

# Personnel Administration

Personnel Administration's Recruitment Unit began 2006 with the formidable goal of hiring 1,000 Deputy Sheriff Trainees. The mission was to take advantage of every opportunity to reach potential applicants at local, state, and national levels. The Unit emphasized a customer service approach, which echoed the "Core Values" of the Department. From coast to coast, the message could be heard; "The Los Angeles County Sheriff's Department . . . Now Hiring . . . Real People, Real Leaders."

The Recruitment Unit used new and non-traditional advertising venues. The billboard campaign extended to the state of Nevada. Local and national newspapers and magazines featured full page color advertisements. Employment websites like Careerbuilders.com, Monster.com, YahooHotJobs.com, and Jobing.com featured both sworn

and professional job opportunities. Recruiters attended job fairs and community events, visited campuses, and partnered with local businesses and community groups to disseminate information and garner interest in the employment opportunities offered.

Sponsorship by a variety of professional sports teams took the recruitment campaign to new heights. The "Now Hiring" message was broadcast during sports events, including the Dodgers', Lakers', and Avengers' games. Dodgers' slugger Nomar Garciaparra and Lakers' rookie Jordan Farmar were featured in many recruitment advertisements. The "Join Our Team" television commercial was carried by major cable television providers, a multitude of networks, and was shown in six major league baseball stadiums.

Outfitted for success, the Recruitment Unit used two recently retired LASD sergeants, who were highly decorated Vietnam combat veterans, to vigorously recruit active and reserve military personnel throughout the nation. The new "We Will Wait for You" program allows service men and women to take the written examination anytime during their active duty service. The Department honors passing scores for up to four years.

An important aspect of the Recruitment Unit's mission was to make the testing process user-friendly and accessible to all prospective applicants. Candidates have the opportunity to test for Deputy Sheriff Trainee at the Personnel Administration Building in Monterey Park six days a week. To supplement the testing conducted at Personnel Administration, the

Recruitment Unit traveled across the nation conducting the Deputy Sheriff Trainee written examination and oral interview. Referred to as "Road Shows," these off-site tests proved to be extremely successful. The Recruitment Unit conducted more than 90 "Road Shows" during 2006, which resulted in more than 3,500 Deputy Sheriff Trainee applicants and 900 Custody Assistant applicants. Of those tested, more than 1,600 Deputy Sheriff Trainee candidates and 400 Custody Assistant candidates entered the background process.

The Recruitment Unit would like to thank each member of the Department who assisted in the recruitment campaign. More than 20,000 Deputy Sheriff Trainee applications were received and, today, we have more than 1,000 new leaders.

