

August 5, 2014

LOS ANGELES FIRE DEPARTMENT



JAMES G. FEATHERSTONE
INTERIM FIRE CHIEF

July 21, 2014

BOARD OF FIRE COMMISSIONERS
FILE NO. 14-076

TO: Board of Fire Commissioners

FROM: James G. Featherstone, Interim Fire Chief

SUBJECT: FIREFIGHTER RECRUITMENT UPDATE – JUNE 30, 2014

FINAL ACTION: ☐ Approved
☐ Denied

☐ Approved w/Corrections
☐ Received & Filed

☐ Withdrawn
☐ Other

SUMMARY

Attached for the Board of Fire Commissioners review is the Recruitment Unit Update Report from the Training and Support Bureau. This report was prepared for the Fire Commission Meeting on August 5, 2014.

RECOMMENDATION

That the Board:

Receive and file the Firefighter Recruitment Update - June 30, 2014.

Board report prepared by Richard Rideout, Battalion Chief, Recruit Services Section.

Attachment

Firefighter Recruitment Update – June 30, 2014

The Los Angeles Fire Department's Recruit Services Section/Recruitment Unit in conjunction with Personnel Department's Public Safety Bureau is responsible for the recruitment and selection of women and men for entry-level firefighter.

The responsibilities of the LAFD Firefighter Recruitment Unit is to:

- Achieve a diverse applicant pool.
- Establish a mentoring relationship with candidates through regular follow up.
- Prepare candidates for the testing process to ensure applicants are able to compete in the testing process.
- Ensure that women and underrepresented groups are included in the firefighter application pool through focused outreach recruitment efforts.
- Prepare candidates for the Recruit Training Academy, focusing on the arduous physical duties of the position.
- Recruit candidates through youth development programs.

Recruitment Focus Areas:

- Women's Events (Division I, II, and III College Athletes, Crossfit Challenge, Women's Sports Foundation, and Winter Women in Non Traditional Employment Roles).
- Asian Community Events (Pan Asian Expo, Los Angeles Korean Festival, Philippine American Expo, and Ho'olaule'a Pacific Islands Festival).
- African American Events (Black College Expo, Congressional Black Caucus Job Fair, Division I, II, and III College Athletes, and NAACP Job Fair).
- Hispanic Community Events (Latinos for Hire Job Fair, La Opinion Career Fair, and Eastside Job and Resource Fair).

The LAFD Recruitment Unit is partnering with LAPD Recruitment as a united team of public safety and recruitment for the City of Los Angeles. The advantages include:

- Additional resources (recruitment and mentoring).
- More advertising opportunities.
- Reduced event expenditures (LAFD/LAFD at the same recruitment booth).
- Unified message of public safety recruitment for the City of Los Angeles.

Recruitment Statistics January – June 2014:

- January: 4 events, 100 contacts (LA Fit Expo and MLK Gospel Festival).
- February: 4 events, 90 contacts (African Marketplace Expo and Canoga Park Job Fair).
- March: 9 events, 60 contacts (Job USA Asian Job Fair and College Path LA).
- April: 6 events, 70 contacts (Fullerton, Cerritos, and Rio Hondo College Job Fairs).
- May: 5 events, 102 contacts (Adelante Mujer Latina Conference).
- June: 5 events, 200 contacts (The American Heroes Aviation Network: Code 3 Career Expo and LAFD & LAPD Safe Summer Tip-Off).

The following is in process by the Recruitment Unit:

- Developing Candidate Assistance Program (CAP) (i.e., firefighter candidate fitness).
- Cadre member augmentation (recruiting, mentoring, Candidate Physical Ability Test practice, and CAP).
- Developing mentoring plans and timelines.