Regional Recruitment Partnership
Tailoring Recruitment Efforts to Local Candidates

Value to Departments

As attrition rates continue to increase for local departments and many finish recruitment processes without hiring a single applicant, it is imperative to address the larger perception and recruiting challenges for law enforcement on a holistic scale.

The Regional Recruitment Partnership was created to promote the type of candidates that will excel in today’s law enforcement agencies, educate potential candidates, encourage diverse applicants that represent our region today and in the future, share positive law enforcement success stories, and create an environment that values diverse perspectives.

Fiscal Year 2021 Campaign

- Campaign Landing Page - Home for messaging, job postings, videos, blog
- Social Media Marketing - Advertising plan for TJC OG and department accounts to spread campaign
- Video Production - 3 videos displaying traits of law enforcement. (available for department use)
- WRAL.com Pre-Roll ads - 363,636 impressions in targeted areas
- WRAL.com OTT TV ads - 5% of monthly WRAL impressions
- WRAL Spotlight - 8 articles with 150,000 co-branded, promoted ads, 24-hour home page rotation
- Geofencing - Virtual fence around community colleges and universities; 1,200,000 impressions
- Email Campaign - email campaign designs and blasts to landing page visitors and partnership targeted lists
- CBC Audience Network Display - 600,000 impressions in targeted areas
- TJC OG Campaign Lead and Sandbox Research Partnership Management

FAQs

- How is cost calculated for each department? Cost to department is calculated based on base cost and per capita rate, and ensures a high rate of return.
- How are decisions made about partnership efforts? The partnership is administered by Triangle J Council of Governments and guided by a steering committee comprised of representatives from each participating law enforcement department.
- Is the partnership an ongoing effort? Yes! Departments pay an annual cost-share to participate and will review campaign analytics and outputs to determine yearly workplans.
- Can my department participate? All agencies that are members of TJC OG can join the partnership.
- I have more questions. Email Alana Keegan, akeegan@tjcog.org.

Small Costs
Big Reward

<table>
<thead>
<tr>
<th>Cost</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>$4,000</td>
<td>Partnership base cost</td>
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<tr>
<td>$0.05</td>
<td>Additional cost per capita</td>
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<tr>
<td>$4,720</td>
<td>Total cost for community of 14,500 residents</td>
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<tr>
<td>$110,655</td>
<td>Total budget</td>
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