


**WORKING ON A FULL HOUSE**  
HIRING AND TRAINING  
THE RIGHT PEOPLE




**HIRING QUALITY  
EMPLOYEES** IN THE AGE OF  
MILLENNIALS  
HOW TO RECRUIT, ONBOARD & RETAIN TOP TALENT

**PUBLIC SAFETY TRAINING CONSULTANTS**  
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**CLASS GOALS**



- IDENTIFY & RESOLVE OBSTACLES TO HIRING THE RIGHT PEOPLE
- LEARN WHERE TO FIND THE RIGHT PEOPLE FOR THE JOB
- UPDATE AND RENOVATE OUR RECRUITING MATERIALS
- LOOK AT STREAMLINING THE PRE-EMPLOYMENT PROCESS



**Host a Class!**



Great in-service training for:  
Line level 9-1-1 professionals, Communications  
Trainers, Communications Supervisors. ALL  
Classes are approved for IAED CE Credits!

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**800-348-8911 x102**

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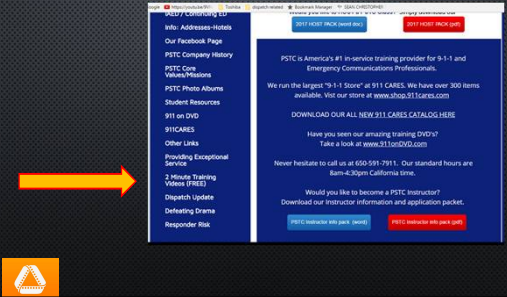





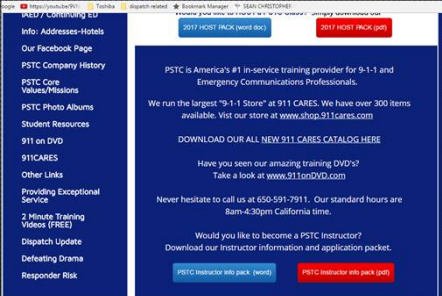
**SUPPORT & APPRECIATION FOR ALL  
9-1-1 PROFESSIONALS**  
**WWW.911CARES.COM**



### TWO MINUTE TRAINING PSTC911.COM






### STUDENT RESOURCES PSTC911.COM



### CLASS MINDSET



- WE ARE GOING TO BEND SOME RULES, BREAK SOME NORMS AND REALLY LOOK TO FIND THE BEST AND BRIGHTEST PEOPLE.
- SOME OF THESE IDEAS ARE CHEAP AND EASY
- OTHERS WILL TAKE SOME TIME AND FUNDING
- HOW MUCH ARE YOU CURRENTLY SPENDING TO OIL THE REVOLVING DOOR OF EMPLOYEES?







### WHY PEOPLE DON'T APPLY WHY PEOPLE LEAVE

- LOW PAY, BENEFITS, POOR WORKING CONDITIONS
- THE REPUTATION OF THE AGENCY
- LACK OF FLEXIBLE TIME OFF
- STRESS OF THE JOB, LACK OF BREAKS
- LACK OF RESPECT WITHIN THE WORKPLACE
- FEELING THAT BAD THINGS WILL NEVER CHANGE
- A NEGATIVE WORK CULTURE, LACK OF RESPECT
- **YOU NEED TO OBTAIN THE EXIT INTERVIEW DATA**

### HOW MUCH CAN WE CHANGE?

- SALARY SURVEY — SAN DIEGO 911
- LOOK AT 20 YEARS OF PAY
- # OF CALLS, # OF DISPATCHERS, INCREASED WORK LOAD
- MORE MANDATES AND INCREASED RESPONSIBILITIES
- LOOK AT "LIKE SIZED AGENCIES" LOCALLY
- LOOK HOW TEACHERS ARE GETTING RAISES RIGHT NOW
  - WE DON'T NEED TO STRIKE, JUST EDUCATE!
  - CAN YOU JUSTIFY A SALARY INCREASE BEFORE THE NEXT HIRING CYCLE?

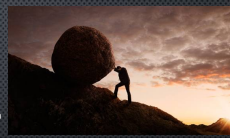
### PAY ISN'T THE #1 MOTIVATOR BUT IT IS #5

- MEDIAN INCOME IN HUNTSVILLE, ALABAMA
  - 49,060
- MEDIAN INCOME IN MANATEE COUNTY, FLORIDA
  - \$50,835
- MEDIAN INCOME IN HONOLULU, HAWAII
  - \$70,093
- MEDIAN INCOME IN OAKLAND, CALIFORNIA
  - \$52,962
- MEDIAN INCOME IN SAN FRANCISCO
  - \$78,378



### ANY IDEA WHAT NUMBER 1-4 MOTIVATORS ARE?

- #5 COMPENSATION
- #4 JOB SECURITY
- #3 EMPLOYEE INVOLVEMENT
- #2 EMPLOYEE RECOGNITION
- #1 CHALLENGING WORK





## LET'S GET REAL – IT IS 2018 HOW DEEP IS YOUR APPLICANT POOL?

- ARE TATTOOS OKAY?
- HOW ABOUT PIERCINGS?
- SOCIAL DRUG USE 5, 10, 15 YEARS AGO?
- FUN COLORS OF HAIR
- WORKPLACE ATTIRE
- WE ARE NOT SAYING YES TO EVERYTHING AND THERE MUST BE RULES OR GUIDELINES. BUT, WHEN WAS THE LAST TIME YOU LOOKED AT YOUR GUIDELINES AND BROUGHT THEM IN LINE WITH ACCEPTABLE NORMS OF THIS ERA?



## FUN FACT – HOW MANY TATS OUT THERE?

- WHAT PERCENTAGE OF THE US PUBLIC HAS A TATTOO?
- ANSWER: 20%
- WHAT PERCENTAGE OF MILLENNIALS HAVE A TATTOO?
- ANSWER 40%



## BUILD A JOB FLYER TIME

### • BUILD A JOB FLYER THAT WILL CATCH SOMEONE'S EYE

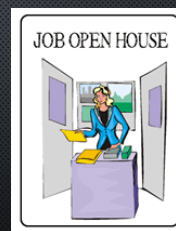
- LIST THE BEST PARTS OF THE PROFESSION
- MENTION JOB PERKS
- PEOPLE WANT TO BE PART OF SOMETHING "BIG"
- SHARE THE TANGIBLE PERKS
- HOW ABOUT BEING PART OF A SPECIAL FAMILY?
- ASSUME THE READER DOESN'T KNOW MUCH ABOUT THE 9-1-1 PROFESSION
- THIS IS NOT THE BORING H.R. FLYER!

Build a Job Flyer



## OPEN HOUSE

- LET'S SHOW POTENTIAL APPLICANTS WHAT THE JOB IS ALL ABOUT
- HOLD AN APPLICANT OPEN HOUSE 2-3 WEEKS BEFORE THE FILING DEADLINE
  - HOLD A MINIMUM OF 3 OPEN HOUSE EVENTS
  - ONE ON DAY SHIFT
  - ONE ON EVENINGS
  - ONE ON WEEKENDS
- MAKE SURE YOUR SPEAKERS AND MENTORS ARE DIVERSE IN AGE AND BACKGROUNDS
- ALLOW ADULT FAMILY MEMBERS OR FRIENDS TO ATTEND



## OPEN HOUSE

- TWO HOUR TIME LIMIT
- OUR GOAL IS TO RECRUIT, NOT TO SCARE!
- EXPLAIN THE SKILL SETS NEEDED, SCHEDULE, PERKS, REWARDS, ETC.
- BE HONEST ABOUT THE DOWN SIDE BUT DON'T OVER DO IT!
- HAVE THE SPEAKERS BE DIVERSE IN AGE AND EXPERIENCE
- PLAY A COUPLE CALLS, SHARE SOME GREAT POSITIVE OUTCOMES
- EXPLAIN THE HIRING PROCESS
- GO OVER APPLICATION AND PERSONAL HISTORY STATEMENT
- DEPENDING ON LOCATION, ALLOW A WALK THROUGH NOW OR LATER

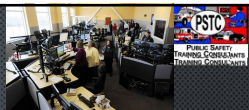
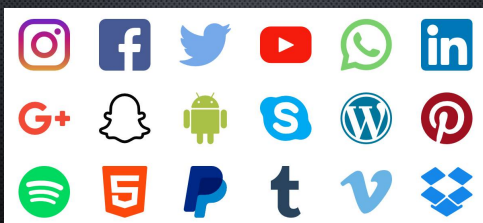


PHOTO OP ON OPEN HOUSE DAY!  
**#IMGOINGTOBEADISPATCHER**  
**#FUTURE911HERO**



**SOCIAL MEDIA IS YOUR FRIEND!**  
**USE SOCIAL MEDIA ALL YEAR LONG!**

**DO YOU HAVE A SOCIAL MEDIA TEAM?**




## MARKETING YOUR AGENCY

- WHO GIVES YOUR AGENCY TOURS?
- EVERYONE SHOULD BE A RECRUITER!
  - CAN WE GIVE RECRUITING BONUSES?
- PRINT MINI MARKETING CARDS
  - HAVE THEM IN ALL RESPONDER VEHICLES
- SOCIAL NETWORKS
  - FACEBOOK, TWITTER, INSTAGRAM, YOU TUBE





**DO HIRING MANAGERS NEED TO  
HAVE DIFFERENT TACTICS WHEN  
RECRUITING  
MILLENNIALS?**




**WITHIN 15 MILES OF PSTC HQ THIS WEEK.....**

- CREW RACE COMPETITION – 500 COLLEGE STUDENTS
- SALSA FESTIVAL – 10,000 PEOPLE OF ALL AGES
- COLLEGE CHEER COMPETITION – 1,000 PEOPLE MINIMUM
- 3 MAJOR ROCK, BLUES AND JAZZ EVENTS
- GOLDEN STATE WARRIOR PLAY OFF GAME – 20,000 PEOPLE



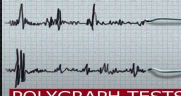

**TARGET YOUR MARKETING EFFORTS**

- CREW RACE COMPETITION – YOUNG, ATHLETIC, HEALTHY
- SALSA FESTIVAL – FAMILIES, MAYBE BI-LINGUAL
- COLLEGE CHEER COMPETITION – ENERGETIC, HEALTHY, ACTIVE
- 3 MAJOR ROCK, BLUES AND JAZZ EVENTS – MULTI-CULTURAL
- GOLDEN STATE WARRIOR PLAY OFF GAME – MIXED GROUP
- WHERE WOULD YOU MARKET FOR VETERANS OR DISABLED?



**OPTIONAL OR ESSENTIAL?  
IT'S UP TO YOUR AGENCY, STATE LAW AND HR**



- BACKGROUND CHECK
- POLYGRAPH TEST
- PSYCHOLOGICAL EXAM
- MEDICAL
  - STRESS TEST, DRUG TEST
- PRACTICAL EXAM
- TYPING TEST



**POLYGRAPH TESTS**

**THE ORAL BOARD**

- WHO SHOULD BE ON THE BOARD?
- WHAT IS THE GOAL?
- WHAT QUESTIONS WILL YOU ASK?
- WHAT CAN YOU ASK AND NOT ASK?
- HIRE FOR ATTITUDE, TRAIN FOR SKILLS!



Hire for attitude,  
train for skill.

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TRAINING COORDINATORS

**IT'S TIME TO HIRE A VETERAN**

**HIRING OUR HEROES**



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YOU GET FINANCIAL HELP HIRING VETERANS



**TAX BREAK FOR HIRING VETERANS**

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**HIRING THOSE WITH DISABILITIES**



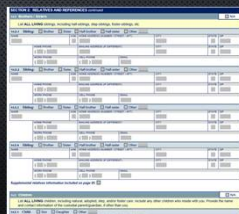
- ✓ OPPORTUNITY
- ✓ INCLUSION
- ✓ EMPLOYMENT

Public Safety Training Council  
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PUBLIC SAFETY TRAINING COUNCIL  
TRAINING COORDINATORS



## THE PERSONAL HISTORY STATEMENT

- THEY ARE ESSENTIAL BUT VERY TIME CONSUMING
- INTRODUCE THEM AND MAKE THEM AVAILABLE AT THE OPEN HOUSE
- ENCOURAGE APPLICANTS TO START WORKING ON THEM NOW
- POINT OUT THE IMPORTANCE OF ACCURACY AND FOLLOWING INSTRUCTIONS



NAME	DOB	SSN	EDUCATION	EMPLOYMENT	REFERENCES
John Doe	12/12/1980	123-45-6789	High School Graduate	Police Officer	John Smith, 123-45-6789
Jane Doe	01/01/1985	987-65-4321	College Graduate	Police Officer	Jane Smith, 987-65-4321

## DECEPTION

- SIMPLE MISTAKES WILL OCCUR
- THE INVESTIGATOR WILL USUALLY CALL THE APPLICANT IN FOR CLARIFICATION
- AGENCIES ARE GIVEN DISCRETION IN SOME AREAS
- INVESTIGATORS ARE OFTEN LOOKING MORE FOR DECEPTION THAN THE ACT ITSELF
- 1-2 THINGS WILL NOT NECESSARILY DISQUALIFY AN APPLICANT



## CREATIVE FEEDER PROGRAMS

- EXPLORER/CADET PROGRAMS
- HIGH SCHOOL ELECTIVE
- COMMUNITY COLLEGE COURSES
- ADULT EDUCATION PROGRAMS
- CITIZEN DISPATCH ACADEMY
- PRIVATE EMPLOYERS  
(AAA, ALARM COMPANIES, SECURITY COMPANIES)



## YOU CAN DO THIS!

- WHAT IS YOUR NEXT BEST STEP TO IMPROVE RECRUITING OR TRAINING?

