



SBStat Post Meeting

Urgent Issues Review During Meeting:

- N/A

Decisions and Key Takeaways

- Home Grown Program is moving to a period of stasis during the Office of Diversity and Inclusion's transition period. PD and I&T will work to maintain established relationships with partners and move toward rescoping the program. This rescoping will take an approach that focuses on having a suite of opportunities. There is also a need to have a round table discussion with all related departments to reach a consensus.
- The Open House with Training is continuing to show success as an engagement initiative and touch point for applicants. The number of attendees that showed up to the Physical Assessment after attending the open house increased from 55% to 68% with minimal changes. Future changes such as break-out sessions and a small budget for overtime plus snacks and water have been accepted for better attendee experience. The next open house is set for January.
- Targeted Facebook Ads are holding steady in performance at a reach of 1.26% of the potential audience. The ad is disproportionately being shown to a male demographic at its current rate which requires more monitoring. Although the conversion rate is only around 1%, it has an "above average" rating from Facebook based on its constraints.
- Policy reviews will continue on into 2020, needing decisions on the proposed Physical Assessment Provision, responses from contacted data partners, and a roundtable session on discussed physical standards in regards to hair length, beards and tattoos.
 - Drug policy follow-ups

Potential Topics to Discuss Next Meeting:

- Youth academy and open house roll-out
- ILEA Data Partnership data aggregate data comparisons
- Proposed behavioral insights study structure for Open House and Applicant attendance
- Various policy review decisions; physical exam, physical appearance and prior drug use policies

Other Topics Discussed

- Working with Romona the Group Violence Intervention PM about statistic revisions for a clearer more informative data story
- Potential future collaborative project for Peer Fitness Trainers