



Diversity Recruitment Plan
November 18, 2015
Florida Fish and Wildlife Conservation Commission
Division of Law Enforcement

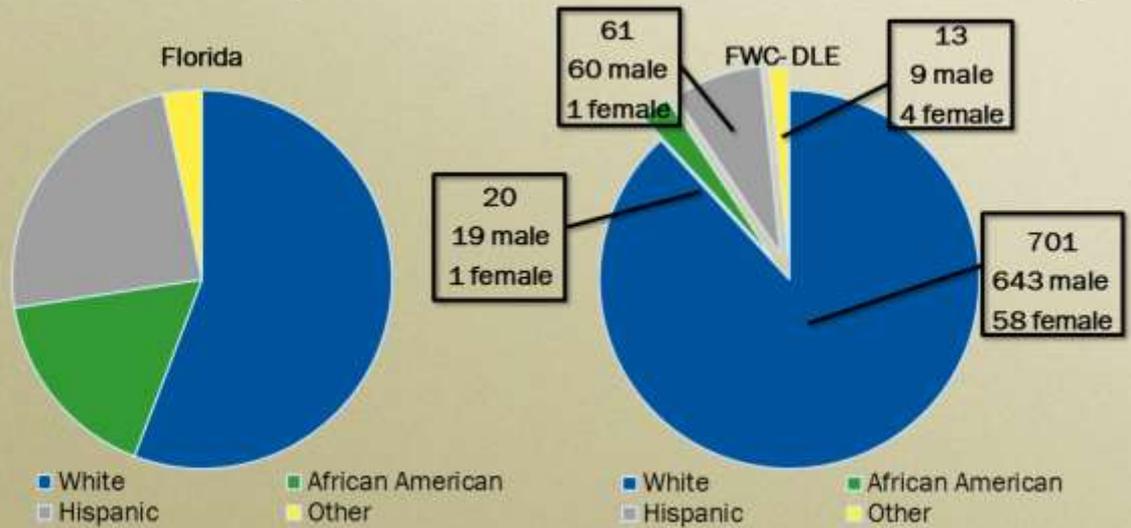


The purpose of this presentation is to provide information on current Commission workforce diversity and to provide an overview of agency initiatives and challenges to increase diversity in the Commission's workforce.

**It is the intent and commitment of the
Florida Fish and Wildlife Conservation
Commission, Division of Law
Enforcement to create and foster a
workforce that reflects the diversity of
the Florida population.**



Florida's Diversity vs. FWC's Sworn Officer Diversity



Sources: 2010 US Census (www.census.gov)/October 2015 FWC internal data

The Florida general data is from the 2010 census. The FWC data is from October 8, 2015 and reflect currently filled SWORN positions.

FWC LE Current Class Demographics



Gender	Total by Race
Female	White - 2 African American - 0 Hispanic - 0
Total Females	2
Male	White - 23 African American - 0 Hispanic - 7
Total Males	30
Total Class Number	32



Benefits Of Diversity Recruitment

- Promotes various viewpoints
- Helps to develop trust
- Understanding
- Compassion



Officers come in contact with many different people and it is critical we understand the different cultures and experiences of the people we serve.

Allows for a broad exposure to individuals of different backgrounds

Recruitment Strategies



- Marketing and advertising
- Technology and social media
- University and career fairs
 - Internships
- Education and classroom interaction
 - Developing FWC conservation law book
- Professional conferences
- Everyday with every public contact

- Marketing and advertising – billboards in south Florida, social media ads, iHeart Radio spots
- Technology and social media – youtube videos, twitter accounts, facebook interaction, snapchat and Instagram outreach and recruitment
- Universities and colleges – attend university job fairs, teaching classes at the University of Florida
- Career fairs – both on campus and local community job fairs
- Education and classroom interaction
- Professional conferences – attend and recruit at conferences throughout the year
- Everyday with every public contact – every member with every public contact is in a potential recruiting role

- Targeted recruiting for students and specialized teams
- Minorities in Natural Resources Conservation
- Florida Youth Conservation Centers Network
- Doris Duke Conservation Scholars Program
- Hiring members from the National Guard and Reserves

- Reaching out to business professionals
- Utilizing Department of Economic Opportunity, Career-Source Florida

Criminology Students in Florida (Sample of Universities)

FAMU

Female: 406

Male: 294

White/Other: 14

African American: 686



FSU

Female: 987

Male: 908

White: 1163

Hispanic: 316

African American: 279

Asian: 29



UF

Female: 371

Male: 251

White: 349

Hispanic: 171

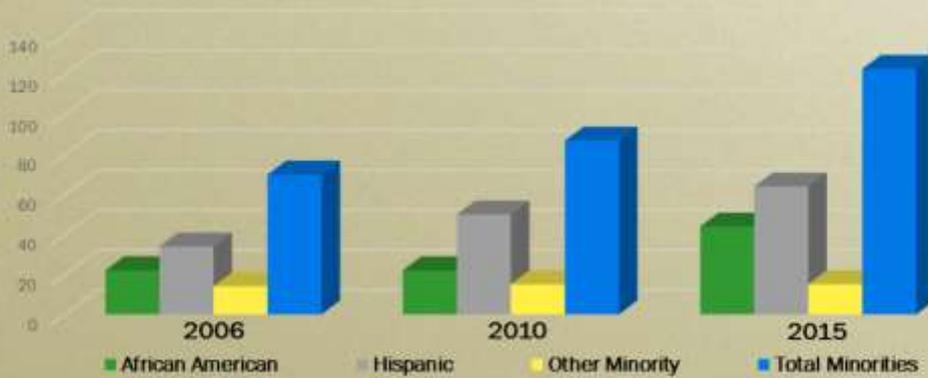
African American: 73

Asian: 29



Improving Diversity In FWC's Law Enforcement

Over the past nine years, FWC DLE has shown a positive trend in diversity



Source: FWC internal data (2006, 2010, June 2015)



The are Division Specific Stats, including non-sworn positions.

Increasing FWC DLE Diversity



- Actively engage Division in the diversity recruitment plan
- Dedicated and focused diversity recruitment team
- Six dedicated recruiters assigned to training



▪ Rules for successful recruiting

- Make recruiting a priority for all DLE personnel
- Formulate a value-based recruiting strategy
 - Create value (explain benefits, job satisfaction, etc.)
 - Manage value (benefits, show successes of employees)
 - Measure value (long term employees, retirement, job satisfaction)
 - 1,3,5 year plan to monitor the outcome
- Involve everyone (all employees, vigilant in recruiting the best)
- EVERYTHING MATTERS (every contact, every action, every day)

“Strength lies in differences, not
in similarities”

— Stephen R. Covey

