

# Phoenix Police Department

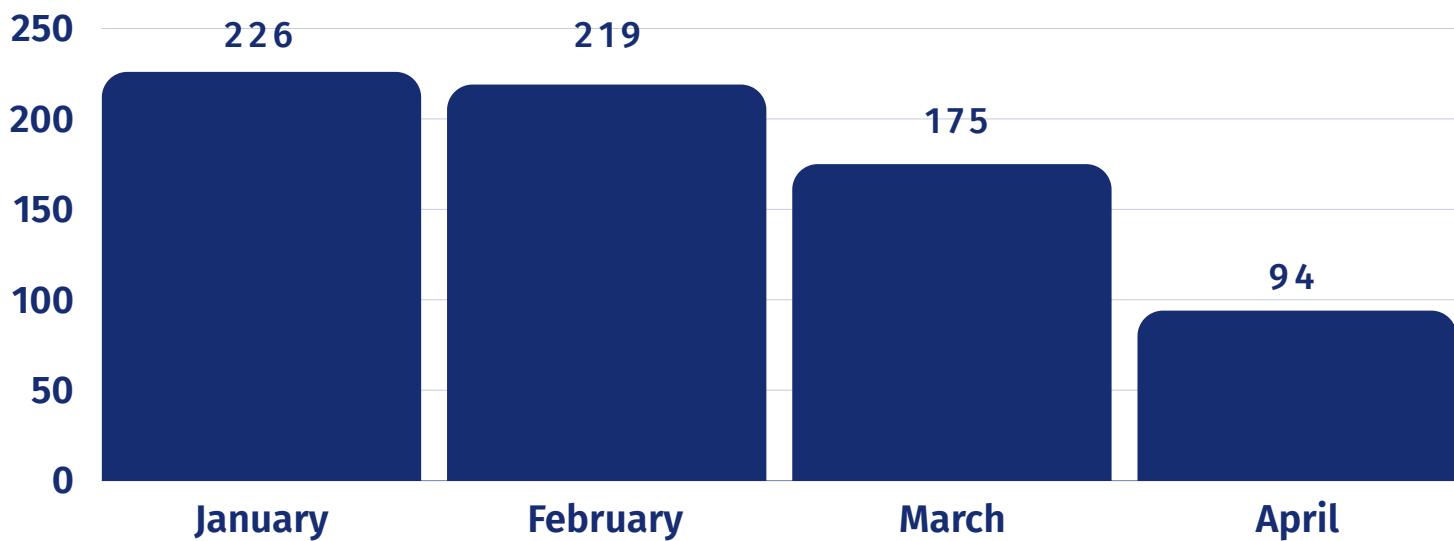
## Recruitment, Hiring and Attrition Report



APRIL 2024

### Police Recruit Applications Received

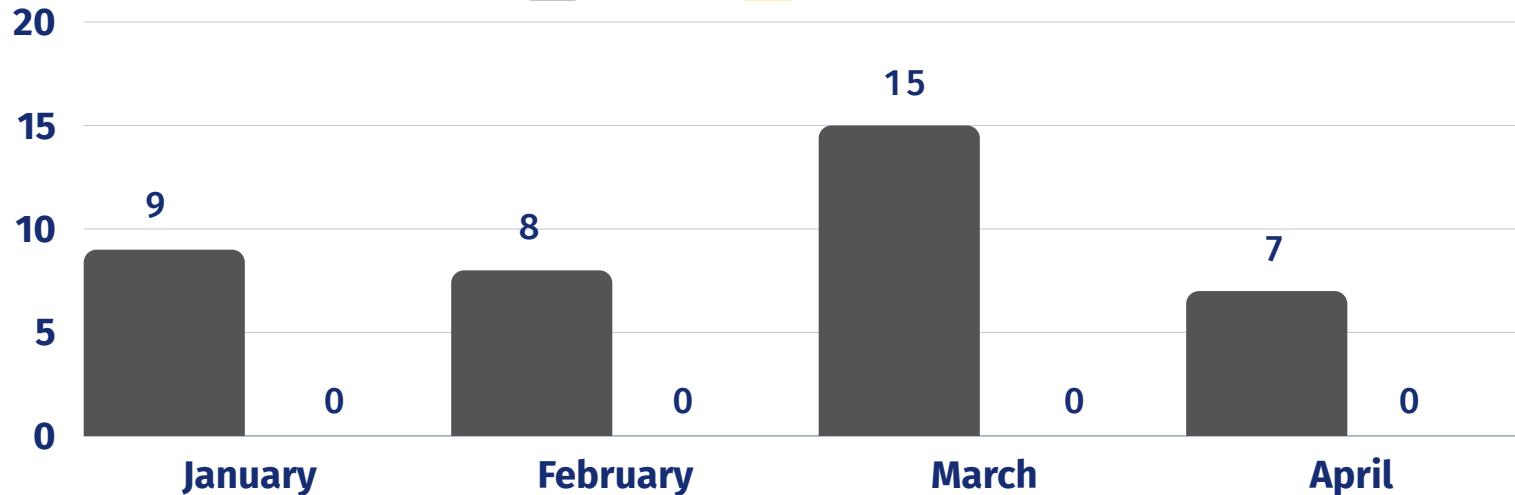
as of 4/15/2024



### Lateral and Reinstatement Applications Received

as of 4/15/2024

■ Lateral ■ Reinstatement



# Phoenix Police Department

## Sworn Attrition and Projected Attrition

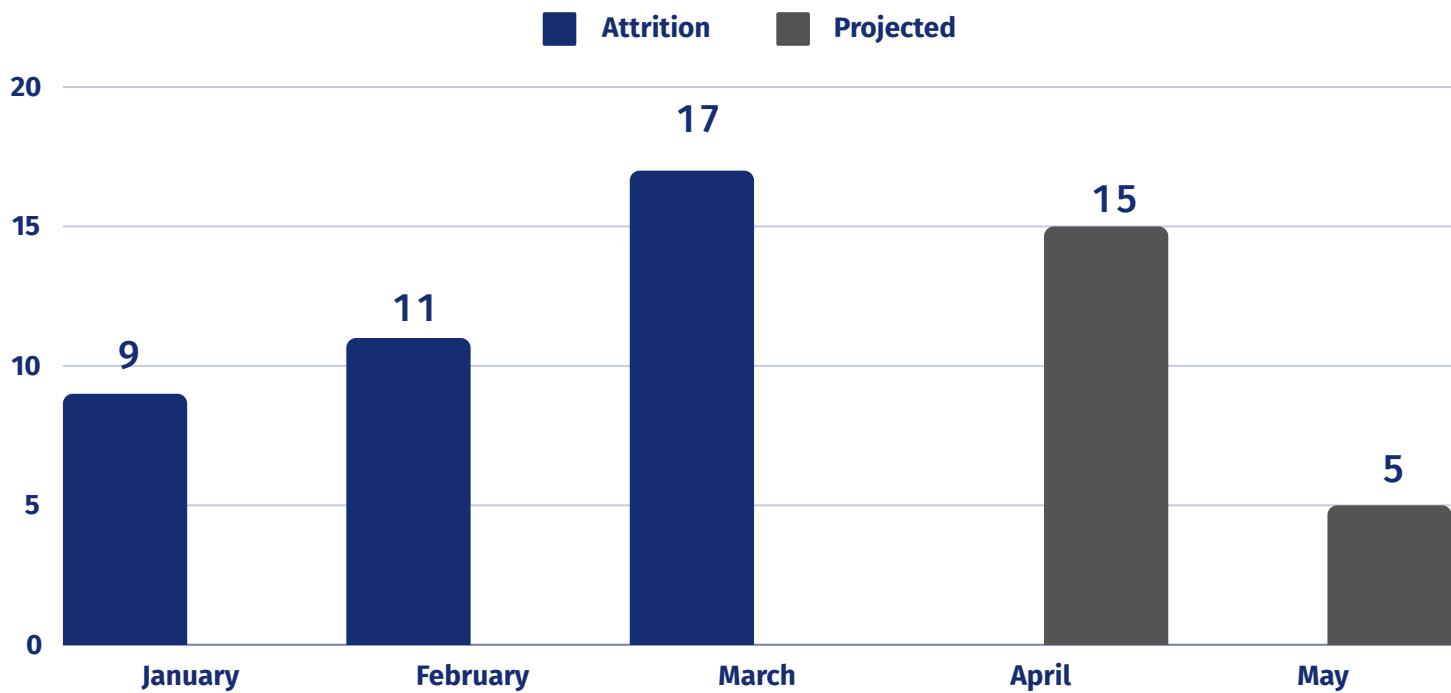


APRIL 2024

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### Current Sworn Attrition and Projected Attrition for 2024

Total Year to Date: 37



# Phoenix Police Department

## Recruit Class Tracking



APRIL 2024

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### Phoenix Regional Police Academy Class Recruit Numbers

as of 4/15/2024

Class	Week	Current # of Recruits	# of Female Recruits
572	22	23	4
573	14	11	2
574	6	19	2
<b>Total:</b>		<b>53</b>	<b>8</b>



**Congratulations!**  
Recruit Class #571

# Phoenix Police Department

## Current Sworn Demographics



APRIL 2024

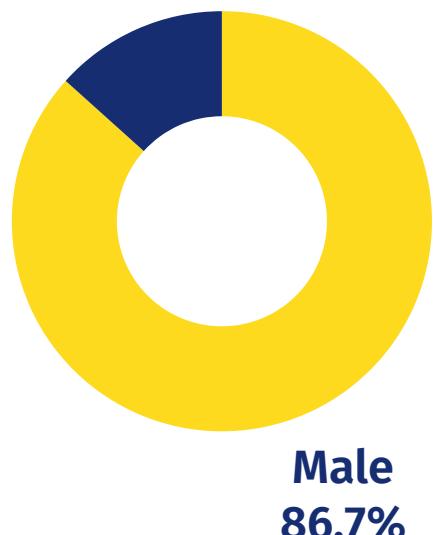
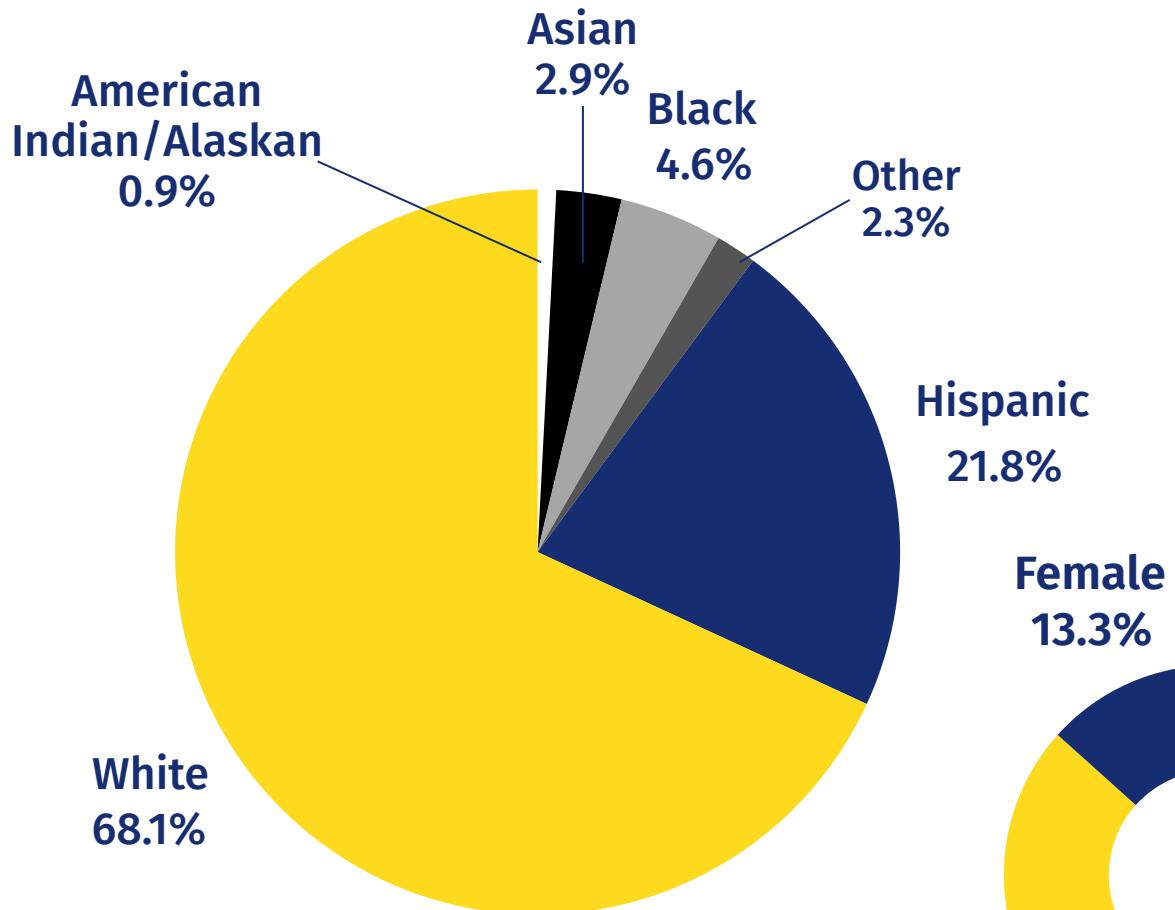
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# 2,547

**SWORN OFFICERS  
AS OF APRIL 15, 2024**

### Current Sworn Demographics



# Phoenix Police Department

## Recruiting Unit



APRIL 2024

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**486**

**PARTICIPANTS THROUGH  
APRIL 15, 2024**

The SWET (Success With Effort and Training) program gives applicants the opportunity to exercise with our Recruiting Unit and other physical fitness instructors in preparation for the Arizona POST-mandated Police Officer Physical Aptitude Test (POPAT). Sessions are offered twice per week and are free of charge to anyone in the application process.

An extra day of SWET was recently advertised on JOINPHXPD social media. Applicants will now have an opportunity to participate in a Friday SWET workout with Lieutenant Guillermo Arrubla and recruiters in addition to the normal two days a week. This workout adopts a HIIT style and is conducted in the downtown area, incorporating elements like parking garage staircases.



**NUMBER OF PEOPLE RECRUITERS  
CONTACTED IN-PERSON, PHONE & EMAIL  
AS OF APRIL 15, 2024**

### 30X30 INITIATIVE

This month, the Leadership and Opportunity Summit, organized by the 30x30 Training and Promotion Workgroups in collaboration with Motorola Solutions, will take place. This summit is for internal employees only. Attendees will gain insights into different specialized roles within PHXPD and receive advice on advancing to these positions. The event will feature a guest speaker, Lieutenant Diana Clevenger from Mesa PD, and attendees will be treated to a lunch courtesy of Motorola Solutions.



# Phoenix Police Department

## Recruiting Unit



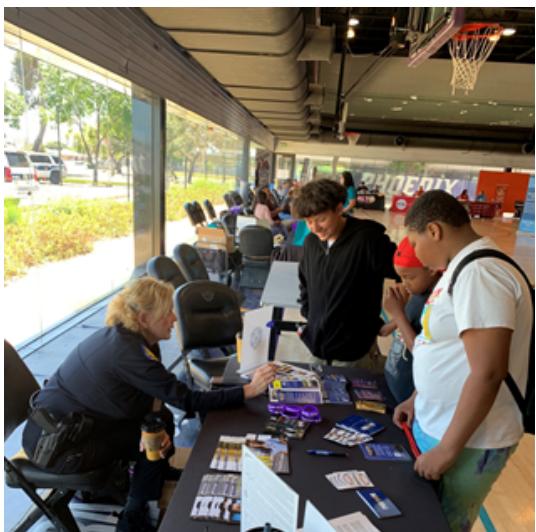
APRIL 2024

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On Saturday, April 13, 2024 JOINPHXPD was honored to interact with people from both across the country and across town, as an official sponsor and partner of Pat's Run. We enjoyed talking with the thousands of runners, sports fans and community members at the race over the weekend, sharing plenty of details with the crowd of 30,000+ about why PHX PD is the best place to start or continue a career in law enforcement.



Recruiters and a Training Assistant from the Communications Bureau participated in the Maryvale Job Fair on April 13, 2024. They reported engaging with 50 promising applicants and discussed potential career opportunities with them.



# Phoenix Police Department

## Marketing Unit



APRIL 2024

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### Media Buy and Website Analytics

as of 4/15/2024



**Total Impressions:**  
8,406,660  
**Digital Impressions:**  
1,885,546



**Total Clicks on Ads:**  
13,963



**Paid Social Delivered the Highest Click through Rate at 2.05% (Benchmark 1%)**



**Total Clicks on the Apply Now button on the Sworn Recruitment page:**  
422



**Total Clicks on the Ad Apply Now Button:**  
13,963



**Total Clicks on the City of Phoenix Jobs Link:**  
1,020



**Total Clicks on the AZPOST Link:**  
454



**Majority of Visitors are Accessing via Mobile Devices**

**Strong interest from Arizona, California and Texas**

