

PROBATION RECRUITMENT



Marketing Outline

External Affairs Office
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Problem:

The San Bernardino Probation Department has specific positions that habitually have vacancies - Probation Corrections Officers and Culinary Staff. After assessing the current recruitment method, we realized that we could take steps to revamp our recruitment efforts.

Goals:

Revamping our recruitment process required several changes to "how we do business." Our change would be holistic in that we would employ a multi-faceted approach to achieve the following goals:

- (1) Expand our recruitment area
- (2) Target like-minded professionals
- (3) Re-design our marketing materials (Flyers and Brochures)
- (4) Implement advertising campaign
- (5) Increase diversity
- (6) Increase grassroots efforts (Web and Social Media)

Purpose:

Our primary objective is to hire better-qualified candidates. The San Bernardino Probation Department has a rigorous background investigation, and we want to increase the number of qualified applicants and retention rates.

Target Audience:

Because we are targeting a multi-talented applicant pool, our outreach has to be specific to the job description; for example: for our Probation Officers and Probation Corrections Officers - we target ex-military 20-45 years of age. For culinary recruitment, we look for prior kitchen and institutional experience. Our overall demographic numbers were 20 - 65 years old with a college degree.

Marketing Modules:

The marketing materials will be coordinated in color and graphic presentation. The marketing catchphrase will be "I protect the community." The concept's purpose is not to marginalize non-sworn positions but to promote the Probation Department as a team. Therefore, we ALL protect the community. The following modules will be produced:

- (5) Brochures - one (1) general and four (4) job specific.
- (4) Print Ads
- (2) Radio Ads
- (4) Video Ads- 60 sec. (1) and (3) 30 sec. Ad (job specific)

Website:

The San Bernardino Probation Department Website is in overhaul; however, the existing website can sustain a complete website promotion. Our focus group utilized our existing social media to initiate and maintain the campaign.

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Social Media:

The San Bernardino Probation Department has several social media platforms - Facebook, Twitter, Instagram, and YouTube. The media modules produced will be pushed out weekly with a two-pronged approach. We will serve the videos produced in this campaign on existing social media platforms, and high-demand jobs will be featured every week (pending availability).

Print Ads:

The promotion will advertise regularly in 2 local newspapers within the County. We also selected two publications within LA County and Riverside County. The print ad vehicles will be positioned in regional malls, billboards, bus stops, and public transportation buses.

Videos:

In addition to social media platforms, videos will be served in movie theaters and trade shows. This approach will further our branding campaign and promote our department throughout the community.

Assessment:

Upon approval, this campaign is slated to run for 12 months, with quarterly updates and progress reports. We hope to make this campaign an ongoing yearly staple of our total marketing

Performance Indicators:

Every marketing plan needs specific performance indicators to evaluate progress. Each quarter the following indicators will be assessed.

- Retention Rate - how many employees in featured positions are leaving?
- Quantity of applicants - how many completed applications are received?
- Quality of applicants - how many applications passed the background examination?
- Social Media Engagement - how many likes, follows and re-tweets are received on posts?
- Military Engagement - how many applicants have a military background? (and are hired?)
- Culinary Engagement - how many applicants with culinary backgrounds? (and are hired?)

These numbers will be tallied and compared to a year's worth of existing data in these categories, allowing us to assess the campaign's viability and success.

Summary:

The San Bernardino Probation Department realizes that their most important resource is our "human" resource. This campaign allows us to build our workforce positively and sustainably.

The residuals of this campaign are:

- A more competitive workforce with quality employees.
- An increase in employee morale.
- An extension of our branding campaign.

Sample Media

Website: <https://sanbernardinocountyprobation.org/about-us/join-the-team/>
Recruitment Video : <https://youtu.be/RFACH1baKuQ>