



CASE STUDY: MORALE BOOST VIA CAREER DEVELOPMENT

Dothan Police Department

- Alabama, Aug 2023



Background:

From June to August 2023, the Dothan Police Department conducted a 3-month pilot of Performance Protocol's Career Development Program (CDP) to assess its impact on employee morale, well-being, and retention. Participants included a mix of sworn and civilian employees. Data presented here indicate that the CDP effectively enhanced employee well-being, reduced turnover intent, and unexpectedly improved recruitment efforts.

The Challenge

Dothan, an Alabama city with approximately 70,000 residents, faces recruitment and retention challenges common among law enforcement agencies nationwide. The Dothan Police Department has struggled to attract quality applicants while addressing typical morale and well-being concerns.

The Solution

An employee at the Dothan Police Department introduced Performance Protocol's CDP to Command Staff, prompting the launch of a 3-month pilot in June 2023. Department leadership believed it was an innovative approach to positively influence personnel outcomes.

The Approach

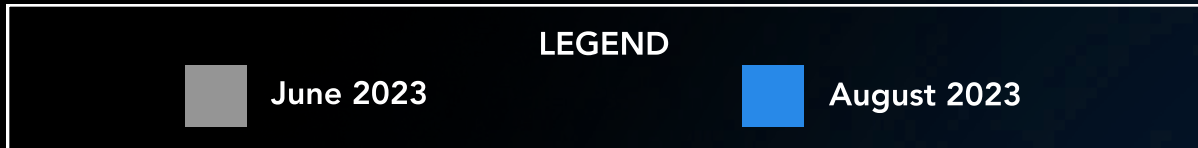
The Dothan Police Department allocated 10 slots for sworn and civilian employees to participate in the CDP pilot. All staff were invited to opt in via a brief explainer video, with participants selected on a first-come, first-served basis. Selected employees attended a 1-hour, in-person onboarding session to learn about the CDP, its platform, and initiation procedures. Subsequently, they chose their preferred career development coach(es) and scheduled one-on-one virtual sessions. Employees received unlimited access to the CDP platform for 90 days, which included an optional Cardiometabolic Health Screen (PHR blood test). Pre- and post-program metrics, spanning personal and professional development, were collected at the start and after 90 days. Findings in this report reflect changes observed over this 3-month period.

Enrollment Stats

- Total Participant Size: 10
- Active Participants: 10
- Completed Coaching Sessions: 41
- Completed PHR Blood Tests: 5
- Average Usage: 4.1 Sessions/Month
- Avg No. Of Used Coaches: 1.3/Employee
- Avg. Satisfaction Score: 93/100

Results

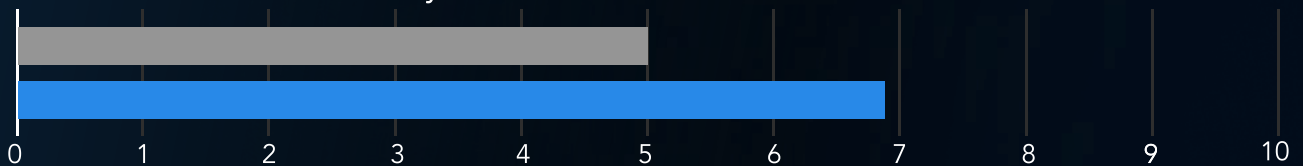
The Dothan Police Department's CDP pilot exhibited high employee engagement, with participants averaging 4.1 sessions per month, approximately one per week. Notable findings included the complete elimination of turnover intent and desire to change roles within the agency. Positive shifts in attitudes toward the agency and colleagues were also observed. Most notably, 3 of the 10 participating employees, following the CDP pilot, independently recruited 10 new applicants for positions at the Dothan Police Department. Participants who experienced a cognitive shift regarding their agency, roles, and overall well-being voluntarily encouraged others to pursue law enforcement careers and apply to their agency.



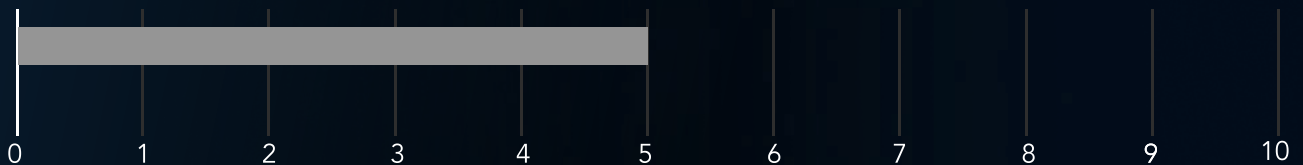
Positive Attitude Towards Colleagues & Agency: 17.85% Increase



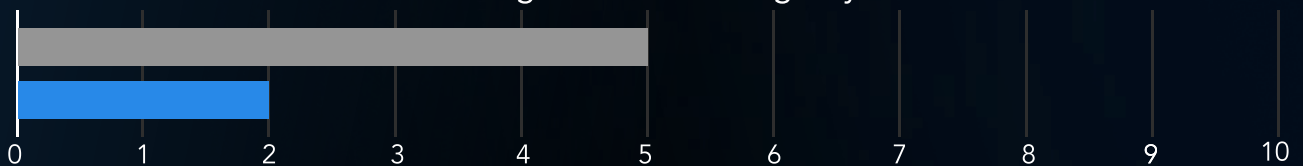
Ability To "Turn It Off" After Shift: 35% Increase



Desire To Leave Law Enforcement: 100% Decrease



Desire To Change Roles Within Agency: 60% Decrease



Key Lessons Learned

1

Program Overview And Participation

The Dothan Police Department's CDP pilot achieved full participation, with all employees demonstrating significant engagement, including interest in optional health initiatives such as the Cardiometabolic Precision Health Screen.

2

Increased Agency Loyalty And Well-Being

Significant improvements were observed in loyalty to the law enforcement industry and the Dothan Police Department, communication skills, morale, and various personal domains, including home life and relationships. The CDP also emphasized health through the optional Cardiometabolic Precision Health Screen (PHR blood test), promoting a holistic approach to well-being.

3

Enhanced Recruitment Through Positive Advocacy

A positive shift in employees' perspectives increased their willingness to recommend their profession and agency to others. Research indicates that workplace satisfaction significantly enhances recruitment efforts. Satisfied employees serve as ambassadors, leveraging their positive experiences to attract new recruits.

4

Organizational Advantages Of Focusing On Well-Being

The CDP pilot, as demonstrated by the Dothan Police Department, underscores the value of prioritizing employee well-being and career development. This focus yields immediate benefits, such as enhanced loyalty and morale, and long-term advantages, including a more engaged workforce and effective recruitment pathways. Investing in civilians and officers cultivates a positive organizational culture and enhances the appeal of law enforcement and civilian careers to potential candidates.

Conclusion

The Dothan Police Department's experience with Performance Protocol's Career Development Program underscored the importance of comprehensive personal development initiatives, resulting in marked improvements in loyalty, morale, and professional growth and development. These gains fostered a culture where satisfied employees naturally advocated for their profession, bolstering recruitment efforts. Ultimately, investing in employee well-being and career development is critical for organizational success, fostering an engaged workforce and attracting recruits through positive experiences.

Want to see what Performance Protocol can do for your agency?

To explore how Performance Protocol's Career Development Program will benefit your agency, visit www.performance-protocol.com or contact us to schedule a discovery call for details on our full suite of recruitment and retention services.

Contact Us

1305 W. Auto Drive, Tempe, Arizona 85284
www.performance-protocol.com
info@performance-protocol.com



PERFORMANCE PROTOCOL
RECRUIT. DEVELOP. RETAIN.