



**SBStat**

# Police

September 30, 2019 – Q3

# Agenda

- I. Project Updates
  - I. Crime Lab
  - II. Home Grown
- II. Recruitment
  - I. Changes
  - II. Updated Data
- III. Next Steps
- IV. Potential Projects
- V. Celebrating Our Values

# Project Updates

# Crime Lab: LIMS System

- On course for completion
- Justice Trax
- Applied for two separate federal grants to be awarded in October
  - [2019 Justice Assistance Grant](#)
  - [2019 Project Safe Neighborhoods Grant](#)

# Home Grown Program

- St. Joseph County partnership
  - Reviewing MOU
- South Bend School Corporation partnership
  - Reviewing MOU
  - CTE integration
  - SBPD School outreach visits

# Home Grown Program

- Mental Wellness – D&I facilitators
- Nomination form approval with legal
- Letter of commitment for nominees

# Recruitment

# New Open House with Training



## Outreach

Invitations sent to applicants with two email reminders

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## Garnering Participation

Waivers provide the opportunity to participate without having applied

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## Data Collection

Emails and contact information at sign-in (would be included next round)

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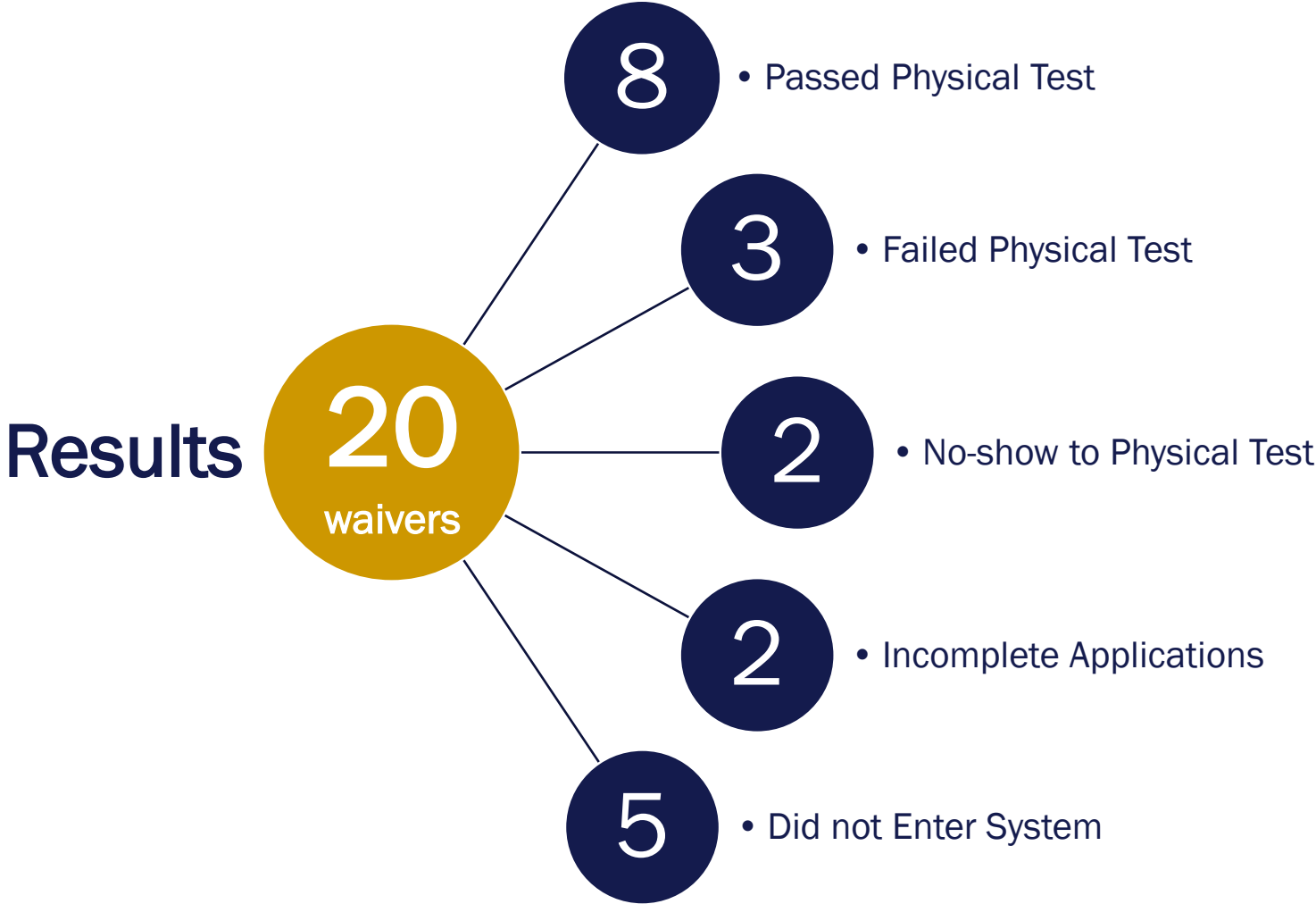
## Buy-in

Laptops to apply or finish applications

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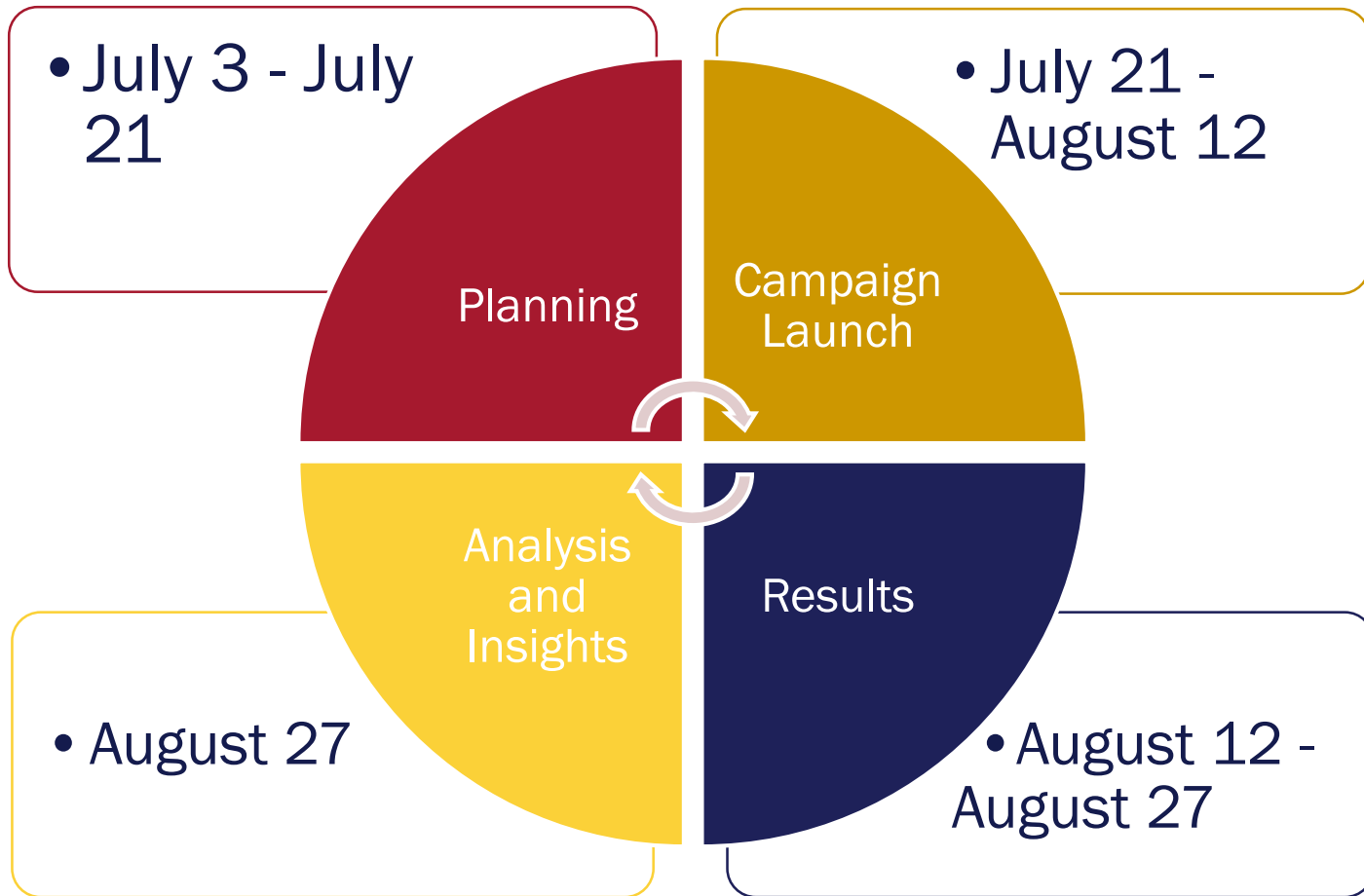
# New Open House with Training



# New Text Messaging

- Short message reminders and notices
- Available in My Staffing Pro as part of the application process
- Applicants must opt-in
- 76 of 124 applicants opted in previous hiring cycle

# New Targeted Facebook Ads



# New Targeted Facebook Ads

Analysis  
and  
Insights

Pilot

- Original goal - More **quality and diverse** applicants in the form of link clicks
- **207** unique click-throughs to the website
- 9,900 of 110,000 potential audience reached (**9%**)
- At least **19 applicants** referenced Facebook as their source

## Performance

You've spent **\$81.70** over **26 days**.

Link Clicks

230

People Reached 9,900

Cost per Link Click \$0.36

## Activity

### Engagement on Facebook

Link Clicks 230

Comments 9

Shares 20

# New Targeted Facebook Ads



**South Bend Police Department**  
 Written by Kelsey Lange [?] · July 22 · 🌐

Like Page \*\*\*

The SBPD is looking for committed applicants from all backgrounds to be part of the 2020 Police Academy. Apply by August 12!

**City of South Bend Police Department**

**A Profession with a Purpose**

Profession with a Purpose [Apply Now](#)

**2019 Salary**

Attending Academy: \$48,096/yr  
 First Year: \$53,060/yr + Shift Incentives  
 Second Year: \$59,158/yr + Shift Incentives  
 Uniform Allowance: \$1,400/yr  
 Overtime

**Shift Incentives**

Afternoon: \$2,500/yr  
 Midnight: \$3,500/yr

**Career Path Opportunities**

K-9 Unit	Bomb Squad
SWAT	Rapid Response Team
Strategic Focus Unit	Investigative Bureau
Crime Scene Technician	AND MORE!

Secure Your Future and Ours [Apply Now](#)

**Apply from ages 21 - 35**

**High School Diploma or GED Required**

Find your Fit [Apply Now](#)

Support your Community [Apply Now](#)

**South Bend Police Department**  
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Profession with a Purpose [Apply Now](#)

**Make over \$60,000/yr within 3 years of hire**

**Plus incentives and multiple career path opportunities**

Secure Your Future and Ours [Apply Now](#)

**Apply from ages 21 - 35**

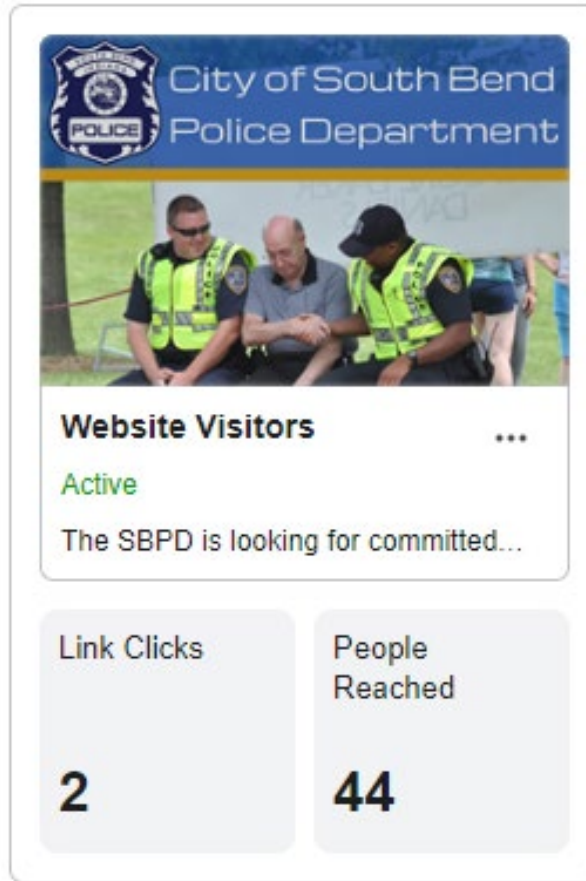
**High School Diploma or GED Required**

Find your Fit [Apply Now](#)

Support your Community [Apply Now](#)

# New Targeted Facebook Ads

Campaign  
Launch



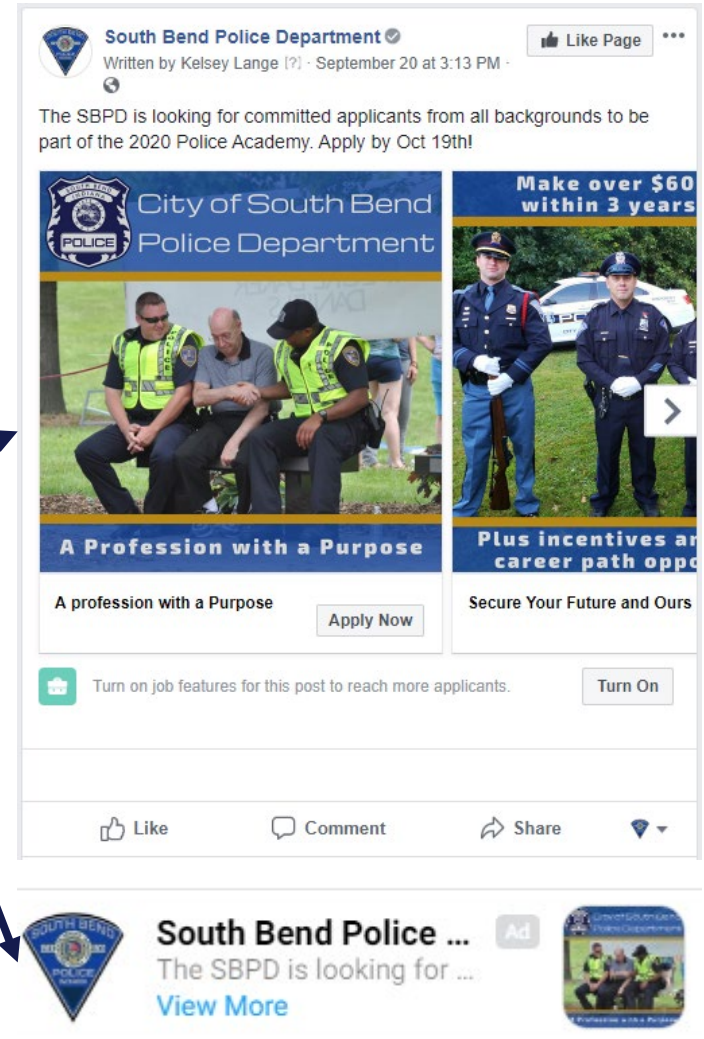
City of South Bend Police Department

**Website Visitors** ...

Active

The SBPD is looking for committed...

Link Clicks	People Reached
2	44



South Bend Police Department

Written by Kelsey Lange [?] · September 20 at 3:13 PM · Like Page

The SBPD is looking for committed applicants from all backgrounds to be part of the 2020 Police Academy. Apply by Oct 19th!

City of South Bend Police Department

**A Profession with a Purpose**

A profession with a Purpose [Apply Now](#)

**Make over \$60 within 3 years**

Plus incentives and career path oppo

Secure Your Future and Ours

Turn on job features for this post to reach more applicants. [Turn On](#)

Like Comment Share

**South Bend Police ...** Ad

The SBPD is looking for ... [View More](#)

# Updated Recruitment Data

## Recruitment Data Sets

**Data**

**SBPD Recruitment Data**  
City of South Bend | opendatapublishers\_SouthBend

Reflects applications created on or after April 12, 2017 that have been a part of completed recruitment cycles. Please...

Type: Table  
Sharing: Public  
Last Updated: September 12, 2019

Rows: 2,135  
Tags: Police, Recruitment, Public S...

**Data**

**SBPD Recruiting - Gender**  
City of South Bend | opendatapublishers\_SouthBend

This table is the demographic breakdown by Gender for Police recruitment. This summary will be updated within a...

Type: Table  
Sharing: Public  
Last Updated: July 29, 2019

Rows: 5  
Tags: police, public safety, demog...

**Data**

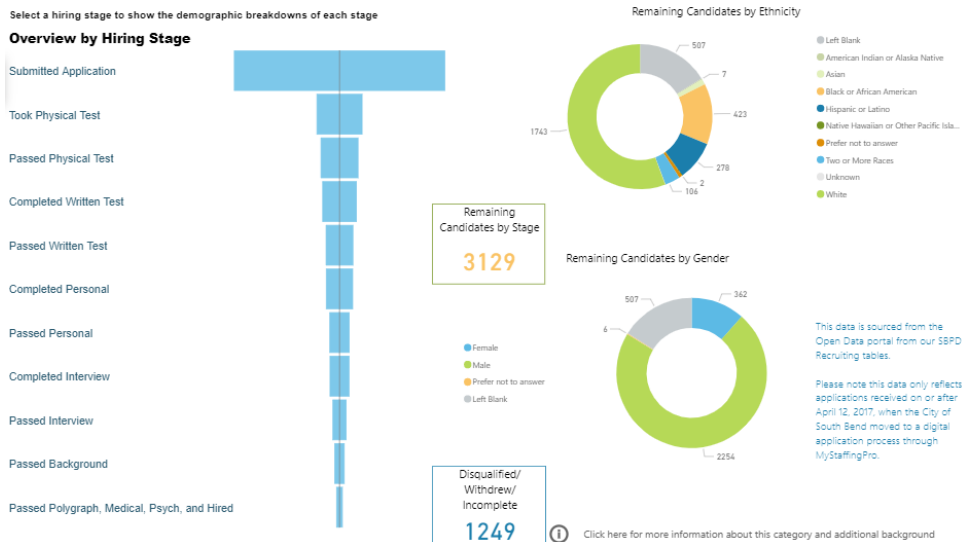
**SBPD Recruiting - Ethnicity**  
City of South Bend | opendatapublishers\_SouthBend

This table is the demographic breakdown by Ethnicity for Police recruitment. This summary will be updated within a...

Type: Table  
Sharing: Public  
Last Updated: July 30, 2019

Rows: 11  
Tags: police, demographic, public...

## Revised Dashboard





# Updated Recruitment Data

You are here: [Home](#) / [Transparency](#) / Data + Context: Police Recruiting

## DATA + CONTEXT: POLICE RECRUITING

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Recently, the City of South Bend released several new datasets on our [Police Transparency Hub's](#) [open data portal](#) regarding South Bend Police Department's recruitment and application process.

The new tables summarize the status of all applications created on or after April 12, 2017 (when the City started using the software My Staffing Pro to collect online applications). Before that time, the City collected applications by hand.

While this data release will answer some questions, we recognize it will likely inspire new ones as well. Recognizing the need to provide some key background information with these datasets, we've addressed some questions below about police recruiting.

### WHAT ARE THE DIFFERENT STEPS IN THE RECRUITMENT PROCESS SHOWN ON THIS TABLE AND WHAT DO THEY MEAN?

(1) Submit Application. The first step is successfully submitting an application to SBPD.

<https://southbendin.gov/2019/08/01/police-recruiting-data/>



# Discussion: Policy Questions

## ILEA Standards

- Assertion - Vertical jump is misleading to attrition because it is the first task
- Support - Learning through Doing
- New hypothesis - form and technique knowledge lapse

Test	Standard
Vertical Jump	16 Inches
One Minute Sit-ups	29
300 Meter Run	71 Seconds
Maximum Push-ups	25
1.5 Mile Run	16 Minutes 28 Seconds

# Discussion: Policy Questions

## Pursuing ILEA Standards Changes

1. Pursue addressing lapse in physical education
2. Further review of standards' relevancy
  - Contact ILEA
  - Data Partnership with ILEA using cities
3. Look toward different academies

Effort: HIGH / Impact: MEDIUM

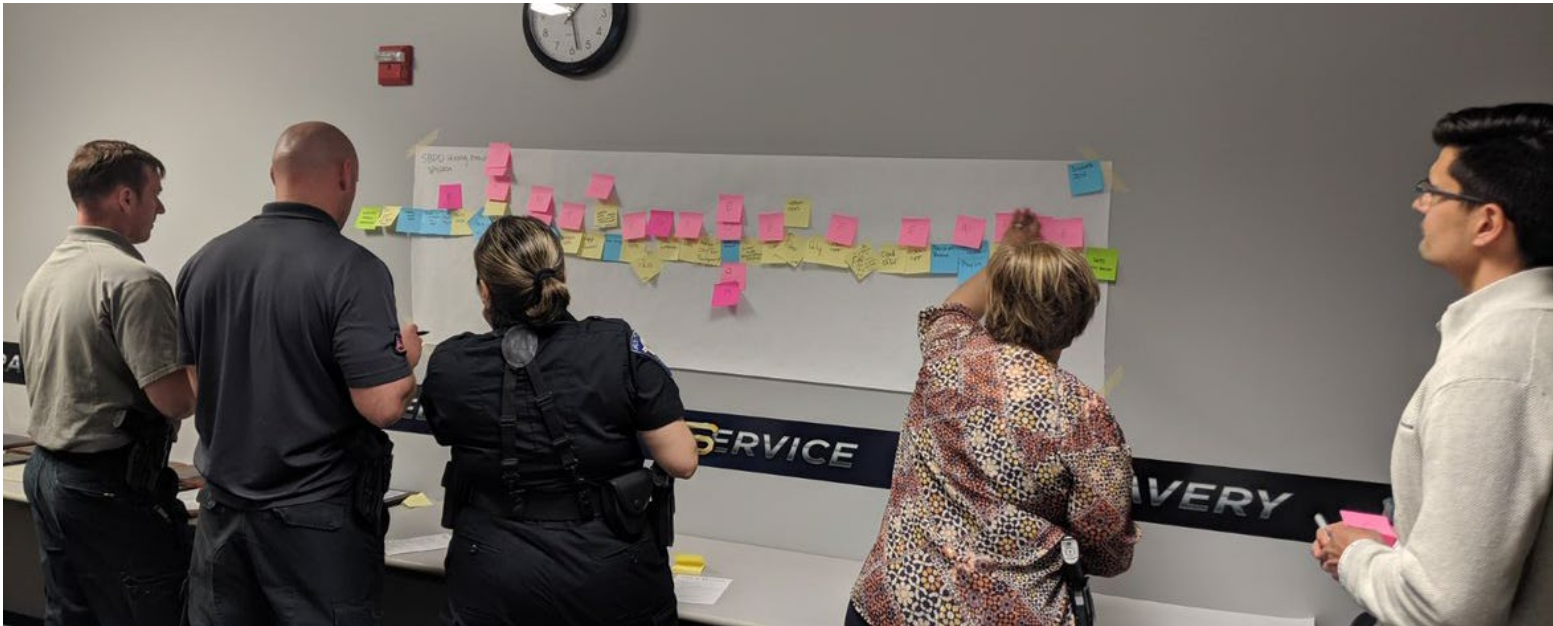
# Discussion: Policy Questions

## Potential Drug Standards Adjustments

- **Current Standard:** Federal guideline – no drug use in last 3 years
- **External Environment:** Marijuana legalized in surrounding states
- **Consider:** Changing the drug standards
  - Question: How many people are screened out (or opt out) due to these standards?
  - Option: Priming + drug screenings after hire
    - Example – Atlanta, GA

Effort: LOW / Impact: UNKNOWN

# Discussion: Process Innovation



Implemented - Overlapping hiring cycles

# Next Steps

# Next Steps

- Crime Lab
  - Grant response and reactions
- Home Grown Program
  - Finalize SJC MOU
  - School Board to review MOU and program proposal
  - Expand school outreach program
  - Mental Wellness meeting
  - Finalize nomination form
  - Letter of commitment

# Next Steps

- Next Open House with Training
- Facebook Ad Pilot II
- Policy Questions
  - ILEA
  - Drug Standards
- Recruitment Stages Review
  - Enticing lateral transfers
  - Continue with process improvements
    - Hiring Stage date consolidation
    - More facilitators

# Potential Projects



# Data Engagement

- Goal: Open > Accessible, Familiar, Usable
- Tours + activities on City data or data tools
  - Transparency Hub
  - Open Data portal
  - Police Stat Materials
- Audience: community leaders, researchers, students, nonprofit professionals, librarians
- Successful models in other cities (CHI, PGH)
- Potential SJCPL/TRC/NRC collaboration in 2020
- National grant support available for these programs

# Transparency Hub Revamp

## Page content review

- Length and relevancy audit

## Use of Force story map

- Data and maps from 2017
- May require some redesigns

## Riseling Group recommendations update

- Still refers to before the changes were implemented
- An excellent potential story

## Organizational Structure Chart

- Create or publish most recent version

# Celebrating Our Values

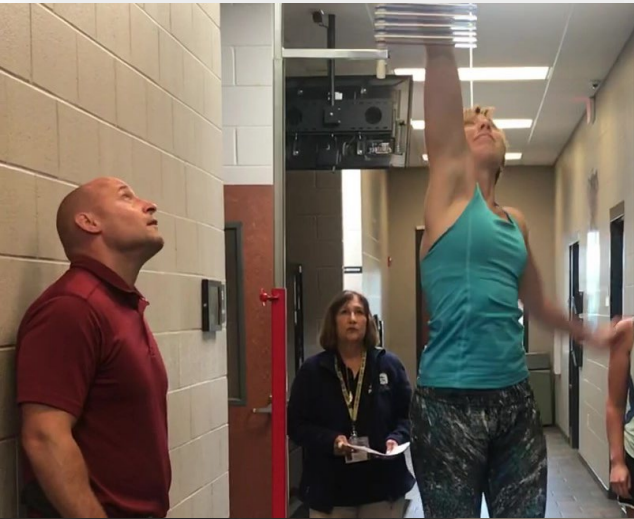
# Celebrating Our Values



[Article: South Bend Community Action Group Holds Last Meeting](#)



# Celebrating Our Values



# Shout-out

A big thank you for your  
dedication to data  
transparency!