

City & County of Denver Department of Safety



Police Officer * Firefighter * Deputy Sheriff

**Annual Recruitment Report
2011**

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Executive Summary

June 2010 the Department of Safety adopted [Recruitment Standards and Guidelines](#) to ensure consistent, quality, and inclusive recruitment efforts to meet department staffing needs. The adopted recruitment standards and guidelines were developed collaboratively by the Denver, Police, Fire, and Sheriff Departments and fully endorsed by the Manager of Safety. The standards and guidelines address critical recruitment related criteria essential to developing and maintaining a high performing recruitment section.

Under the umbrella of the [Manager of Safety Office](#) and command staff within the Denver Police, Fire and Sheriff Departments the recruitment section worked within the Denver metro area and surrounding communities to promote an inclusive recruitment outreach program. The [recruitment program](#) seeks out the best available public safety job applicants for the positions of police officer, firefighter, and deputy sheriff. Uniformed recruiters from each agency and the Cadet Program worked on the front lines of recruitment in the community.

Safety recruitment activity is also guided by several previously formed task forces and [recommendations](#). The Denver Police Officer application period was closed during 2011. The Deputy Sheriff applicant flow represented the best overall ethnic and gender diversity within safety with 17% African American, 25% Hispanic, 3% Asian, and 23% female representation. The Public Safety Cadet application show that 11% African American, 45% Hispanic, and 35% female applied for scholarship/employment positions within the Department of Safety. The Denver Fire Department recruitment strategy yielded 6% African American, 16% Hispanic, and 7% female representation on its opening application day in November.

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 by year-round ride-along opportunities, open house demonstrations, and jail tours.

Since the year 2000, over 41,000 people have applied to compete for sworn police, fire, or sheriff positions with the City & County of Denver. During 2011, nearly 500 people a day visited www.denvergov.jobs recruitment web-site to seek out public safety career information. Over 7,000 interest forms were received by the Department of Safety expressing interest in the police, fire, or sheriff careers. Potential applicants identified the website/internet resources as the number one referral source, followed second by employee/family/friend referrals, third listed independent research, and fourth military/transition assistance programs.

Recruitment Staff

Sergeant Norma Mock, Deputy Sheriff Recruiter (Safety Recruitment: August 2007 to August 2011). Sergeant Mock joined the Denver Sheriff Department in 1991. Sergeant Mock is an active member of the Latin American Law Enforcement Association and has successfully recruited diverse workforce for the Denver Sheriff Department during her tenure. Sergeant Mock has since transferred duties due to her promotion to the Internal Affairs Division.



Deputy Sheriff Lanceferd Alexander, Deputy Sheriff Recruiter (Safety Recruitment: October 2011 to present). Deputy Alexander was selected through a competitive merit based process according Department of Safety Recruitment Standards to assume the role of the Denver Sheriff Department Recruiter. Deputy Alexander maintains a strong community presence in the Denver area with his active participation in mentoring and youth programs.

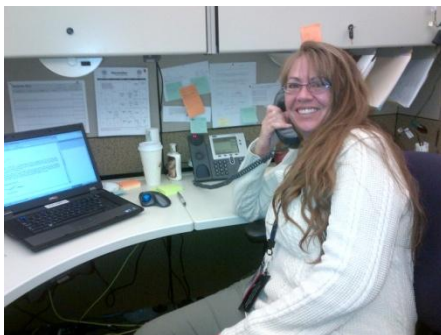
Detective Sheri Duran, Police Officer Recruiter (Safety Recruitment: January 2005 to present). Detective Duran coordinates a successful community outreach program that includes increasing the number of female police officers on the department. Detective Duran has engaged the Denver Public School system through the Goodwill Program and other outreach activities targeting Denver area youth.



Captain Dale Chavez, Firefighter Recruiter (November 2010 to present). Captain “Open House” Chavez has promoted the Denver Fire Department to the Denver community by showcasing several of the local fire stations throughout the year. Captain Chavez has also served as past President of Firefighters Incorporated for Racial Equality. Captain Chavez

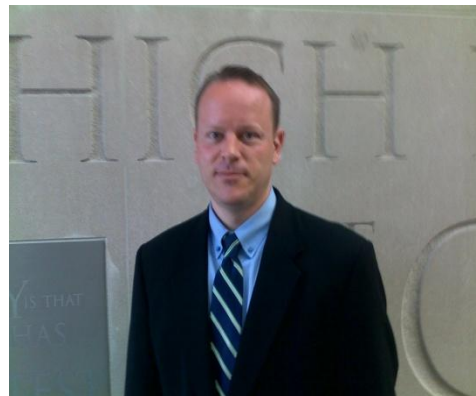
continues to seek opportunities to improve the hiring practices of the Denver Fire Department.

Public Safety Cadets Rudy Herrera and Chelsea Novotny, Cadet Recruiter's (Safety Recruitment: January 2011 to present). Cadet Herrera and Cadet Novotny have lead the Cadet Recruitment Program within Denver Public Schools during 2011. The Cadets have worked on special projects and assisted the recruitment staff with day to day recruitment activity. Cadet Herrera is pursuing a career with the US Marines Corp while Cadet Novotny continues her pursuit of a college degree at the University of CO.



Marella McCarthy, Administrative Support Assistant (Safety Recruitment: September 2011 to present). Marella completed a special project for the Denver Police Department earlier this year and has continued to assist with recruitment support activities for the Department of Safety. Marella provides recruitment staff and cadet program administrative duties and is a valued member of the recruitment team.

Donald Ronyak, Jr., Department of Safety Recruitment and Cadet Manager (Safety Recruitment: October 1999 to present). Don is a member of the Society for Human Resource Management and is certified as a Senior Professional in Human Resources. Don oversees recruitment and cadet program operations while working closely with sworn and civilian hiring managers to meet Department of Safety 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 2011 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:

January 2011

Date	Event	Location
Jan. 4, 2011	Practice Exam	7th Floor Webb Building
Jan. 6, 2011	Practice Exam	7th Floor Webb Building
Jan. 10, 2011	Practice Exam	7th Floor Webb Building
Jan. 13, 2011	Practice Exam	7th Floor Webb Building
Jan. 17, 2011	MLK, Jr. Celebration	Civic Center Park
Jan. 18, 2011	Safety Careers Info Booth	Red Rocks Community College
Jan. 19, 2011	Practice Exam	7th Floor Webb Building
Jan. 26, 2011	CO Uplift	Colfax Elementary
Jan. 27, 2011	Spring Career Day	CU Boulder

February 2011

Date	Event	Location
Feb. 1, 2011	Goodwill Program	Florence CHS
Feb. 2, 2011	Spring Career Day	CO State University - Fort Collins
Feb. 3, 2011	DPD Practice Exam	7th Floor Webb Building
Feb. 9, 2011	Goodwill Program	South High School
Feb. 10, 2011	DPD Practice Exam	7th Floor Webb Building
Feb. 10, 2011	Employer Panel	UCD - Tivoli
Feb. 15, 2011	Career Day	University of CO - Denver
Feb. 16, 2011	CO Uplift	Ashley Elementary
Feb. 17, 2011	Goodwill Program	East High School
Feb. 22, 2011	DPD Practice Exam	7th Floor Webb Building
Feb. 23, 2011	Goodwill Program	West High School
Feb. 24, 2011	Career Day	University Northern CO
Feb. 25, 2011	CO Uplift	Trevista Elementary
Feb. 25, 2011	DFD Presentation	West High School

March 2011

Date	Event	Location
Mar. 1, 2011	Youth Job Fair	Jeffco Fairgrounds
Mar. 2, 2011	Career Day	CSU - Pueblo

Mar. 3, 2011	DPD/DFD Practice Test	7th Floor Webb Bldg
Mar. 3, 2011	BPO - DPD Tutorial	
Mar. 8, 2011	DPD/DFD Practice Test	7th Floor Webb Bldg
Mar. 9, 2011	Opportunity Fair - AmeriCorps	Colorado Heights University
Mar. 10, 2011	DPD/DFD Practice Test	7th Floor Webb Bldg
Mar. 15, 2011	DPD/DFD Practice Test	7th Floor Webb Bldg
Mar. 17, 2011	SHHRP - Opportunity Fair	Wells Fargo Atrium - Broadway
Mar. 21, 2011	CO Uplift - DPD	Castro Elementary
Mar. 22, 2011	CO Uplift - DPD	West High School
Mar. 22, 2011	DPD/DFD Practice Test	7th Floor Webb Bldg
Mar. 23, 2011	Criminal Justice Job Fair	Arapahoe Community College
Mar. 24, 2011	Safe City Youth Summit	Auraria Campus - Tivoli
Mar. 24, 2011	Youth at Risk Career Fair	Manual High School
Mar. 24, 2011	CO Uplift - DPD	South High School
Mar. 29, 2011	DPD/DFD Practice Test	7th Floor Webb Bldg
Mar. 31, 2011	DPD/DFD Practice Test	7th Floor Webb Bldg
Mar. 31, 2011	Goodwill Program - DSD	Adams City High School

April 2011

Date	Event	Location
Apr. 4, 2011	DPD/DFD Practice Exam	7th Floor Webb Bldg
Apr. 5, 2011	Safety Career Panel	East High School
Apr. 7, 2011	Career Fair	Red Rocks Community College
Apr. 11, 2011	DPD/DFD Practice Exam	7th Floor Webb Bldg
Apr. 14, 2011	Job Fair	Pikes Peak WFC
Apr. 15, 2011	Safety Presentations	Rangeview High School
Apr. 19, 2011	CO Uplift	Manny Martinez Middle School
Apr. 20, 2011	Career Day	University of Denver
Apr. 21, 2011	DPD/DFD Practice Exam	7th Floor Webb Bldg
Apr. 23, 2011	LaRaza Youth Conference	Auraria Campus
Apr. 27, 2011	Goodwill Program	West High School
Apr. 28, 2011	Bring Your Child to Work Day	Webb Bldg
Apr. 28, 2011	DPD/DFD Practice Exam	7th Floor Webb Bldg
Apr. 30, 2011	Especiallly Me Conference	Gateway High School

May 2011

Date	Event	Location
May 2, 2011	Goodwill Program	George Washington High School
May 5, 2011	Cinco DeMayo Celebration	Auraria Campus - Police Brotherhood
May 5, 2011	DFD/DPD Practice Exams	7th Floor Webb Bldg
May 10, 2011	DFD/DPD Practice Exams	7th Floor Webb Bldg
May 12, 2011	Career Day	St. Dominick's
May 13, 2011	Career Day	Goldrick Elementary
May 18, 2011	Student Career Day	Westminster High School
May 23, 2011	DFD/DPD Practice Exams	7th Floor Webb Bldg
May 25, 2011	DFD Open House	Station 26
May 25, 2011	Mock Interviews	CWEE Program - Emily Griffith
May 31, 2011	DFD/DPD Practice Exams	7th Floor Webb Bldg

June 2011

Date	Event	Location
June 1, 2011	Denver Police Officer Applications Open	Online
June 1, 2011	Career Day	Hope Learning - Montbello
June 2, 2011	ACAP Military Transition	Elkhorn Conference Center
June 8, 2011	Safe City Youth Presentations	Denver Public Library
June 9, 2011	DFD/DPD Practice Exams	7th Floor Webb Bldg
June 10, 2011	Emergency Services Career Fair	Community College of Aurora
June 10, 2011	Goodwill Program - Mock Interviews	DU Law Center
June 12, 2011	Taste of Puerto Rico Festival	Stapleton Park
June 14, 2011	Goodwill Program - Mock Interviews	Eisenhower Rec. Center
June 14, 2011	DFD/DPD Practice Exams	7th Floor Webb Bldg
June 18, 2011	Juneteenth Parade	Denver Five Points
June 20, 2011	Goodwill Program	North Lincoln Opportunity Center
June 21, 2011	DFD/DPD Practice Exams	7th Floor Webb Bldg
June 21, 2011	Safe City Youth Program - Practice Exam	7th Floor Webb Bldg
June 24, 2011	Goodwill Program	CEC Middle College
June 27, 2011	Goodwill Program	East High School
June 28, 2011	DFD/DPD Practice Exams	7th Floor Webb Bldg
June 30, 2011	DFD/DPD Practice Exams	7th Floor Webb Bldg

July 2011

Date	Event	Location
July 12, 2011	Work Force Center	Pikes Peak
July 13, 2011	DPD/DFD Practice Exams	7th Floor Webb Bldg
July 14, 2011	Work Force Center	Jefferson County
July 19, 2011	DPD/DFD Practice Exams	7th Floor Webb Bldg
July 26, 2011	DPD/DFD Practice Exams	7th Floor Webb Bldg
July 27, 2011	Military Career Day	Buckley Air Base
July 27, 2011	DFD Open House	Station 6

August 2011

Date	Event	Location
Aug. 2, 2011	National Night Out	Ivy Street
Aug. 3, 2011	DFD/DPD Practice Test	7th Floor Webb Bldg
Aug. 4, 2011	Safety Info	Pikes Peak WFC
Aug. 6, 2011	Info Table	DFD Museum
Aug. 9, 2011	DFD/DPD Practice Test	7th Floor Webb Bldg
Aug. 16, 2011	CU Denver	Tivoli - Auraria Campus
Aug. 17, 2011	Work Force Center - DFD Careers	Montbello
Aug. 23, 2011	DFD/DPD Practice Test	7th Floor Webb Bldg
Aug. 23, 2011	Safety Info	Red Rock Community College
Aug. 24, 2011	USAFA TAPS	CO Springs
Aug. 24-25, 2011	Safety Info	Arapahoe Community College
Aug. 30, 2011	DFD/DPD Practice Test	7th Floor Webb Bldg

September 2011

Date	Event	Location
Sept. 21, 2011	DFD/DPD Practice Test	7th Floor Webb Bldg
Sept. 27, 2011	DFD/DPD Practice Test	7th Floor Webb Bldg
Sept. 27, 2011	Career Day	University of CO Denver

October 2011

Date	Event	Location
Oct. 6, 2011	Community Event	Johnson Elementary
Oct. 7, 2011	DFD Practice Test	7th Floor Webb Bldg
Oct. 11, 2011	DFD Practice Test	7th Floor Webb Bldg
Oct. 12, 2011	DPS 8th Grade Career Day	National Western Complex
Oct. 13, 2011	Military Career Fair	Ft. Carson
Oct. 15, 2011	DFD Recruitment	Montbello Rec. Center
Oct. 17, 2011	Goodwill Program	George Washington HS
Oct. 18, 2011	SHHRP Job Fair	Tivoli
Oct. 19, 2011	DFD Practice Test	7th Floor Webb Bldg
Oct. 20, 2011	Women in the Fire Service - DFD Open House	Station 27
Oct. 24, 2011	Goodwill Program	Lincoln HS
Oct. 24, 2011	DFD Practice Test	7th Floor Webb Bldg
Oct. 25, 2011	DFD Info	Schietler Rec Center
Oct. 26, 2011	DFD Open House	Station 8
Oct. 27, 2011	Goodwill Program	Sheridan HS
Oct. 27, 2011	DFD Recruitment	Summit of the Chambers
Oct. 31, 2011	Cadet Applications Open	Online

November 2011

Date	Event	Location
Nov. 1, 2011	Safety Info	Westwood College
Nov. 1, 2011	Safety Info	Southwest Rec Center
Nov. 2, 2011	Cadet Presentations	Montbello HS
Nov. 2, 2011	Cadet Presentations	Thomas Jefferson HS
Nov. 2, 2011	Goodwill Program	MLK Middle School
Nov. 3, 2011	Cadet Presentations	East HS
Nov. 3, 2011	Job Fair	St. Dominick's
Nov. 4, 2011	Cadet Presentations	CEC Middle School
Nov. 8, 2011	Regional Career Day	Webb Bldg. Atrium
Nov. 8, 2011	Cadet Open House	Kennedy HS
Nov. 9, 2011	Cadet Open House	Thomas Jefferson HS
Nov. 9, 2011	DFD Practice Test	7th Floor Webb Bldg.
Nov. 10, 2011	Cadet Open House	East HS
Nov. 14, 2011	DFD Practice Test	7th Floor Webb Bldg.
Nov. 16, 2011	Cadet Open House	Lincoln HS
Nov. 18, 2011	DFD Practice Test	7th Floor Webb Bldg.
Nov. 21, 2011	DFD Practice Test	7th Floor Webb Bldg.
Nov. 22, 2011	DFD Practice Test	7th Floor Webb Bldg.
Nov. 28, 2011	DFD Applications Open	Online

December 2011

Date	Event	Location
Dec. 5, 2011	DFD/DPD Practice Exam	7th Floor Webb Bldg.
Dec. 7, 2011	Cadet - ROTC Job Fair	Montbello HS
Dec. 8, 2011	Cadet - College Job Fair	Denver Center for International Studies
Dec. 9, 2011	DFD/DPD Practice Exam	7th Floor Webb Bldg.
Dec. 13, 2011	DFD/DPD Practice Exam	7th Floor Webb Bldg.
Dec. 19, 2011	DFD/DPD Practice Exam	7th Floor Webb Bldg.
Dec. 28, 2011	DFD/DPD Practice Exam for Cadets	7th Floor Webb Bldg.
Dec. 29, 2011	DPD Open House	District 4

Employment Marketing & Advertising

To supplement community outreach efforts, media advertising during 2011 included television advertising on *Black Entertainment Television*, *Lifetime Channel for Women*, and *Galavision*. On-line and print publications through *Urban Spectrum*, *Asian Avenue Magazine*, *Native Peoples*, *Navajo Times*, *Native American Times*, *El Hispano*, *Hispania News*, *Indian Country Today*, *African American Voice*, and *LaVoz* helped to promote opportunities in public safety throughout the year. The Department of Safety recruitment section maintained a continuous internet presence at www.denvergov.jobs with nearly 500 visitors a day. Employment marketing and advertising is a combined streamlined effort between departments saving thousands in additional advertising.






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Application Summary

During 2011 the Denver Police Officer application was closed. Denver Deputy Sheriff, Denver Firefighter and Denver Public Safety Cadet Employment applications were open during 2011. As reported by either the Career Service Authority or the Civil Service Commission, applicant flow numbers for 2011 are reported below:

Deputy Sheriff Applicants 2011 *			
Ethnicity	Gender	Total	% of Grand Total
African American	Female	54	6%
	Male	101	11%
African American Total		155	17%
Asian	Female	3	0%
	Male	23	2%
Asian Total		26	3%
Do not wish to participate	Do not wish to participate	10	1%
	Female	4	0%
	Male	15	2%
Do not wish to participate Total		29	3%
Hispanic	Female	57	6%
	Male	180	19%
Hispanic Total		237	25%
Native American	Female	3	0%
	Male	10	1%
Native American Total		13	1%
Other	Female	5	1%
	Male	11	1%
Other Total		16	2%
White	Female	83	9%
	Male	380	40%
White Total		463	49%
Grand Total		939	100%

Cadet Applicants 2011 *

	Applicants	Percent
African American	46	11%
Asian	9	2%
Hawaiian	3	1%
Hispanic	182	45%
Native American	3	1%
White	149	37%
Undeclared	15	4%
Male	262	64%
Female	144	35%
Undeclared	1	0%
TOTAL	407	100%
















Denver Firefighter Applicants 2011 *

	<u>Male</u>	<u>Female</u>	<u>Undeclared</u>	<u>Total</u>	<u>%</u>
African American	73	9	0	82	6.70%
Hispanic	177	22	2	201	16.45%
White	704	52	1	757	62%
Asian	18	2	0	20	1.60%
Native American	18	0	0	18	1.50%
Un Race	76	5	27	108	8.80%
Pac Islander	5	1	0	6	0.50%
Multi Race	26	2	1	29	2.40%
Total	1097	93	31	1221	100%

* **Source:** Career Service Authority (Deputy Sheriff Applicants), Civil Service Commission (Cadet and Firefighter Applicants).

Census 2010

Census data provides us with a benchmark for our recruitment efforts by understanding the population that we serve. Our continued recruitment goal is to represent the community by recruiting a diverse workforce. Census data for Denver County, CO provided below.

People Quick Facts	Denver County	Colorado
 Population, 2010	600,158	5,029,196
 Population, percent change, 2000 to 2010	8.2%	16.9%
 Population, 2000	554,636	4,301,261
 Persons under 5 years, percent, 2010	7.3%	6.8%
 Persons under 18 years, percent, 2010	21.5%	24.4%
 Persons 65 years and over, percent, 2010	10.4%	10.9%
 Female persons, percent, 2010	50.0%	49.9%
<hr/>		
 White persons, percent, 2010 (a)	68.9%	81.3%
 Black persons, percent, 2010 (a)	10.2%	4.0%
 American Indian and Alaska Native persons, percent, 2010 (a)	1.4%	1.1%
 Asian persons, percent, 2010 (a)	3.4%	2.8%
 Native Hawaiian and Other Pacific Islander, percent, 2010 (a)	0.1%	0.1%
 Persons reporting two or more races, percent, 2010	4.1%	3.4%
 Persons of Hispanic or Latino origin, percent, 2010 (b)	31.8%	20.7%
 White persons not Hispanic, percent, 2010	52.2%	70.0%

* **Source:** US Census Bureau, State and County Quick Facts 2010.

The *City & County of Denver Department of Safety 2011 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 please contact:

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