



PERFORMANCE PROTOCOL

RECRUITMENT CASE STUDY

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 its competitive compensation and enticing island living, faced a decline in both the quantity and quality of job applications since 2016. In 2021, Chief John Pelletier assumed leadership, inheriting a department nearly 100 officers short of its authorized strength.

/The Challenge:

Recognizing the pressing need for transformative change, Chief Pelletier sought innovative solutions to revamp MPD's recruitment strategy. The lack of a dedicated recruiter and a clear recruitment infrastructure presented a substantial hurdle.

/The Solution:

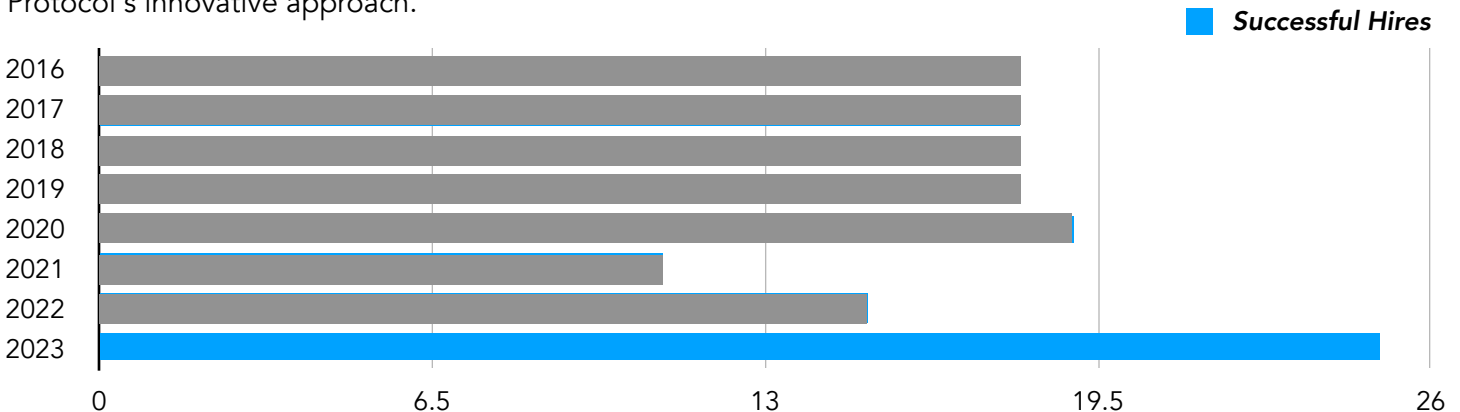
In late 2023, MPD collaborated with Performance Protocol to address these challenges. Departing from traditional recruitment methods, Performance Protocol conducted a comprehensive Recruiting Audit Analysis to identify inefficiencies in MPD's processes.

/The Approach:

Building on the insights from the Audit, Performance Protocol implemented a two-day Recruitment Bootcamp tailored for MPD's recruiters. The program focused on 11 core modules, covering sales training, objection handling, data utilization, and strategies for engaging with the new generation of law enforcement professionals.

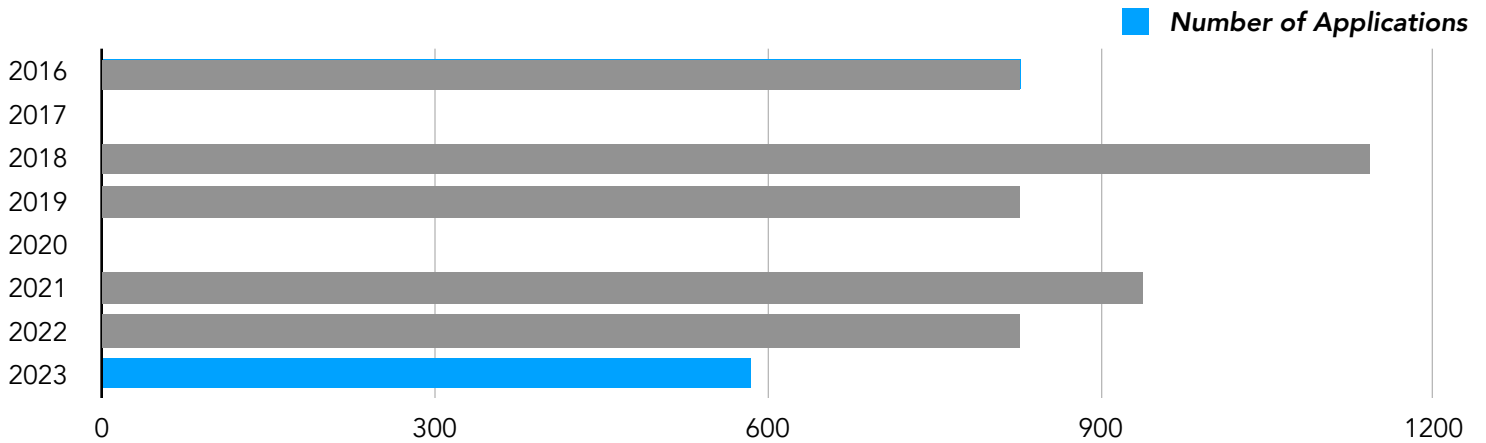
/Results:

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 success story of Maui PD and Performance Protocol underscores the importance of strategic recruitment and modern training. Chief Pelletier's leadership serves as a prime example of embracing innovation and understanding internal processes, setting a precedent for forward-thinking leaders in law enforcement. It is also worth noting that Maui PD was able to hire 60% more officers despite receiving 353 fewer applications in 2023. This finding further supports the notion that strategy and recruiter competence trump "top of funnel" (ie, more applications on their own do not automatically lead to an increase in successful hires).



/Conclusion:

The Maui Police Department (Maui PD) faced a significant challenge in the first half of 2023, marking its worst year in recruitment in eight years. However, the department's decision to collaborate with Performance Protocol to revamp its recruitment strategy and enhance recruiter training proved to be a turning point. Despite receiving fewer applications than in previous years, Maui PD saw a substantial increase in successful hires.

This outcome demonstrates that with the right strategy, processes, and recruiter competency, law enforcement agencies can significantly boost their recruitment success and attract quality candidates.

Interestingly, this approach contrasts with the common industry practice of focusing primarily on increasing the number of applicants through marketing campaigns and recruitment videos. The Maui PD's experience underscores the importance of focusing on the quality of both the recruitment process and the candidates, rather than merely aiming to increase application numbers.

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

Visit our website at www.performance-protocol.com or contact us to setup a discovery call to learn more about the full suite of recruitment and retention services offered. [Click here to contact us.](#)

