

MEMORANDUM



TO: VICTOR CARDENAS, CITY MANAGER
FROM: ERICK ZINSER
DIRECTOR OF PUBLIC SAFETY/CHIEF OF POLICE
SUBJECT: HIRING EXPO
DATE: FEBRUARY 28, 2024

On February 27, 2024, the Novi Police Department organized a hiring expo aimed at addressing the critical need to fill eight (8) vacancies within the ranks of our police officers. The expo was scheduled from 3:00 PM to 7:00 PM, a timing strategy designed to accommodate the diverse schedules of prospective applicants. In an effort to maximize outreach and engagement, the department employed a comprehensive promotional strategy. This strategy included the distribution of print flyers at strategic local establishments and police academies, targeted electronic outreach via Handshake at various universities, an enhanced social media campaign, and collaborations with key media outlets such as the Novi Note, Oakland Press, and Channel 4 WDIV.

Despite these extensive and concerted efforts to attract suitable candidates, the turnout was unfortunately minimal, with only three individuals attending. Regrettably, none of the attendees met the minimum qualifications required for application. This outcome, while disappointing, underscores the department's ongoing challenges in recruitment efforts amidst a competitive landscape. The Novi Police Department remains steadfast in our dedication to exploring every available avenue to enhance our recruitment strategies and attract capable candidates to our team.

