



WESTFIELD POLICE DEPARTMENT **RECRUITMENT PLAN**



GOALS & OBJECTIVES:

The goal of the Westfield Police Department Recruitment Plan is to attract qualified persons to pursue a career with the Westfield Police Department. The objective is to achieve an overall racial and gender composition of sworn law enforcement personnel which compares to the overall racial and gender composition of the population of the Town of Westfield. The goals and objectives shall be accomplished through the various recruitment activities specified herein.

GENERAL:

The Westfield Police Department shall be subject to all applicable provisions of the **New Jersey Statutes Annotated (NJSA) 40A:14-118, et seq.** and the municipal ordinances of the Town of Westfield in all facets of the recruitment and the selection process.

The Chief of Police shall be responsible for the Recruitment Plan, this to include an annual review of same.

The Town of Westfield is an equal opportunity employer in all facets of the personnel process.

CURRENT DEMOGRAPHICS REPORT:

The following is the demographic composition of the population of the Town of Westfield and the sworn law enforcement personnel of the Westfield Police Department.

The current population demographics are based on information obtained from statistics available on the United States Census Bureau's website, www.census.gov.

Population demographic statistics are estimates as a July 1, 2019.

TOWN OF WESTFIELD DEMOGRAPHICS REPORT

Estimates July 1, 2019 United States Census Bureau	POPULATION ESTIMATE 29,512		CURRENT SWORN OFFICERS TOTAL 58		CURRENT SWORN OFFICERS FEMALE 3	
RACE / ETHNICITY	#	%	#	%	#	%
WHITE ALONE	24,613	83.4	50	86.2	3	100.0
BLACK OR AFRICAN AMERICAN ALONE	1,180	4.0	3	5.1	0	0.0
AMERICAN INDIAN & ALASKA NATIVE ALONE	59	0.2	0	0.0	0	0.0
ASIAN ALONE	2066	7.0	0	0.0	0	0.0
NATIVE HAWAIIAN & OTHER PACIFIC ISLANDER ALONE	0	0.0	0	0.0	0	0.0
TWO OR MORE RACES PRESENT	738	2.5	0	0.0	0	0.0
HISPANIC OR LATINO PRESENT	2,391	8.1	5	8.6	0	0.0
WHITE ALONE, NOT HISPANIC OR LATINO PERCENT	23,196	78.6	50	86.2	3	100.0

RECRUITMENT ACTIVITIES:

Activity #1:

The Westfield Police Department has designated its IT Technician as the agency's Social Media Manager. The Social Media Manager shall ensure the Westfield Police Department establishes and maintains a highly visible presence on all major social media platforms. Presently, this includes Facebook, Instagram and Twitter.

The Social Media Manager shall continually seek to increase its following on these social media platforms by positively promoting the agency, its members, and their accomplishments.

Recognizing that social media is one of the most effective means of communicating in today's society, the Westfield Police Department shall work with its Social Media Manager to aggressively utilize the above social media platforms to announce when it is hiring, this to attract as many qualified persons as possible to participate in the selection process.

Activity #2:

The Westfield Police Department shall always maintain the ability to electronically accept covers letters, resumes and applicable law enforcement certifications from all persons interested in any agency position, this via the e-mail address careers@wpdnj.org. Such shall be openly advertised under the section entitled "Careers at WPD" on its website, www.wpdnj.org.

The electronic submissions of covers letters, resumes and applicable law enforcement certifications shall be forwarded to the Captains of Police, retained by them electronically, and reviewed when the need for hiring arises.

Activity #3:

The Westfield Police Department shall identify and maintain contact with local minority organizations and social support groups, including, but not limited to, educational, religious, ethnic, racial, and gender-based organizations.

These activities may include, but not be limited to, the following:

- Providing recruitment brochures and materials to educational, religious, ethnic, racial, and gender-based organizations.
- Attending career fairs in the local and Union County school districts.
- Drafting, printing and distributing informational brochures, pamphlets, posters and/or other recruitment materials which may attract qualified persons to the agency.

- Making maximum use of the Town of Westfield’s website, www.wpdnj.org, to attract qualified candidates to the agency.

The Westfield Police Department’s Juvenile & Community Police Bureau shall be the primary agency entity charged by the Chief of Police with representing the Westfield Police Department at any such event.

The Westfield Police Department’s Accreditation Manager shall be charged with creating, producing and providing informational brochures, pamphlets, posters and/or other recruitment materials for dissemination. A quantity of these materials shall be kept on hand at all times and available for dissemination to any and all interested persons.

Additionally, the above materials should be prominently displayed in the lobby, foyer and/or other public areas of the Westfield Police Department at all times.

Activity #4:

Law enforcement training academies are not only locations for basic training of newly-appointed police officers, but also for in-service training of persons already trained and certified by the Police Training Commission as police officers.

It is recognized that the Westfield Police Department is a highly regarded law enforcement agency in the State of New Jersey, one which also attracts persons already employed in the law enforcement profession as police officers who are seeking to transfer.

As such, when applicable, and if necessary, the Westfield Police Department shall contact the various New Jersey law enforcement training academies to advertise when it is hiring, this to attract currently certified police officers, civilian Alternate Route Training Program attendees or recent graduates of same, and/or waiver-eligible Class II Special Police Officers.

A full listing of all New Jersey law enforcement academies, along with their contact information, can be located on the Police Training Commission’s webpage, www.njoag.gov/about/divisions-and-offices/division-of-criminal-justice-home/police-training-commission.

Activity #5:

Nothing contained in this Recruitment Plan shall preclude the Westfield Police Department from utilizing more traditional means, such as local newspapers and other print media, to announce when it is hiring, this to attract as many qualified persons as possible to participate in the selection process.

Additionally, the Westfield Police Department may utilize central resources created to simplify the hiring process for both the agency and applicants, such as policeapp.com, as it deems necessary.

REVIEW & EVALUATION:

The Chief of Police shall conduct an annual review of this Recruitment Plan. As a result of the annual review, if necessary, the Recruitment Plan shall be revised, if the goals and objectives set forth herein cannot be reasonably achieved.