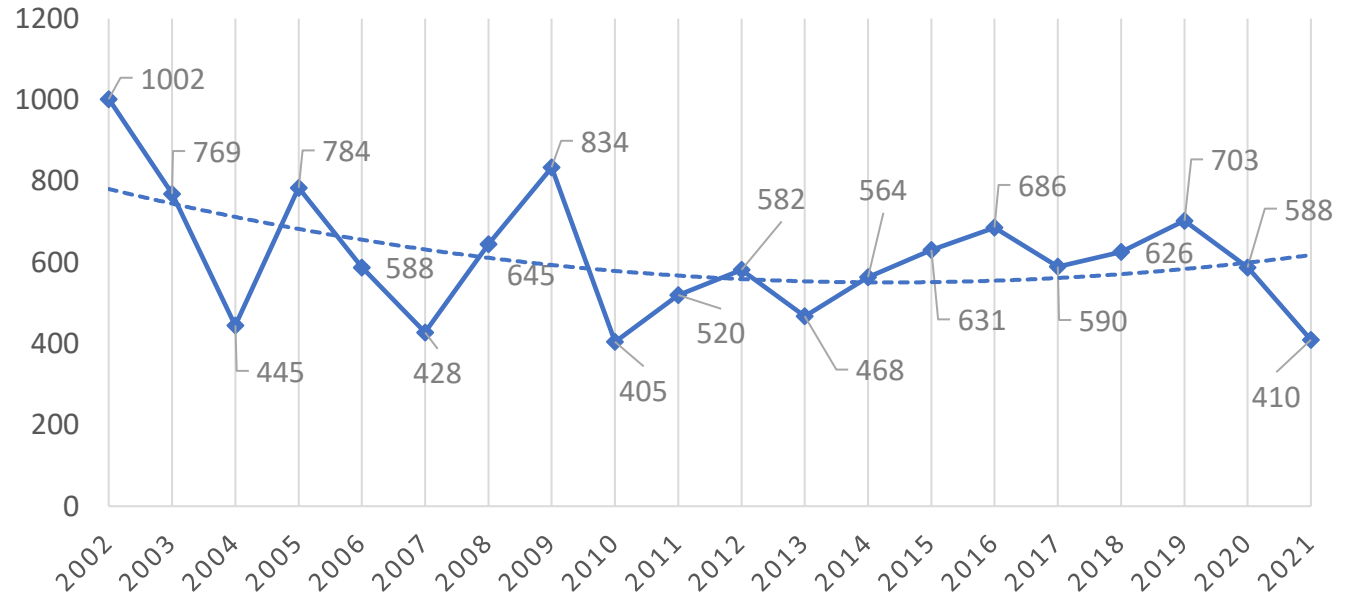
French, Punjabi, Urdu, Hindi, Swahili, and Arabic.

Application Trends

Recent Applications:

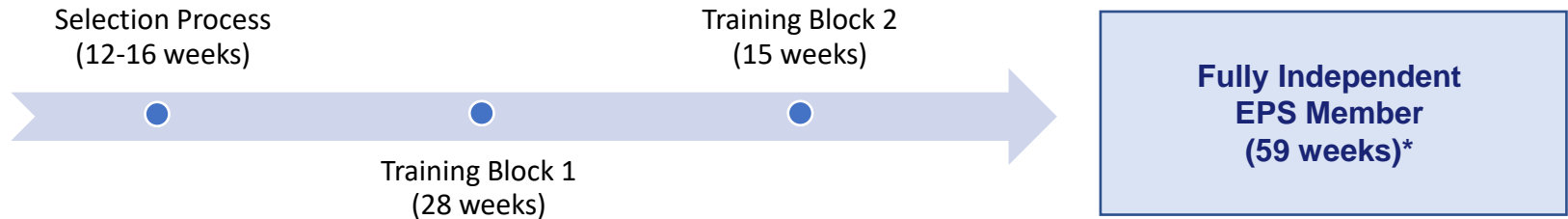
- 2019 = 703 Applicants
 - 153 Female (22%)
 - 78% male
- 2020 = 588 Applicants
 - 127 Female (22%)
 - 78% male
- 2021 = 410 Applicants
 - 92 Female (22%)
 - 78% male

HISTORICAL APPLICATIONS RECEIVED



Recruiting & Training Timeline

Hiring Timeline (average 12-16 weeks)



Recruiting Initiatives

Run with Recruiters

- 100* events in 2021
- 600* registrants attended RWR
- 185 'new' attendees in 2021
- RWR App development and use:
 - event management
 - applicant tracking
 - data analytics (in progress)

Recruit Mentoring Academy (RMA)

- 10 week program, began in 2017
- Program first of its kind for municipal Police agencies
- Aims to improve applicant readiness and assessment
- 200+ participants since program launch
- 57% hire rate

Recruiting Initiatives

Bridge Program

- Reduces barriers for applicants requiring assistance
- Provides resources/mentoring
- A higher 'one to one' service level from RSU
- Provide ease on tracking progress, sharing results, providing updates
- Enable accountability from recruiter to file manager
- 39 applicants were 'bridged' in 2021

Programs & Events:

- Online career fairs & events
- Post-secondary athletics program initiatives
- Edmonton School career fairs & info sessions:
- Women in Policing programs:
- JoinEPS Info Sessions (in-person/online)
- Test Writes (ACT/APCAT Exams)
- BDI Info Sessions
- A-PREP Sessions
- Polygraph Info Sessions

Marketing Activities

Social Media & Web Tools

- Facebook & Instagram:
 - FB: 9600 followers. IG: 2700
 - 131k FB page reach
 - 102k FB content reach
 - 13k IG content reach
 - Facebook = 35% women, 65% men
 - Instagram = 37% women, 64% men
- LinkedIn:
 - FB = 9600 followers. IG = 2700
 - Page re-instated under EPS corp account in 2021
- JoinEPS.ca
 - Users = 102k, 542k views of all pages
 - Website re-build slated for Sitecore upgrade, TBD

New Campaign & Digital Tools

- New Recruitment Campaign:
 - Internal launch to EPS members
 - External launch to public
 - Extended external launch in Fall, 2022
 - Campaign driven by community engagement* (report will be provided)
- New campaign website:
 - newEPSrecruits.ca will be published in June. This acts as campaign landing page
 - Transition plan leads to Sitecore upgrade for JoinEPS.ca

THANK YOU

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