

City & County of Denver Department of Safety



Police Officer * Firefighter * Deputy Sheriff

**Annual Recruitment Report
2009**

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Executive Summary

Under the guidance and direction of the [Manager of Safety Office](#) and Alvin J. LaCabe, Jr., Manager of Safety, the recruitment section worked within the Denver metro area and surrounding communities to promote an inclusive recruitment outreach program.



Alvin J. LaCabe, Jr.
Manager of Safety

The [recruitment program](#) seeks out the best available public safety job applicants for the Denver Police, Fire and Sheriff Department's. Uniformed recruiters from each agency worked on the front lines of recruitment in the community.

Recruiter's efforts were supported by human resource, marketing, and other support service professionals. Recruitment activity is also guided by the Mayor's [Diversity in Safety Task Force](#) recommendations of April 2007.

In summary, 2,250 applications were received for Denver Police Officer, Firefighter and Deputy Sheriff jobs for 2009. Overall, applicants identified themselves as 11.68% Black, 21.28% Hispanic, 57.42% White, 2.97% Asian, 1.9% American Indian, 4.75% undeclared race, 84.22% Male, 13.55% Female, and 2.23% undeclared gender.

Since the year 2000, over 38,000 people have applied to compete for uniformed police, fire, or sheriff positions with the City & County of Denver. Interest in the departments is derived from several sources. The most cited sources of recruitment activity include employee referrals, Internet resources, military bases, and independent research on the Denver safety agencies.

An aggressive community outreach and recruitment presence throughout the Denver metro area was performed by the recruitment staff and others. This recruitment outreach included in-part, cultural activities, on-campus recruitment, career days, grade school, middle school, high school, military base, and community meetings. The recruitment activity was supplemented year-round by ride-along opportunities, open house demonstrations, and jail tours. Recruitment for [Denver Police Reserve Program](#) and implementing Denver Police Recruitment Series presentations were new for 2009.

During 2009, as reported by *WebTrends Marketing*, on average 530 people a day (193,450 visits for the year) viewed the www.denvergov.jobs recruitment web-site to seek out public safety career information. Due to budget constraints, recruitment activity for 2009 was focused upon future hiring needs of the safety agencies.

Recruitment Staff



Assistant Chief Robert L. Davis, Jr., Firefighter Recruiter assigned to the Public Safety Recruitment Office from October 2002 through February 2004 and currently serving to assist recruitment efforts November 2005 to present. Chief Davis previously was assigned to the Operations Division and is an active member of the CO Black Professional Firefighters Association. Chief Davis will be retiring from recruitment effective March 2010.

Deputy Sheriff Norma Mock joined the Public Safety Recruitment Office August of 2007 to the present. Deputy Mock joined the Denver Sheriff Department in 1991. Deputy Mock is an active member of the Latin American Law Enforcement Association. In addition, Deputy Mock assists with department interviews and additional hiring steps as needed by the DSD.



Detective Sheri Duran, Police Recruiter was assigned police recruitment responsibilities January 2005 to the present. Detective Duran coordinates a successful community outreach program that includes increasing the number of female police officers on the department. Detective Duran managed the police recruitment series for 2009.

Detective John White, Police Recruiter was assigned to police recruitment October 2008 to present. Detective White served as Public Information Officer for the department prior to joining the recruitment section. Detective White also currently serves as legislative liaison for the DPD.



Public Safety Cadet Brian Fellman was assigned to the recruitment office for 2009. In addition to leading the Cadet Recruitment Program within Denver Public Schools, Brian worked on special projects and assisted the recruitment staff with day to day recruitment activity. Brian assumed additional recruitment duties to assist the Denver Fire Department during 2009.

Diana Velez, Administrative Support Assistant has been assigned to the Public Safety Recruitment Office since November 2004 to the present. Prior to joining the recruitment office Diana worked at Denver Human Services in the Family & Children’s Division from April of 2000 through July of 2004.



Don Ronyak, Department of Safety Human Resources Supervisor has been assigned to the Public Safety Recruitment Office since October of 1999. Don is a member of the Society for Human Resource Management and is certified as a Senior Professional in Human Resources. Don works closely with the recruitment staff to meet the Safety Department staffing needs.

The recruitment staff assumes a variety of roles representing their respective agencies at hundreds of public and private gatherings each year. Recruiters travel throughout Denver and the Colorado Region to accomplish their assignment.

Explaining and guiding potential applicants through a challenging merit based [hiring process](#) and planning a highly visible community outreach program are only a few of the duties performed. Serving as informal mentors to the Cadets and others in the community, the recruitment staff takes on additional responsibilities. Recruiters answer thousands of questions each year and facilitate department specific recruitment activity and events. The activity includes ride-a-longs, academy open houses, recruitment series presentations, jail tours, and much more.

Recruitment through Community Outreach

The recruitment staff pro-actively engaged the Denver metro area in 2009 communicating with thousands of potential job applicants and discussing the lifestyle of a public safety servant. The uniformed recruiters also informed the public of job qualifications, the hiring process, and academy expectations. A summary of the recruitment outreach in which recruiters participated is listed below:

<u>Month</u>	<u>Day</u>	<u>Time</u>	<u>Community Outreach Activity</u>
January	19	11 am - 3 pm	MLK Jr. Celebration Civic Center Park
January	20	10 am - 2 pm	Metro State University Tivoli Atrium
January	22	10 am - 2 pm	Ft. Carson ACAP Program
January	23, 24	8 am - 10 am	Denver Sheriff Dept. Jail Tour & Orientations

January	27	8 am - 11 am	West High School Job Fair
January	29	2 pm - 3:30 pm	Brown Elementary - CO Uplift Cadet Program
February	3	8 am - 12 noon	Career Day Academy of Urban Learning
February	4	1 pm - 3 pm	CO Uplift Columbine Elementary
February	4	12 noon - 4 pm	Career Day Ft. Lewis College
February	5	9 am - 11 am	CO Uplift Ashley Elementary
February	11	9 am - 11 am	Goodwill Job Fair Lincoln High School
February	11	6 pm - 8 pm	DSD Presentations Everest College
February	12	2 pm - 3 pm	Goodwill Job Fair Sheridan High School
February	13	8 am - 11 am	Goodwill Career Day Montbello High School
February	19	9 am - 11 am	Goodwill Career Day South High School
February	19	1 pm - 3 pm	CO Uplift Valdez Elementary
February	23	1 pm - 3 pm	Goodwill Career Panels GW High School
February	24	2 pm - 3 pm	CO Uplift Career Day Horace Mann Middle School
February	25	10 am - 3 pm	Governors Youth Job Fair Adams County Fairgrounds
February	26	8 am - 12 noon	Goodwill Program North High School
February	27	10 am - 12 noon	Goodwill Career Panel GW High School
March	3	1:30 pm - 5:30 pm	Governors Job Hunt Jeffco Fairgrounds
March	4	11 am - 3 pm	Career Day CSU - Pueblo
March	5	12 noon - 1:30 pm	Presentation Kiwanis Club
March	11	8 am - 2 pm	Goodwill Program South High School
March	11	2 pm - 6 pm	Youth Job Fair CO Convention Center
March	12	10 am - 2 pm	Red Rocks CC Safety Info.
March	12	10 am - 11 am	South High School Career Panel
March	16	10 am - 2:30 pm	Arapahoe Work Force Center Safety Presentations
March	18	10 am - 12 noon	JFK High School Career Day
March	19	8 am - 2 pm 9:30 am - 12:30 pm	Goodwill Career Panel South High School
March	20	pm	Goodwill Career Day GW High School
March	26	11 am - 2 pm	Job Fair Red Rocks CC
March	28	8 am - 1 pm	Job Fair Thomas Ministries: Johnson Wales
April	1	8 am - 10 am	Hill Elementary Colorado Uplift Police
April	1	6:30 pm - 9 pm	Recruitment Series DPD Academy
April	2	11 am - 3 pm	DHA Job Fair 135 Park Ave.
April	2	9:30 am - 11 am	Smiley Colorado Uplift Police 2540 Holy Street
April	3	7:30 am - 1 pm 8:30 am - 10:30 am	Safe City Auraria Campus
April	3	am	Denver School of Science - CO Uplift
April	7	8 am - 10 am	Westwood College Diversity in the Workplace Criminal Justice Class
April	7	4 pm - 6 pm	Aims Community College
April	8	9 am - 10:30 am	DPS Presentation (Cadet and Police) 1391 N. Speer
April	9	9 am - 10:30 am 10:30 am - 2:30 pm	Kepner (Colo. Uplift - Police)
April	9	pm	Metro State Career Day
April	9	1 pm - 3 pm	Buckley AFB - TAPS
April	10	10 am - 1 pm	Skinner Middle School Colorado Uplift Police
April	14	1:30 pm - 3:15 pm	Castro Elementary Colorado Uplift Police

April	14	12 noon - 3 pm	Johnson and Wales Job Fair
April	15	9 am - 2 pm	Trinidad Job Fair Police and Sheriff
April	15	10 am - 5 pm	University of Denver Career Day
April	16	12:30 pm - 2:30 pm	Lake Middle School Colorado Uplift Police
April	16	11:30 am - 2:30 pm	MLK Middle School - Cadet Program
April	17	11 am - 2 pm	Rangeview HS Career Day
April	18	10:30 am - 12:30 pm	DPD Community Meeting
April	21	2:30 pm - 5:30 pm	TAPS Ft. Carson
April	22	1 pm - 3 pm	Noel Elementary
April	23	9:00 AM	Webb Atrium/DPD Auditorium Take your child to work day
April	24	9 am - 11 am	Greenlee Colorado Uplift Police - Sheriff
April	25	8:30 am 1 pm	La Raza Youth Event Auraria Campus
April	25	7 am - 9 am	Especially Me Conference Gateway High School
April	28	1:45 pm - 2:45 pm	Hinkley High School Sheriff Presentations
April	29	1:45 pm - 2:45 pm	Hinkley High School - Goodwill Program
April	29	1 pm - 2:30 pm	Ranum High School Job Fair
May	4	9 am - 11 am	Goodwill Program West High School
May	6	11:30 am - 2 pm	Goodwill Program Montbello High School - DFD
May	9, 10	10 am - 4 pm	Civic Center Park Cinco De Mayo Celebration
May	13	9 am - 11 am	Goodwill Police/Cadet Program Montbello High School
May	13	2:30 pm - 4:30 pm	Americorps Teikyo Loretto Heights
May	13	6:30 pm - 9 pm	DPD Recruitment Series Academy
May	20	5:30 pm - 7 pm	SHHRP DPD Recruitment - Hotel VQ
May	21	9 am - 2 pm	Diversity Day Emily Griffith School
May	28	2:30 pm - 4 pm	TAPS Ft. Carson
June	2	11 am - 1 pm	Young Denver Youth Seminar Webb Bldg.
June	3	6:30 pm - 9 pm	DPD Recruitment Series DPD Academy
June	4	10 am - 2 pm	Ft. Carson Job Fair
June	6	2 pm - 6 pm	Safe Night Hiawatha Davis Rec. Center
June	17	10 am - 2 pm	SWIC Family Day Community Center
June	17	4 pm - 6 pm	Westwood College North Campus
June	20	10 am - 7 pm	Juneteenth 24th and Welton
June	25	10 am - 3 pm	Native Workforce Program Denver Indian Center
June	25	10 am - 3 pm	Buckley Air Force Base Career Day
June	27	10 am - 2 pm	Rude Recreation Center Community Day
July	9	10 am - 2 pm	Easy High School DFD - Goodwill Program
July	10, 11	10 am - 2 pm	City Park Denver Black Arts Festival
July	11	3 pm - 7 pm	Now Faith Church Community Resource Fair
July	16	6 pm - 8 pm	DPD Recruitment Series District 1 Community Room
July	17	10 am - 2 pm	Quigg Newton Community Resource Fair
July	22	8 am - 11 am	Pikes Peak Work Force Center Career Day
August	1	8 am - 1 pm	Neighborhood Meeting Coors Filed
August	4	5 pm - 7 pm	Neighborhood Meeting Ivy Street

August	7	9 am - 12 noon	Workforce Development Career Day Denver International Airport
August	13	6 pm - 8 pm	DPD Recruitment Series Police Academy
August	17	9 am - 3 pm	Pikes Peak Workforce Center Society for Hispanic HR Professionals Red Lion Hotel - DPD
August	19	5:30 PM	Networking
August	25	8 am - 11 am	Westwood North Campus DSD Class Presentations
September	3	4 pm - 7 pm	MLK Early College Table - DSD
September	4	9 am - 2 pm	Workforce Center Denver International Airport - Career Day
September	9	10 am - 3 pm	Department of Labor Job Fair CO Convention Center
September	11	5 pm - 9 pm	Wings Over the Rockies Police Gala Event
September	14	11 am - 1 pm	Adams State Alamosa - Student Center
September	15	10 am - 2 pm	Colorado State University Ft. Collins - Career Day
September	16	6:30 pm - 9 pm	Recruitment Series - DPD Academy
September	18	9 am - 5 pm	U.S. Hispanic Chamber of Commerce Expo - CO Convention Center
September	22	10 am - 2 pm 5:30 pm - 6:30 pm	Jefferson County Law Enforcement Career Day Community Meeting Lincoln High School
September	23	10 am - 2 pm	Ft. Carson - Military Transition Career Day
October	6	1 pm - 6 pm	CU Boulder - Career Day
October	10	8 am - 12 noon	DPD Practice Test - Webb Bldg.
October	12	6 pm - 8 pm	Women in the Fire Service - DFD Station 27 - Open House
October	15	3:30 pm - 6 pm	Denver Kids, Inc. - Career Exploration - Webb Bldg.
October	17	10 am - 2 pm	Bear Valley - Cop Shop Community Event
October	19, 20		Criminal Justice DSD Class Presentations Littleton/CC High Schools
October	21	6:30 pm - 9 pm	Recruitment Series Denver Gangs - DPD Academy
October	21	11 am - 2 pm	Arapahoe Work Force Center - Safety Careers
October	27	10 am - 2 pm	Montbello High School ROTC-Public Safety Event
October	28	9 am - 2 pm	Arapahoe Community College - Criminal Justice Job Fair
November	5	9 am - 10 am	Goodwill Program - Lincoln High School
November	5	10 am - 2 pm	Pikes Peak Workforce Center
November	6	10 am - 2 pm	Jefferson County Workforce Center
November	7, 10, 18, 19,		
November	30	Various Times	DPD Practice Test Webb Bldg., 7th Floor
November	10	1 pm - 5 pm	Bilingual Diversity Career Day - Red Lion Hotel
November	12	11 am - 2 pm	Red Rocks Community College Emergency Services Job Fair
November	14	7 am - 9 am	Especially Me Program - DFD Prairie Middle School
November	19	9 am - 11 am	Goodwill Program East High School
December	2	8 am - 3 pm	DFD Career Panels - East High School
December	3	11 am - 1 pm	East High School - DPD Presentations
December	7	6 pm - 9 pm	Manual High School - CO Youth at Risk Program
December	10	10 am - 3 pm	Military Vets First Job Fair - PPA
December	7, 8, 9, 10, 12	9 am - 5 pm	DPD Recruitment Series, Practice exams

Employment Marketing & Advertising

New for 2009, the Denver Police Department updated their employment [television commercial](#) which aired on *Black Entertainment Television*, *Galavision*, and *Lifetime* channels. To enhance recruitment efforts, interactive [social media](#) websites were also experimented with during 2009.



Other advertising partners for 2009 included the following:

Urban Spectrum
LaVoz
African American Voice
Chinese American Post
US Army Reserve Employer Partnership

Asian American Magazine
Hispania News
El Hispano
El Semanario
denvergov.jobs

Application Summary

Police Applicants Registered to Test * 01/01/2009 to 12/30/2009

	Male		Female		Total	
African American	62	7.83%	12	1.52%	74	9.34%
Hispanic	140	17.68%	33	4.17%	173	21.84%
White	448	56.57%	55	6.94%	503	63.51%
Asian	23	2.90%	2	0.25%	25	3.16%
Native American	15	1.89%	2	0.25%	17	2.15%
Total	688	86.87%	104	13.13%	792	100.00%

Fire Applicants Applied to Test * 01/01/2009 to 12/30/2009

	Male		Female		Un-Sex		Total	
African American	107	9.66%	8	0.72%	4	0.36%	119	10.74%
Hispanic	204	18.41%	14	1.26%	1	0.09%	219	19.77%
White	541	48.83%	86	7.76%	3	0.27%	630	56.86%
Asian	28	2.53%	1	0.09%	1	0.09%	30	2.71%
Native American	17	1.53%	3	0.27%	2	0.18%	22	1.99%
Undeclared	56	5.05%	4	0.36%	28	2.53%	88	7.94%
Total	953	86.01%	116	10.47%	39	3.52%	1108	100.00%

Deputy Sheriff Applications * 01/01/2009 to 12/30/2009

	Male		Female		Undeclared		Total	
African American	49	14%	21	6%			70	20%
Hispanic	62	17.7%	25	7.1%			87	24.85%
White	125	35.7%	34	9.7%			159	45.42%
Asian	12	3.4%	0	0			12	3.4%
Native American	4	1.1%	0	0			4	1.1%
Undeclared	2	.5%	5	1.4%			18	5.1%
Total	254	72%	85	24%	11	3.1%	350	100%

* Source: Police and Fire Statistics, Denver Civil Service Commission Applicant Flow Reports
Deputy Sheriff Statistics, Career Service Authority Applicant Flow Report

Census 2000

As reported by the U.S. [Census](#) 2000, the data below represents area demographics. The statistics below do not take into account workforce availability, U.S. Citizenship, or other job requirements of a sworn officer or firefighter. The Department of Safety recruitment efforts attempt to reflect the diversity of the community.

	City & County of Denver	Denver Metro Area	State of CO
Black	11.1%	5.5%	3.8%
Hispanic	31.7%	18.8%	17.1%
White	65.3%	79.4%	82.8%
Asian	2.8%	3%	2.2%
Indian	1.3%	.9%	1%

Budget

Recruitment activity, resources, and staffing for 2009 were made possible in-part by a budget of approximately \$220,000. The dollar amount includes two full-time civilian personnel, operating costs such as advertising, printing, materials, supplies, training, travel, postage, limited overtime and other recruitment related expenses. Additional personnel expenditures were allocated to police, fire, and sheriff budgets.

Contact Information

The *City & County of Denver Department of Safety 2009 Annual Recruitment Report* is intended to provide public information regarding the recruitment activity of the Denver Police, Fire and Sheriff Department's.

For additional information:

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