



VANCOUVER POLICE DEPARTMENT
Beyond the Call

Recruiting Unit

2012 Annual Report

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Executive Summary

The Vancouver Police Recruiting Unit is responsible for all uniformed member hiring in the VPD, including regular members, Jail Guards, and Traffic Authority members. The Recruiting Unit upholds the VPD's commitment to hire "only the best" and to ensure the department reflects the citizens of Vancouver. The individuals the Recruiting Unit hires today are truly the future of the VPD.

2012 marked the Recruiting Unit's first full year of regular member hiring since a post Olympic downturn which saw a hiring freeze. A total of 57 recruits and six exempt officers were hired. Additionally, 45 custodial guards were hired for the Vancouver Jail.

2012 also saw an increase in outreach activities for the Recruiting Unit. Through a mix of social media, traditional advertising, and public appearances, the Recruiting Unit was able to raise the profile of the VPD and generate interest in a career in policing. As a result, the Recruiting Unit received **double** the number of regular member applications from the prior year.

By the end of 2012, Recruiting Unit members began preparing for the introduction of the new Community Safety program. This program will become a new opportunity for younger applicants who wish to gain more law enforcement related experience, as well as mature candidates who want a career supporting the daily operations of the VPD.

Recruiting Unit

After a period of time operating below authorized strength, the Recruiting Unit held competitions in 2012 and was able to reach full strength of one Sergeant and seven Detective Constables. In addition, several patrol members were given the developmental opportunity to work in the Recruiting Unit on a mentorship.

When facing a substantial increase in workload for the fall hiring period, members with prior recruiting experience and members on light duties were placed in the Unit on loan in order to assist with the hiring efforts.

Statistical Reports – Regular Members

In 2012, 418 people applied to become a Regular Member with the Vancouver Police Department.

Regular member applicants, 2012

	Total	%
Male	328	78%
Female	90	22%
Total regular member applications	418	100%

Applicant Breakdown

	Total	%
Visible Minority (M+F)	154	37%
Second Language	192	46%
Aboriginal	7	2%
Degrees	199	48%
Diplomas	72	17%
Average age	29.7	

These are strictly new applications, and do not factor in candidates who re-entered the regular member recruiting process following a deferral or from another sworn position, such as a Jail Guard. Exempt member applications are recorded separately.

This is a significant increase over 2011, when 205 people applied for a regular member position.

Of the 418 applicants, 57 new recruits were hired, a success rate of 13.6%.

Regular member hires, 2012

	Total	%
Male	36	63%
Female	21	37%
Total regular member hires	57	100%
Visible Minority (M+F)	16	28%

Of the 57 new recruits, 14 (25%) of them started their careers with the Vancouver Police Department working as custodial guards in the Vancouver Jail. One was a civilian employee of the VPD.

Statistical Reports – Regular member hires (by class)

The JIBC Police Academy had four entrance dates in 2012.

Class 137, March 2012



	Total	%
Male	11	61%
Female	7	38%
Total regular member hires	18	100%
Visible Minority (M+F)	7	38%

Class 138, April 2012



	Total	%
Male	7	50%
Female	7	50%
Total regular member hires	14	100%
Visible Minority (M+F)	4	29%

Class 139, September 2012



	Total	%
Male	11	79%
Female	3	21%
Total regular member hires	14	100%
Visible Minority (M+F)	3	21%

Class 140, November, 2012



	Total	%
Male	7	63%
Female	4	36%
Total regular member hires	11	100%
Visible Minority (M+F)	2	18%

Statistical Reports – Exempt Members

Exempt member applications were up significantly in 2012 with 33 applications from members of other police agencies. This is a threefold increase over 2011.

Exempt member applicants, 2012

	Total	%
Male	28	85%
Female	5	15%
Total exempt applications	33	100%

Applicant Breakdown

	Total	%
Visible Minority	8	24%
Second Language	14	42%
Aboriginal	0	0%
Degrees	10	33%
Diplomas	4	12%
Average age	34.5	

A total of six exempt members were hired in 2012. Four came from the Transit Police, one from the RCMP (UBC Detachment), and one from the New Westminster Police.

Exempt member hires, 2012



	Total	%
Male	6	100%
Female	0	0%
Total exempt hires	6	100%
Visible Minority (M+F)	1	17%

One procedural change was introduced in 2012, a requirement to have all exempt member applicants complete the POPAT. Prior to this, only exempt member applicants who had never before done the POPAT (RCMP members and out of province members) were required to complete the test.

Statistical Reports – Jail Guards

Applicants continued to recognize the opportunity the Vancouver Jail affords to gain work experience and exposure to law enforcement. In 2012, 112 people applied to the Jail, which was a 192% increase over the prior year.

Jail Guard applicants, 2012

	Total	%
Male	88	79%
Female	24	21%
Total Jail Guard applications	112	100%

Applicant Breakdown

	Total	%
Visible Minority	61	54%
Second Language	66	58%
Aboriginal	2	2%
Degrees	22	19%
Diplomas	16	14%
Average age	26.5	

Of the 112 applicants, 45 were hired as Auxiliary Jail Guards for a success rate of 40%.

Jail Guard hires, 2012

	Total	%
Male	36	80%
Female	9	20%
Total Jail Guard hires	45	100%
Visible Minority (M+F)	26	58%
Aboriginal	3	7%

Statistical Reports – Jail Guard hires (by class)

Jail Guards were hired for three classes in 2012. The Jail Guard training is conducted in house by the VPD Training Section.

Class 10, January 2012

	Total	%
Male	12	75%
Female	4	25%
Total Jail Guard hires	16	100%
Visible Minority (M+F)	11	69%
Aboriginal	1	6%

Class 11, May 2012

	Total	%
Male	11	79%
Female	3	21%
Total Jail Guard hires	14	100%
Visible Minority (M+F)	9	64%
Aboriginal	1	7%

Class 12, November 2012

	Total	%
Male	15	79%
Female	2	21%
Total Jail Guard hires	17	100%
Visible Minority (M+F)	6	40%
Aboriginal	1	7%

Statistical Reports – Traffic Authority

No Traffic Authority members were hired in 2012 as the Training Section did not have adequate resources to conduct the training. Some who applied to this program were encouraged to move into the Jail Guard hiring stream.

Traffic Authority applicants, 2012

	Total	%
Male	30	79%
Female	7	18%
Total Traffic Authority applications	37	100%

Applicant Breakdown

	Total	%
Visible Minority	22	58%
Second Language	23	61%
Aboriginal	1	3%
Degrees	7	18%
Diplomas	10	26%
Average age	31.1	

Outreach

The Recruiting Unit increased its outreach efforts in 2012 in order to address a shortfall of applicants in the prior years. We continued to battle the perception amongst applicants that the VPD is still in a hiring freeze.

The Recruiting Unit increased its presence at local colleges and universities, giving classroom talks and attending a diverse range of career fairs including:

- UBC Faculty of Education Career Fair
- SFU Young Women in Business – International Women’s Day Conference



Det/Cst Kofod was a panel speaker at this event and featured in the organization’s promotional material.

In addition, the Recruiting Unit was present in the community attending events such as:

- MOSAIC Multicultural Career Fair
- Vancouver Youth Week

We saw a significant increase in turnout at our monthly information sessions, routinely drawing over 200 people to each session.

We took advantage of the VPD’s strong presence on social media. Our recruiting related posts on Facebook are among the most “liked” by the public. Cst Oldendorf in the Training Section produced a brand new promotional video highlighting the VPD, which is used at information sessions and comes pre-loaded on a USB drive which we give away at career fairs. Over \$15,000 was spent on promotional material which has been well received by our target audience and increases our brand in the public eye.

In 2012, we utilized traditional newspaper advertising in the widely circulated free commuter newspapers. Our ads were designed to steer readers towards the recruiting website and to encourage them to attend information sessions. The newspaper advertising was effective, as we noticed much stronger turnouts at information sessions, and more “hits” on the website in weeks when the newspaper ads ran. The ads feature a “QR” code where readers can use a smartphone to go directly to the recruiting website.



At the end of 2012, the Recruiting van was “re-wrapped” so it can act as a mobile billboard. This distinctive vehicle is now used for parades and public events.



Outreach activities by month

January

UBC Faculty of Education Career Fair

UBC Kinesiology Career Fair

February

Class discussion with Langara College Criminology students

March

SFU Young Women in Business – International Women's Day Conference

International Women's Day Info Session

May

Vancouver Youth Week

July

Ads in Metro Newspaper

MOSAIC Career Fair

September

Ads in Metro Newspaper

SFU Surrey Campus Career Fair

UBC Career Fair

November

Native Education Centre Career Fair

Langara College student networking event

VPD Judo Club presentation

Aboriginal Cadet Program

The Aboriginal Cadet Program began in 2007. The program sees Aboriginal youth, aged 19-29, work for the summer with the VPD. They work full time, splitting their time between Fleet Services and ride-a-longs with operational and specialty units. For many, the highlight of the summer is participation in the "Pulling Together" canoe journey.

2012 Aboriginal Cadets



The goal of the program is to generate interest in a career with the VPD amongst Aboriginal youth. Since its inception, two ACP graduates have been hired as regular members and others have obtained employment as Jail Guards and in civilian positions. At the end of the 2012 program, one Aboriginal Cadet was hired as an auxiliary fleet attendant.

The program receives 100% of its funding from the community organization ACCESS. In 2013, the Recruiting Unit will continue to process the applications for the program, but the program administration will be shifted to the Diversity and Aboriginal Policing Section.

Looking ahead

After a robust hiring year in 2012, the Recruiting Unit is anticipating a slowdown in regular member hiring for 2013. The unit will continue to focus on aggressive outreach and processing of applications however, with the aim of building a deep pool of talent for when regular member hiring begins again.

Hiring for Community Safety, the Jail, and the Traffic Authority will continue, and numbers are expected to be good in 2013. These programs are great options for college and university students seeking part time work and police related experience. Our strongest interest at post-secondary career fairs is related to these auxiliary positions.

Now operating at full strength, the Recruiting Unit is enthusiastically looking forward to continuing its efforts to hire the best possible candidates for the Vancouver Police Department.