

Date: 1/19/16


Submitted in Public Safety Committee

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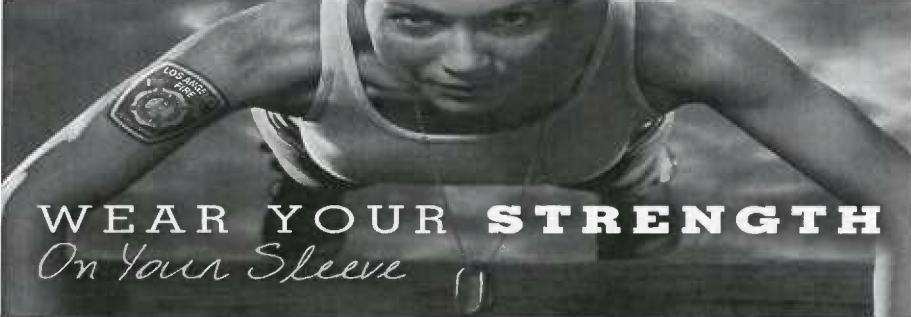
Item No.: 10

~~Item~~ Communication from the Los Angeles Fire Dept.

Public Safety Committee Presentation
January 19, 2016



FIREFIGHTER RECRUITMENT SECTION




WEAR YOUR STRENGTH
On Your Sleeve

JOINLAFD.ORG

INTRODUCTION

- Current Status
- Recruitment Goals
- LAFD Firefighter Recruitment Section
- 2015/2016 Recruitment Campaign Timeline
 - Recruitment of Underrepresented Groups
 - Social Media
 - Data Collection and Analysis
- Marketing Campaign



WEAR YOUR STRENGTH
On Your Sleeve

JOINLAFD.ORG

RECRUITMENT GOALS

Improve efforts to recruit a workforce reflective of the City's population



Recruit, develop and retain a professional and diverse workforce

STRATEGY



- College recruitment
- Military recruitment
- Sporting, fitness and active lifestyle events
- Youth programs – exposure to girls and under represented groups
- Community involvement – FNLs, council events, 106 Recruitment Centers, Fire Service Recognition Day
- Mayor's Initiatives (Gender Equity, Back to Basics)

FIREFIGHTER RECRUITMENT SECTION

- Recruitment Unit
- Preparatory Programs Unit
- Youth Development Unit



TIMELINE – OPERATIONAL MILESTONES

December 2015

- Firefighter Bulletin opened

January

- Written preparatory seminars until July
- Advertise on www.JoinLAFD.org
- Recruitment Campaign begins
- Women & Hispanic focused Fire Department Expo – Operations Valley Bureau at DT 81

February

- **WRITTEN TESTING BEGINS** - including Saturday tests (written testing will be continuous until close of filing)
- African American Public Safety Expo – Operations South Bureau at Crenshaw Christian Center

March

- Fire Department Expo – Operations Central Bureau, FHM Training Center
- Written Preparatory Seminars Continue

April

- Ongoing preparatory and orientation programs

May

- **ACCEPTING APPLICATIONS**
- Fire Service Day – Recruitment at targeted community fire stations
- Military focused Fire Department Expo – Operations West Bureau, at FS 59

June

- **CONTINUE ACCEPTING APPLICATIONS**
- Ongoing military, community and college athlete recruitment

OPERATIONAL MILESTONES (Continued)

July

- Oral Preparatory Seminars Begin
- Candidate Physical Ability Test due by the end of Background Process
- Ongoing CPAT practice sessions
- CLOSE OF APPLICATION FILING PERIOD
- WRITTEN TESTING CLOSES

September

- Ongoing preparatory programs (CPAT, written, oral, AOP)

August

- Stratified Random Sample (SRS) 1st Group-Civil Service
- TARGET Send interview notices via e-mail to SRS Group in the first week of August
- TARGET Oral Interviews/Pre-Investigative Questionnaire (PIQ) TARGET Field Investigation Begins

October

- TARGET LAFD Review Begins and Conditional Job Offers (CJO) Issued

November

- TARGET Medical and Psychological Evaluations Continue

December 2017

- TARGET Certify List and Appoint
- TARGET ESTABLISH ELIGIBLE LIST

STRATEGY



Establish formal mentorship programs with educational institutions

STATUS

- FIRE Academy Programs – ELAC, Valley, Harbor, and Metro
- Girls Camp coming summer 2016 in partnership with Camp Blaze
- College Partnerships – CSUDH, UCLA, CSULA, CSULB, CSUF, LAHC, MSMU, etc.
- Partnership with LAPD and LAUSD
- Student Worker and Internships

STRATEGY



Partner with LAUSD to develop a Firefighter high school magnet program

BENCHMARKS

- Create pilot partnership program with LAPD and develop implementation strategy



STATUS

- Development at Banning, Dorsey, and Wilson
- CI and FFIII assigned to assist with programming
- Researching best practice in youth curriculum
- Develop partnerships with academia to develop curriculum

STRATEGY



Modify, standardize and expand current Cadet Program, Crew 3 and other volunteer opportunities

BENCHMARK

- Develop scope and a detailed plan with guidelines

STATUS

- Current program coordinator field BC
- Identifying funding sources (FY16/17 budget)
- Program standardization
- Parent involvement
- Identify process to bonus cadets in the hiring process



STRATEGY

Design preparatory programs to assist recruit candidates throughout the hiring process



STATUS

- Data and Information Management – tracking systems and social media
- Written Exam and Oral Interview Preparatory Classes
- Mock Oral Interviews
- CPAT Practice and Orientation
- Applicant Orientation Program (Pilot) at Old FS 21
- Ongoing mentoring involvement
- Youth Programs



FEMALE CANDIDATE TRACKING

ATTEN EXAM	PASSED ORAL	BKGRND IN PROCESS	BKGRND COMP	IN PSYCH	IN MED	READY	IN DT	REASSIGN	ON PROB	TOTAL
3 (SRS 11)	10 (SRS 10)	2 (SRS 7)	2 (SRS 4)	0	3	2	2 (DT40)	3	2 (14-03)	117
7 (SRS 12)	9 (SRS 9)	1 (SRS 5)	4 (SRS 5)				6 (DT81)		2 (15-01)	
	11 (SRS 8)		3 (SRS 6)							
	3 (SRS 7)		2 (SRS 7)							

2 WRITTEN EXAM SCHEDULED FOR 1/23/2016
 1 WRITTEN EXAM ON 12/5: 13 PASS, 20 NO SHOW, 2 FAIL
 0 ORAL INTERVIEW RESULTS: 10 PASS, 3 NO SHOW, 5 FAIL

GRADUATED FROM DT 81 (15-01):
 Probationary FF
 Probationary FF

BACKGROUND COMPLETE = CANDIDATE'S PACKET IN THE HANDS OF THE LAFD
 CANDIDATE THROUGH BACKGROUNDS, CPAT/EMT NOT COMPLETE = NO CJO
 (2 - SRS 4, 2 - SRS 5)*
 *CONFIRMED DATA, LIKELY MORE CANDIDATES IN THIS CATEGORY

ASSIGNED TO DT 40 (15-02):
 Recruit 1
 Recruit 2
 (Graduates 2/4/16)

CANDIDATES IN MEDICAL:
 CANDIDATE IS PREGNANT (14-02)
 CANDIDATE 30 DAY MEDICAL DEFER (LASIX SURGERY) - SRS 6
 CANDIDATE COMPLETED MEDICAL ON 12/22, RESULTS PENDING - SRS 6
 CANDIDATES INJURED FROM 14-03 (DT 81), 1 FROM 15-02 (DT 40)
 RECRUIT X (14-03) RTD, WILL BE REASSIGNED TO 15-03A OR 15-04
 RECRUIT Y (15-02) RTD, WILL BE REASSIGNED TO 15-03A AT DT40
 RECRUIT Z (14-03) - NOT RTD

APPOINTED TO DT 81 (15-03):
 Recruit 1 resigned first day
 Recruit 2
 Recruit 3
 Recruit 4
 Recruit 5
 Recruit 6
 Recruit 7

FIRE ACADEMY SCHEDULE:

CLASS 15-01	GRAD 11/24/15	DT 81
CLASS 15-02	GRAD 2/4/16	DT 40
CLASS 15-03	STARTS 12/14/15	DT 81
CLASS 15-03A	STARTS 2/08/16	DT 40
CLASS 15-04	STARTS 5/16/16	DT 81
CLASS 15-05	STARTS 6/27/16	DT 40

PROCESS COMPLETE:
 Candidate 1
 Candidate 2
 (Offered 15-03, deferred)
 Candidate 3

STRATEGY



Ensure effectiveness of our recruitment efforts

BENCHMARKS

- Develop metrics, collect data and analyze effectiveness of our efforts
- Implement automated system to initiate and track recruitment efforts

STATUS

- Google Forms and Documents (APPs)
- Survey Monkey
- Eventbrite
- Facebook

Total Page Likes as of Today: 2,784



STRATEGY

Partner with a professional agency to develop a marketing campaign to raise awareness of firefighter recruitment among all audiences

STATUS

- Frame situation
- Identify target audience
- Identify marketing objective
- Develop a plan and timeline
- Key message
- Creative concept



QUESTIONS & COMMENTS

