



# 2025 RECRUITMENT PLAN

To: Acting Chief Tom Reinholt  
From: Lieutenant Daniel Burdette  
Date: January 5, 2025  
Subject: 2025 Recruitment Plan

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## GOAL

The primary goal of department recruitment activities will be to attract qualified candidates for employment that will enable the department to work toward its long-range goal of employing a sworn workforce that reflects the diversity of the population of the community the agency is charged with protecting and serving, thereby making the police force more effective at promoting public safety.

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## OBJECTIVES

Recruitment activities will be a department-wide responsibility and will occur year round. All members of the agency play a crucial role in this very important function and will have knowledge of the application process as well as the then current Recruitment Plan. The current Recruitment Plan will be published through Power DMS.

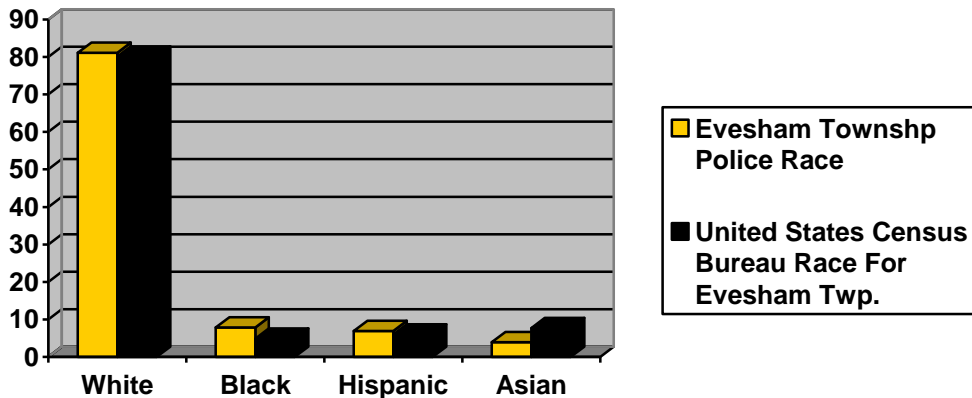
The Administrative Division Commander or designee is tasked with putting a plan together to coordinate and document all of the agency goals and objectives for the recruitment program. With the anticipated retirements and possible increases to personnel based on budgetary approvals, the time frame established for meeting the stated goals and objectives is the 2025 calendar year. On an annual basis, the Administrative Division Commander or designee will conduct a written annual analysis and review of the Recruitment Plan to determine if the goals and objectives are being met and if not, what adjustments will be made.

The 2024 Annual Recruitment Plan Analysis, which was completed in December of 2024, found that White, Black, and Hispanic populations are represented very closely to the U.S. Census percentages for each respective race/ethnicity. The 2024 Annual Recruitment Plan Analysis determined that the Asian population is underrepresented within the sworn law enforcement ranks of the Evesham Township Police Department.

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2024 Evesham Police						
Data based on 2020 Census Bureau ACS	Population		2024 Sworn ALL Officers		2024 Sworn ALL Female Officers	
Race / Ethnicity	Number	Percentage	Number	Percentage	Number	Percentage
<b>White</b>	37,507	80.1%	86	79.6%	11	10.1%
<b>Black or African American</b>	2,294	4.9%	12	11.1%	1	.92%
<b>Asian</b>	3,605	7.7%	3	2.7%	1	.92%
<b>Hispanic</b>	2809	6%	7	6.4%	3	2.7%

**2024 Racial Demographics Chart**



Therefore, one of the objectives of the 2025 Recruitment Plan is to attract this particular minority group and notify them of upcoming employment opportunities. It should also be noted that, although our current workforce represents the Hispanic population well, very few applicants during the 2024 process were of Hispanic ethnicity. Therefore, more focus should also be put on recruitment of the Hispanic population.

The Township of Evesham now has the ability to sponsor applicants through the Police Academy, and we have successfully recruited through this process in 2024. Therefore, the available workforce has expanded from previous years. With that said, it is expected that the interest for the positions of full time Officer and Special Law Enforcement Officers I, II and III will include State residents, but more specifically local and tri-county residents, recent or soon-to-be college graduates, recent or soon-to-be graduates of the alternate route programs, current Special Law Enforcement I, current full time officers looking to transfer to this department from the agency in which they are currently employed and finally interest from recently retired members specifically for the position of SLEOIII and SLEOII.

The Department will make every effort to spread the word, state-wide, about our hiring, in order to attract the most qualified candidates. The action plan to reach and attract the most qualified and diverse group of candidates is listed below.



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## **ACTION PLAN**

Any and all job announcements shall include that Evesham Township is committed to Equal Opportunity Employment.

The Administrative Division Commander or designee shall ensure that following steps are taken in the recruitment of officers throughout the State of New Jersey:

1. Distribute the job announcement to all active New Jersey Police Academies.
2. Distribute the job announcement to members of the New Jersey Chiefs of Police Association and Burlington County Chiefs of Police Association.
3. Post the job announcement on Department's website and Facebook page, as well as the Evesham Township cable access channel.
4. Disseminate our new recruitment video.
5. Forward the job announcement to ethnic and gender-based special interest groups and organizations, such as the NAACP, National Center for Women in Policing, The New Jersey Women in Law Enforcement, the National Organization of Black Law Enforcement Executives, The National Coalition of Latino Officers, and the Committee for Multi-Cultural Understanding.
6. Forward the job announcement to the different civic and community groups within Evesham Township, such as the Marlton Business Association, Marlton Recreation Council, Marlton Rotary Club, and the faith based congregations identified through the Police Chaplain Program.
7. Forward the job announcement to area colleges and universities that have areas of studies and programs in criminal justice and criminal law as well as sociology.
8. Activate the Evesham Township Employment Notification Program so that registered individuals will receive an email notification of the employment opportunity, consecutive with the hiring announcement.
9. Attend local career fairs and distribute recruitment related material. An effort shall be made to select officers who reflect the identified underrepresented groups, should those officers be interested in recruitment activities.
10. Recruitment banner to be displayed publically in different locations throughout town and at recruitment events. The locations selected for advertisement should be those that experience high traffic. In addition to other objectives, the banner will highlight the existing diversity within our sworn law enforcement ranks.
11. Recruitment video which will embody a message of service and purpose and reflect diversity, equity and inclusiveness. The recruitment video will be made available to the public through the Department's social media forums as well as a scan code on the Recruitment banner that will direct persons to the video.
12. Coordinate with local military bases to arrange for recruitment activities via the Transition Assistance Program.
13. Rolling "Pop-up" recruitment events will occur in order to maintain a consistent recruitment effort. Selected officers will stage in various, pre-selected locations throughout the municipality and conduct recruitment efforts. All pop-up events will be advertised on the Department's official website and social media forums in advance. Preliminary locations that have been selected are the Promenade, Saint Joan of Arc Church and other various Community Policing Unit events, for example, Coffee with a Cop, National Night Out, Cops and Bobbers and youth outreach events.

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14. Notification to the following organizations:
  - National Association for the Advancement of Colored People (NAACP)
  - National Organization of Black Law Enforcement Executives (NOBLE)
  - Hispanic American Law Enforcement Association
  - New Jersey Women in Law Enforcement
  - Marlton Business Association
  - Marlton Rotary
  - Marlton Recreation Council
  - Evesham Township Town Watch
  - Evesham Police Department Police Chaplain Program
  - Gloucester / Camden / Atlantic County Police Academies / Alternate Route Programs
  - New Jersey State Association of Chiefs of Police (PoliceApp.com posting)
  - NJLawman.com
  - New Jersey Asian American Law Enforcement Officers Association
  - NJ LGBTQ Law Enforcement Liaisons
15. Due to low attendance of Hispanic Applicants in the 2024 recruitment process the following steps will be taken in 2025 in an attempt to attract more applicants from the Hispanic population:
  - Notification to the Hispanic American Law Enforcement Association
  - Notification to the National Coalition of Latino Officers
  - Notification to the Latino Coalition of New Jersey
  - Notification to Police Academies in Northern New Jersey due to the largest Hispanic population being in Union County.
16. During the 2024 recruitment process the Asian population was represented sufficiently well. However only 1 Asian applicant passed the Physical Assessment Test and he did not show up for his scheduled interview. Due to these findings emphasis on communication with Asian applicants will be maintained throughout the 2025 recruitment process to ensure understanding of our agency and state's minimum standards and qualifications to better prepare Asian applicants to succeed.
  - Notification to the New Jersey Asian American Law Enforcement Officers Association
17. Schedule and host job fair and open house events at Evesham Police Headquarters. Market some of these events towards the under-represented groups we are targeting for recruitment.
18. Communicate to our staff to empower them to recruit through word of mouth and other means.

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## **RECRUITMENT PROCESS**

### Full-Time Police Officer:

Applicants for the position of full time police officer will be required to register for a physical ability test (uncertified) or submit their resume and a copy of their PTC certificate if they are certified. Upon passing the Physical Abilities Test, applicants will be required to submit a resume either in person or through traditional or electronic mail. All resumes received will be thoroughly reviewed by the Administrative Division Commander or designee to confirm that the applicant meets the requirements for employment. Applicants who pass the

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Physical Abilities Test and meet all of the qualifications for employment will be scheduled for an interview. Certified applicants who meet our minimum qualifications will automatically be scheduled for an interview.

All applicants will be provided with an electronic and confidential diversity survey. Applicants who attend the fitness test will be provided with an opportunity to complete the survey after their assessment test and certified applicants will be provided with an opportunity to complete the survey after their first interview.

### Special Law Enforcement Officer I, II and III:

Applicants for the position of Special Law Enforcement Officer I, II and III will be required to submit a resume either in person or through traditional or electronic mail. All resumes received will be thoroughly reviewed to confirm that the applicants meet the requirements for employment for the position that they are seeking. Applicants who meet all of the qualifications for employment will be scheduled for an interview. These applicants will then be provided with an opportunity to complete the electronic diversity survey.

As a general rule, the police department will not accept resumes unless an active hiring process has been announced and commenced. However, the department will provide interested persons an option to enter the Evesham Township Police Department's Employment Opportunity Notification Program through which they can register to be notified by email or regular mail of any future employment opportunities for the position of Police Officer and Special Law Enforcement Officer I, II and III. This notification program along with recruitment activities identified in the Recruitment Plan will allow the Department to continuously solicit interested candidates.

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## **INTERVIEW PROCESS**

Prior to the scheduled formal oral interview process, a member of the interview panel shall meet with the applicant. The member will provide each applicant with a copy of the **Evesham Township Police Department Employment Requirements** and **Essential Job Functions of a Police Officer** to ensure the potential candidate is able to meet each of the requirements and functions of that particular position and address any concerns or questions. If the applicant meets the requirements and functions, the applicant will proceed with the interview process as scheduled.

A two stage interview process has recently been implemented in 2023 and will continue into 2025. This process allows for a more diverse interview experience. The initial interview panel (Interview 1) will consist of members of different races, genders and seniority levels. The second interviews (Interview 2) will consist of the Executive Command Staff and a member who participated in Interview 1, to ensure diversity.

Those applicants that pass the oral interviews and are selected to progress to the next phase in the hiring process will then be given a **Personal History Questionnaire** to complete in its entirety. The applicant will be given at least two weeks to complete the questionnaire and return it to the Administrative Division Commander or designee.

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## **TURN OF BACKGROUND PACKETS**

The Administrative Division Commander or designee will meet with each applicant to ensure that **Personal History Questionnaire** is completed in its entirety. The applicant will then be advised that they will be contacted if they are chosen to move onto the next stage of the hiring process.

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## **BACKGROUND INVESTIGATION**

The Chief of Police and other members of the interview board will then review the results of each applicant's oral interview and their **Personal History Questionnaire** to determine which candidates will move onto the background investigation phase of the process. The applicants chosen for the background process will have their information forwarded to a qualified background investigator. The investigating officer will have two to four weeks to complete the background checks and provide a detailed report of their findings.

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## **FINAL DECISION ON HIRING**

After the background investigations have been concluded, the Chief of Police will make a recommendation to the Township Manager identifying the candidates who are determined to be most suitable for employment. Upon review and approval by the Township Manager, the Chief of Police will issue a conditional offer of employment to those candidate(s) primarily selected for continuation in the hiring process.

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Distribution of notices of hiring as outlined in this plan will begin when a vacancy needs to be filled or addition to our ranks has been approved. Upon passing the Physical Abilities Test (when applicable), resumes will be received and interviews of qualified applicants will begin at that time followed by the return of issued Personal History Questionnaires within two weeks. Background investigations will follow along with recommendations to the Township Manager and conditional offers of employment to applicant. This process may be repeated throughout the year in the event additional openings within the agency become available.

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**Submitted by:** \_\_\_\_\_

**Date:** \_\_\_\_\_