



CASE STUDY: RECRUITMENT

Maui Police Department

- Hawaii, Jan 2024



Background

Attracting and retaining qualified personnel poses a significant challenge for law enforcement agencies. The Maui Police Department (MPD) in Hawaii, despite offering competitive compensation and the appeal of island living, experienced a decline in both the quantity and quality of job applications beginning in 2016. In 2021, Chief John Pelletier assumed leadership, inheriting a department nearly 100 officers short of its authorized strength.

The Challenge

Recognizing the urgent need for transformative change, Chief Pelletier sought innovative solutions to overhaul MPD's recruitment strategy. The absence of dedicated recruiters and a clear recruitment infrastructure presented a substantial obstacle.

The Solution

In late 2023, MPD partnered with Performance Protocol to address these challenges. Departing from traditional law enforcement recruitment methods, MPD chose Performance Protocol's Recruitment Academy to transform their recruiting efforts by building a revolutionary recruiting program.

The Approach

Performance Protocol's team began by conducting a comprehensive Recruiting Audit to pinpoint inefficiencies in MPD's processes. Following the audit, Performance Protocol delivered a two-day Recruitment Bootcamp tailored for MPD's newly appointed recruiters. The program emphasized 11 core modules, including fit vs. fill, sales training, objection handling, data utilization, and strategies for engaging the new generation of law enforcement professionals.

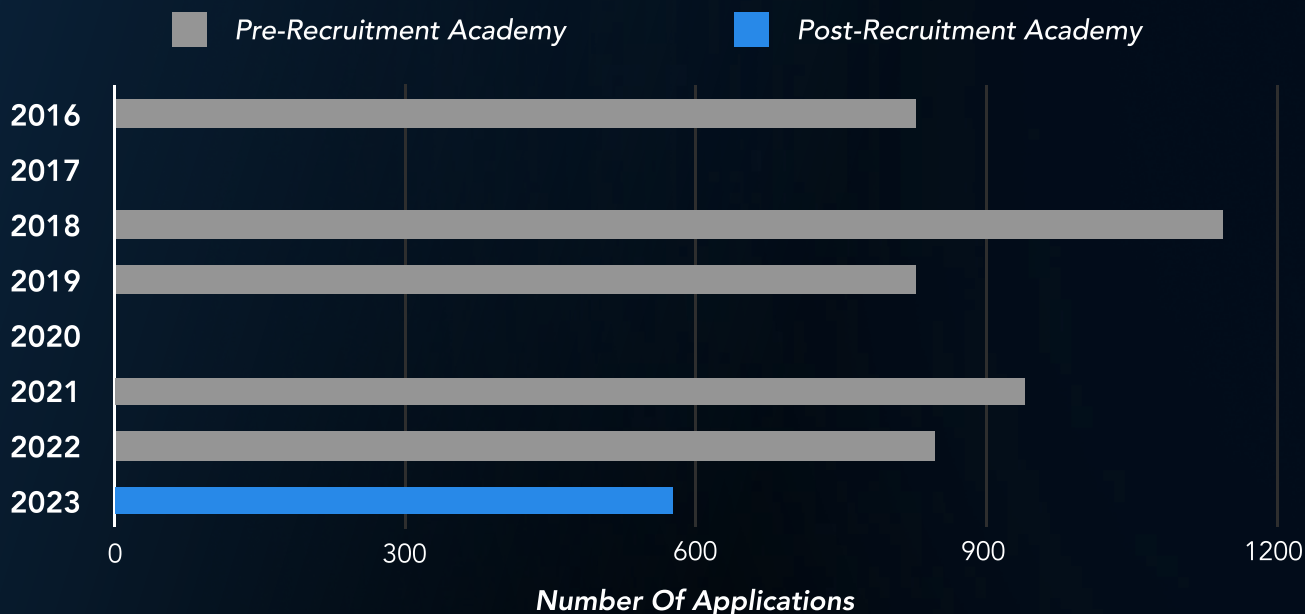
Results

The collaboration produced remarkable results. Chief Pelletier reported a 60% increase in successful hires within four months, despite a significant drop in applications compared to the previous year. The year 2023 marked MPD's best hiring performance since 2016, showcasing the profound impact of Performance Protocol's innovative approach.



Key Lessons Learned

The collaboration between the Maui Police Department (MPD) and Performance Protocol highlights the value of strategic recruitment training and modern recruiting approaches. Chief Pelletier's leadership exemplifies the benefits of embracing innovation and understanding internal processes, offering a model for forward-thinking law enforcement leaders. Notably, MPD achieved a 60% increase in successful hires in 2023 despite receiving 353 fewer applications than the previous year. This outcome suggests that effective strategy and recruiter competence outweigh the traditional emphasis on increasing application volume, challenging the assumption that a larger "top of funnel" automatically yields more hires.



Conclusion

In early 2023, the Maui Police Department faced its most challenging recruitment year since 2016, marked by a significant decline in applications. However, MPD's partnership with Performance Protocol to overhaul its recruitment strategy and enhance recruiter training, through the Recruitment Academy, reversed this trend. Despite a reduced applicant pool, the department achieved a substantial increase in successful hires. This result underscores that law enforcement agencies can improve recruitment outcomes by prioritizing strategy, process optimization, and recruiter competency over simply increasing application numbers through marketing efforts. The MPD experience contrasts industry norms that often focus on boosting applicant volume, emphasizing instead the importance of process quality and candidate fit.

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