

MEMORANDUM



TO: VICTOR CARDENAS, CITY MANAGER
CC: TIA GRONLUND-FOX, DIRECTOR OF HUMAN RESOURCES
FROM: BRADY WING, HR RECRUITER
SUBJECT: PUBLIC SAFETY RECRUITMENT UPDATE
DATE: OCTOBER 24, 2023

Mayor and Council –

Please see the update below on our Public Safety personnel recruitment efforts thus far with the recruiter City Council approved in your prior year's budget.

- Victor

As the Recruiter for public safety for the City of Novi, my role began in September of 2022. My objective is to create many ways of attracting police and fire candidates to the City of Novi. I accomplish my role by attending in-person and virtual recruitment events and utilizing marketing strategies such as social media to showcase Novi as a desirable employer. I conduct life cycle recruiting for the city, from initial sourcing to onboarding, once the hiring process is complete.

As I am sure you are aware, recruitment of candidates for public safety is incredibly challenging due to the nature of those jobs. Therefore, the sheer number of people entering these professions has been declining over the past several years and is at an all-time low (see articles attached). The difficulty in recruiting qualified individuals is something other than what is specific to Novi; all communities are facing this obstacle. Because of this added challenge, I have had to work extensively with my contacts at the Novi Police and Fire Departments to develop new recruitment ideas.

We have made a robust effort in Police recruitment this year. Working with Commander Gruenwald, we were able to assemble a Police (PD) Recruitment Team to help generate recruitment ideas as well as assist in attending career fairs and academy visits. Career fairs, typically in the fall and spring, are the largest source of candidates. Within the last four months, we achieved a presence at 12 different career fairs or academy visits with the help of the PD Recruitment Team.

<u>Date</u>	<u>Event</u>	<u>Location</u>
7/23/2023	Novi Gun & Knife Show	Suburban Collection Showplace
7/24/2023	Novi Gun & Knife Show	Suburban Collection Showplace
9/21/2023	Academy Visit	Wayne County
10/2/2023	Public Service Expo	Bowling Green State University
10/5/2023	Career & Co-op Fair	University of Detroit Mercy
10/6/2023	Academy Visit	Oakland County
10/11/2023	All Majors Career Fair (Virtual)	
10/12/2023	All Majors Career Fair (In-Person)	Wayne State University
10/12/2023	9-1-1 Career Fair	Schoolcraft College
10/13/2023	Career Fair	Tiffin University
10/24/2023	Student Athlete Job Fair	Western Michigan University
10/25/2023	Career Fair	Northern Michigan University

Additionally, I am scheduled to attend more fairs this fall and plan to monitor for additional fairs and academies to visit closely.

Date	Event	Location
10/26/2023	Career Fair	Ferris State University
11/7/2023	Career Fair	University of Michigan - Flint
11/8/2023	Career Fair	Eastern Michigan University
11/10/2023	Criminal Justice & Social Science Career Fair	Tiffin University

We have had varying degrees of success attending career fairs and speaking to the academies. Below is a chart demonstrating the number of contacts made at each event listed above. Wayne State and Tiffin University have proved to be our most successful career fairs so far.



A new recruitment tactic we are implementing is an advertising campaign with ScreenVision, which started on October 23, 2023. Through this campaign, we run a Police Officer video job advertisement before movies at Emagine Theatres in Southeast Michigan. This campaign will run for a total of 10 weeks. The ad is a 1-minute police recruiting video that showcases why the Novi Police Department is a desirable place to work. We also utilize this recruitment video in the job description and on our social media pages. You can view the video here: <https://cityofnovi.applicantpro.com/jobs/3071395>

Currently, we are working on finalizing a contract with a police recruiting service called Interview Now, which is a text-based tool for applicants. Interview Now is a service used by many cities and state police forces nationwide to attract talent. The idea for Interview

Now is that once a candidate applies, they are contacted by a recruiter (me) to keep them engaged throughout the entire recruitment process.

The Community Relations Department also helped create a recruiting website just for Novi PD, joinnovipd.org, giving potential candidates deeper insight into the department and increased ease of applying.

Much like police recruitment, fire department recruitment has been a challenge. During the early stages of 2023, we sent out postcards to local communities advertising the need for part-time firefighters. The postcard was sent to Troy, Farmington Hills, Milford, Wixom, and Walled Lake residents. Through this postcard campaign, we received 25 applications, but none were able to make it through the hiring process. In an effort to reach a broader audience, we purchased billboard space on two billboard locations at I-96/Beck and I-96/Novi Road to advertise part-time openings. Unfortunately, we did not see a return on investment with the billboard campaign, as the billboard resulted in very few applications.



Examples of graphics displayed on the billboards

With support from City Council, we worked with the part-time fire union [Michigan Association of Fire Fighters (MAFF)] to sign a Letter of Understanding to offer a signing bonus for part-time firefighters who are hired. This signing bonus offers \$5,000 for fully qualified candidates hired with the Novi Fire Department, to be repaid by the employee should they leave employment prior to two years. Since implementation, we have been able to give three hires this signing bonus (four others have received a smaller bonus as they have some prior training/certifications).

Twitter has also been used as a tool for the recruitment of part-time firefighters. I post updates such as training videos, fire prevention techniques, and shout-outs to employees every week. On average, I receive 365 views and four shares per post on Twitter.

While I have stated that public safety recruitment is challenging due to the nationwide shortage of individuals interested in public safety careers, I look forward to the challenge and will continue to work hard to find the quality candidates that Novi deserves.