



Public Safety Cadet Program  
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Date: Monday, January 27, 2020  
To: Councilwoman Deborah Ortega, Chair of City Council, Special Issues: City Charter Committee  
From: Cadet Program Manager Austin Hartman, Department of Public Safety  
Re: Denver Public Safety Cadet Program Recruitment Plan

To meet the goal of increasing the number of Denver students who apply for admittance into the Public Safety Cadet Program and the number of Denver students who are admitted into the Program, the Department of Public Safety will implement a multi-pronged recruitment approach that will include the following efforts:

- **Cadet Recruitment Committee:** In partnership with Safety Human Resources Recruiting, this committee will work together to recruit at Denver public and private schools, trade schools, area colleges and large community events broken out by six police district areas. Recruiting teams will present and bring informational flyers to students, counselors, teachers, and school resource officers.
- **Organizational Partnerships:** Seek and establish partnerships with community and government entities that assist students in identifying careers or scholarship opportunities for post-secondary education. These may include the Denver Office of Children's Affairs, Denver Economic Development and Opportunity, Denver Scholarship Foundation, and the Latin American Educational Foundation among others. Partnerships will connect the Cadet Program with existing organizational networks.
- **Targeted DPS Recruitment:** Bi-annual participation with DPS' Career Connect Program to connect students with specific public safety career opportunities, informational sessions at school assemblies, school resource fairs, and enhance partnerships with DPS career readiness counselors, DPS Department of Safety staff, and DPS Board of Education. Feature an in-person hiring fair at a DPS school for the 2020 Cadet Program application in December.
- **Special Event Recruitment:** Host public Cadet Program orientations, Police and Paramedic Explorer presentations, JROTC, NEDLW, La Raza, Denver Safe City, Boys and Girls Club and other non-profits. Attend public safety events at criminal justice and fire science community colleges and trade programs.
- **Electronic Outreach:** Social media through Facebook and Instagram platforms, mass emails, interest sign-up forms, automated information line, Denver Employee Bulletin and Department of Public Safety media publications, recruitment cell phone operated by Cadet Recruitment Chair.
- **Informational Flyers:** Post recruitment flyers in Denver workforce centers, libraries, recreation centers and organizations that offer after school programs. Release community publications and service announcements before upcoming special events.
- **Referral Recruitment:** Former cadets, parents, Department of Public Safety recruiters, Safety Human Resources recruiters, MSU and UCD recruitment teams, cadet work assignments, fire and police station posters.
- **High School Pilot Program:** Expand recruitment in DPS schools by establishing a Public Safety Internship option at DSST: Cole HS and DSST: College View HS for Fall 2020 implementation. Internship will be taught on-site at high schools by first responders and enhance DPS student awareness of and acceptance into the Denver Cadet Program through guaranteed interview opportunities.
- **Data:** Continue to collect and synthesize data and feedback on orientations, open houses, career connect events, career fairs, safety career expos, school events, and other methods of student engagement to identify recruitment approaches with a good return on investment.