

MEMORANDUM



TO: VICTOR CARDENAS, CITY MANAGER
FROM: ERICK ZINSER, DIRECTOR OF PUBLIC SAFETY/CHIEF OF POLICE
SUBJECT: PART-TIME FIREFIGHTER RECRUITMENT UPDATE
DATE: AUGUST 4, 2026

During July 2026, the Novi Fire Department, in partnership with Community Relations and Human Resources, conducted a coordinated recruitment campaign to attract qualified Auxiliary Firefighters. The campaign combined a targeted direct-mail postcard with paid social media advertising, directing prospective applicants to the City's employment opportunities through the iSolved Talent platform on the City's website.

Recruitment Campaign

A recruitment postcard was mailed to approximately **55,300 households** with residents ages 20–40 in the following communities:

- Brighton
- Farmington
- Farmington Hills
- Green Oak
- Howell
- Milford
- Pinckney
- Walled Lake
- Whitmore Lake
- Wixom

The postcard campaign was complemented by paid advertising on Facebook and X, generating:

- **383,493 impressions**
- **15,003 visits** to the City's employment webpage

Campaign Results

The coordinated recruitment campaign generated meaningful interest in employment opportunities within the Novi Fire Department.

Outreach & Engagement

Postcards mailed	55,300
Social media impressions	383,493
Employment webpage visits	15,003
Direct inquiries	28
Employment applications	18
Candidates advanced to interviews	6
Applications under review	3

While many individuals who expressed interest were seeking Paid-on-Call Firefighter positions or did not meet the current qualifications for the Auxiliary Firefighter role, the campaign successfully expanded awareness of employment opportunities and generated qualified candidates for the hiring process. The results also provided valuable insight that will help refine future recruitment efforts.

Next Steps

Recruitment remains an ongoing priority for the Novi Fire Department. Future outreach will continue to emphasize the qualifications and requirements for Auxiliary Firefighter positions while leveraging targeted marketing strategies and the City's employment platform to attract qualified candidates and support the department's long-term staffing goals.