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POLICE RECRUITMENT PROJECT OF MICHIGAN, INC.

FINAL PROJECT REPORT - June 1, 1967 through May 31, 1968

I - BACKGROUND

The Police Recruitment Project of Michigan, Inc. was an outgrowth of the cooperative efforts between the Michigan Association of Chiefs of Police and the Michigan Civil Rights Commission. In 1965, the Chiefs Association established a Civil Rights Committee as a permanent part of their organizational structure. During June and July, 1966, the MACP and the MCRC co-sponsored a series of ten regional seminars titled "The Police and Civil Rights" that involved over 500 police chiefs, sheriffs, State Police officials and private citizens. In June, 1966, the MACP became the first professional police organization in the nation to publicly support a civil rights platform which called not only for equality of opportunity and treatment by law enforcement officials, but also committed the organization to work to end discrimination in housing, education and general employment.

In early summer, 1966, Glenford Leonard, chairman of the MACP's Civil Rights Committee, and Burton Levy, director of the MCRC's police-community relations program conceived a plan to have a state-wide police recruitment campaign with primary emphasis on recruiting minority group law enforcement officers for Michigan police agencies.

The need for such a recruiting effort was obvious. President Johnson's White House Conference, "To Fulfill These Rights" (June 1-2, 1966) had just recommended that states establish "a positive and aggressive campaign to hire qualified minority group citizens for State Highway Patrol and other state law enforcement bodies." The MCRC's state-wide conference on "The Unfinished Business in Civil Rights in Michigan" (April 26-27, 1966) had recommended "an active and intensive effort to hire more Negro officers in police departments ... Police departments should take all practical steps to recruit in the Negro communities and use resources which will reach the Negro community ..."

A plan for a state-wide police recruitment effort was drafted and submitted to the Civil Rights Commission and the Michigan Association of Chiefs of Police for their recommendations, approval and participation. The Civil Rights Commission formally approved the plan at their meeting of September 13, 1966. The Michigan Association of Chiefs of Police voted their approval at their midwinter conference on January 20, 1967, upon the recommendation of the MACP's Executive Committee, which had studied the plan during the preceding months.

On December 7, 1966, the Executive Committee of the MACP, the CRC, and representatives of other government agencies and members of the private community, met and agreed to incorporate a new organization to conduct the project. The POLICE RECRUITMENT PROJECT OF MICHIGAN was officially incorporated as a non-profit organization under the laws of the State of Michigan on March 7, 1967.

The Corporation's Board of Directors were:

Chairman: *Edward N. Hodges III
General Employment Supervisor
Michigan Bell Telephone Company

Reverend Roy A. Allen
President, Baptist Minister Council

M. Hector Cisneros
Legal Advisor, L.A.U.P.A.
(Latin Americans United on Political Action)

Joe Consolmagno
Director, News Relations, Chrysler Corp.

Frederick E. Davids
Director, Michigan Department of State Police

*John A. Ford
Vice-President, Director of Public Relations
Chrysler Corporation

Ray Girardin
Commissioner, Detroit Police Department

Burton I. Gordin
Executive Director
Michigan Civil Rights Commission

William K. Hanger
Chairman Personnel Committee
Michigan Association of Chiefs of Police

Arthur L. Johnson
Deputy Superintendent
Detroit Board of Education

*Glenford Leonard
President
Michigan Association of Chiefs of Police

*Burton Levy
Director of Community Services
Michigan Civil Rights Commission

Malcolm R. Lovell, Jr.
Executive Director
Michigan Employment Security Commission

John W. Mack
Executive Director, Flint Urban League

Don Potter
President, Michigan Sheriff's Association

Dr. Albert Wheeler
President
Michigan Conference of NAACP Branches

* - Executive Committee members

The Department of Justice, Office of Law Enforcement Assistance, awarded the Project a grant of \$14,999.00 on May 16, 1967 (Grant No. 187).

II - PROJECT GOALS

The Project's end goal was to place 1,000 new officers with Michigan law enforcement agencies in the 12-month period beginning June 1, 1967. The organization's methods to reach the goal were:

1. Establish a working Board of Directors, a staff, and the administrative machinery necessary for the completion of such a project.
2. Produce effective advertising materials to capture the interest, attention and hopefully the applications of citizens for police work, particularly citizens from the Negro and Latin-American populations.
3. Distribute the materials to the television and radio media, newspapers, institutions, local community centers and all other places to reach prospective police recruits.
4. Establish local police recruitment councils to promote the program on a local level, involve local community individuals and organizations, and help place prospective applicants in local police agencies.
5. Establish a Project state-wide referral office to receive and process all applications, to follow up on whether placements have been made, and to attempt to insure that a citizen interested in police work would be referred to any one of the several hundred Michigan law enforcement agencies--in a department that had immediate openings, and where the citizen met the particular requirements.

III - PROJECT ACCOMPLISHMENTS

1. Establish a working Board of Directors, staff and administrative machinery:

The Board of Directors has met monthly since February, 1967, on the following dates: February 13, March 10, April 21, May 19, June 16, July 28, August 18, September 15, October 25, November 17 and December 15, 1967, March 15, 1968.

An Executive Committee was elected to oversee the day-to-day operation and to head several committees. The Executive Committee consisted of:

Edward N. Hodges III, Chairman of the Board
Glenford Leonard, Secretary-Treasurer
John A. Ford, Chairman, Public-Relations Sub-Committee
Burton Levy, Chairman, Project Administration and
Evaluation Sub-Committee

Mr. Lonnie Johnson was appointed as the Project's Executive Director. Mr. Johnson was formerly Community Resources Director of the Lansing (Michigan) Urban League, with a Master's degree in social work from Michigan State University.

Mr. Johnson was hired by the Board to serve for a six-month period. He was employed from June 16 to December 15, 1967. Upon the termination of his employment, Mr. Thomas E. Johnson, Supervisor of Police-Community Relations, Michigan Civil Rights Commission, served as the part-time Executive Director of the Project until its conclusion on May 30, 1968.

The Project's general office was established at 6362 Gratiot, Detroit. In December, 1967, the general offices were moved to the Cadillac Square Building, 10th floor. Both the Gratiot location and the space in the Cadillac Square Building were donated by the Michigan Civil Rights Commission. This change was made so the entire operation could be in one location. It also made the operation more convenient for Mr. Thomas Johnson who would be directing the Project on a part-time basis.

2. Produce Advertising and Promotional Materials:

The Public-Relations Sub-Committee, chaired by Mr. John A. Ford, was responsible for producing and approving the advertising and promotional materials. The decision was made to focus the printed materials on the images of television personalities Bill Cosby and Robert Culp of the "I Spy" series. The rationale was that Messrs. Culp and Cosby reflected the interracial aspect of the campaign; that they, as known personalities, would appeal to a large segment of the public; and coincidentally, a series of radio spots and one poster were already completed and could be made available for the Michigan Project.

On February 23, 1967, Mr. Bill Cosby appeared in Detroit at a Project rally to promote the police recruitment effort. Chrysler Corporation's Public Relations Division filmed the appearance for the Project, and completed a set of five 60-second television spots for use on Michigan television stations. Two of the five television spots produced by Chrysler Corporation included parts of Mr. Cosby's remarks and spot interviews with Negro and white police officers on duty, asking their comments about the benefits of police work, why they became officers, etc.

The Community Relations Service, Department of Justice, had, during the summer of 1966, prepared a series of radio spots and a bus car-card poster using Culp and Cosby. The master radio tapes and poster were made available to the Michigan Project by the Community Relations Service.

A packet of news articles on police work (see Appendix) was prepared and distributed to 350 weekly, semi-weekly and daily newspapers in Michigan.

One thousand large outside bus posters were printed and distributed. Five hundred posters were placed on Detroit buses; the other five hundred distributed among Lansing, Battle Creek, Saginaw, Kalamazoo and Port Huron.

One thousand smaller inside-the-bus posters (11 x 28) were used throughout the State with 9,000 business reply cards for a bus rider to take and mail to receive further information about becoming a police officer in Michigan. These were supplied by the Community Relations Service.

Ten thousand each of the Cosby-Culp posters, sizes 11 x 14" and 17 x 22" were printed and distributed.

Forty thousand self-mailers describing the Project, with a tear-off business reply card, were printed and distributed.

Twenty thousand yellow information brochures were printed.

Twenty-five hundred one-page leaflets 3½ x 8½, with a brief message about the benefits of becoming a police officer were printed. These were designed so they could be used by churches in bulletins, inserted in business letters, or distributed at fairs or public assemblies.

Sixty mats, with the same layout as the posters, were prepared to be distributed to community, union and church newspapers.

Twenty-five thousand lapel buttons were purchased for use in high schools. The buttons had the picture of Culp and Cosby with the message "The Police Want You for Jobs" circling the top, and "Every Race, Creed, Color" across the bottom.

3. Distribution of Materials:

The television spots were distributed to fifteen television stations in Michigan during the first week in September, 1967. Most of the stations showed the spots regularly, and personal contact was made by the Executive Director and local police chiefs with all station managers.

The radio spots were late in being distributed due to various difficulties beyond the control of the Project. The tapes were distributed November 7, 1967, to fifty-five radio stations, covering the lower two-thirds of the Lower Peninsula. The packets mailed to the stations included the following:

A written 60-second announcement which would be read by the local announcer.

A tape with five spot announcements:

- #1 - 60 seconds: Informal recruiting plug by Bill Cosby and Bob Culp, winding up with recorded tag advising interested listeners to write Box 2525, Detroit 31, Michigan.
- #2 - 30 seconds: Shorter Cosby-Culp plug; similar tag.
- #3 - 20 seconds: Shortest Cosby-Culp version; tag.
- #4 - 30 seconds: Introduction and tag wrapped around informal opinions by three policemen telling in their own words why they like their jobs. (This spot and the one following were produced locally by the Chrysler Corporation.)
- #5 - 30 seconds: Same format, three different policemen.

Michigan has five radio stations with special programming for Spanish-speaking people. A 60-second written spot announcement in Spanish was sent to these stations.

Community sources reported that both television and radio stations exhibited a high degree of cooperation in playing the tapes.

Printed materials were distributed as follows:

<u>Item</u>	<u>Number Distributed</u>
40,000 pamphlets with self-mailer (green)	35,000
20,000 Project information pamphlets (yellow)	19,000
10,000 Culp-Cosby posters 11 x 14"	9,500
2,000 " " " 17 x 22"	1,900
* 2,000 Inside bus cards 11 x 28"	1,600
1,000 Outside bus posters 22 x 42"	1,000
25,000 Culp-Cosby lapel buttons	24,500
7,500 Inserts 3½ x 8½	7,300

* Some were given to local Councils to use on taxi cabs, etc.

The Project's Executive Director, Board Chairman and members of the Executive Committee participated in a score of live radio and television shows to explain and promote the Project.

The Chairman of the Public Relations Sub-Committee contacted nine public relations executives of Michigan business firms requesting they work directly with the local media and with the local Police Recruitment Advisory Councils.

A letter from the Project Board, explaining the Project, with sample posters and materials, was mailed to each police department, sheriff's department, and 500 community organizations. Order forms to get additional materials were included, and many organizations responded.

The Executive Director made personal contact with and distributed materials to dozens of organizations and institutions on a state and local level including the following:

- Municipal Police Departments
- Sheriff's Departments
- State Police Posts
- Urban League Branches
- NAACP Branches
- Michigan Employment Security Commission Offices
- Latin Americans United on Political Action (LAUPA)
- Offices of Economic Opportunity
- Regional Civil Rights Commission Offices
- Ministerial Associations
- Chambers of Commerce

Materials were displayed and distributed at the Jackson State Fair, the NAACP State Convention, Michigan Urban Leagues's Economic Development & Employment Conference, Career Carnival at Michigan State University, Annual Conference of the Michigan Association of Chiefs of Police, and in other group meetings of various kinds.

4. Establish Local Police Recruitment Councils:

The purpose and suggested procedures for local Police Recruitment Councils are found in a Project paper in the Appendix. Copies were made available by mail and personally by the Project Executive Director to each police agency in Michigan. The success of this portion of the program was related to the ability and enthusiasm of the local police chief coupled with support from minority leadership. Few chiefs gave adequate encouragement and leadership to their Councils, and as a result, only a few of them had regular meetings or consistent program efforts. A poll was taken of police chiefs to determine the degree of cooperation they received from the minority community. Twelve chiefs reported they had received good cooperation; three reported fair cooperation; and only one reported poor cooperation. It was evident from this that generally the citizens as a whole were willing to assist in recruiting when given direction and leadership.

The Executive Director reports the following summary of activities regarding the local Recruitment Councils:

- Grand Rapids was the first local Council to be formed. In its early stages, a problem arose regarding the Council's involvement in the whole area of police-community relations problems rather than the narrower but important problem of recruiting police officers. After deciding to restrict the function to recruitment for the length of the State project, several actions aimed at reaching prospective recruits were taken. A leaflet was distributed in sections of the community by the director of the local poverty program. The names of about 125 Negro high school graduates (who would be 21 or over) were obtained from school officials. A letter was sent to them from the Chief of Police encouraging them to file applications with the Department. The Council has engaged in several other ambitious projects. The Council is still organized and meeting periodically.

- The Tri-County area, including the cities of Saginaw, Bay City and Midland, is the first and only group to cover a three-county area. Several meetings were held and the newspapers responded with good publicity. This committee did not have a good representation from the minority community. It was suggested that representatives from the black militant groups be included. The Project's Executive Director contacted these groups and they agreed to send representatives to the meetings. However, some police officials refused to meet with the black militants and no further meetings of the committee were called.

- The Jackson Advisory Council had the firm support of the Mayor and Police Chief. Several meetings were held, and several prospective recruits have made application.

- The Lansing Council met regularly and carried out several special projects during November, 1967. The Council obtained some local applicants, but none were hired.

- Adrian formed a Council and had several meetings, but is not meeting presently. This Council has produced no tangible results.

- The Benton Harbor and St. Joseph communities exhibited great interest in the Project and included law enforcement officials and citizens from the surrounding cities and townships. Some enterprising individuals glued the Cosby-Culp posters to the sides of their automobiles.

- The Battle Creek Advisory Council held several meetings and carried out a special program during the month of November, 1967. The Council had no meetings for the past several months.

- Flint organized a Council and carried out a concentrated program during the last week of November, 1967. The Council has not met since December, 1967.

- The Project was unable to get an Advisory Committee established in Muskegon despite several attempts.

- An Advisory Committee was set up in Ann Arbor. However, it met only several times and failed to become a viable group.

- Because of the large size of the city of Detroit, an effort was made to establish a program that would be conducted by each of the thirteen Precinct Police-Community Relations Councils. The Executive Director met with the command personnel from the Recruiting Division of the Department and outlined a program that would involve these Precinct Councils. Sufficient posters and publicity materials were given them. However, the Detroit Police Department has conducted its own recruiting program both prior to and since the termination of the state-wide Project. The Precinct Councils did not formally participate in the Project.

- In Pontiac there were several meetings involving the Chief of Police and a group of citizens. No Council was formed and it appears unlikely that one will be created. To all indications, the Police Department and minority group leaders were unable to establish an effective dialogue which would lead to a cooperative partnership in police recruiting.

Special Programs for Advisory Committees:

The Project designed several projects to involve the Advisory Councils and stimulate interest:

- A luncheon was held in Lansing, October 25, 1967, with police chiefs and representatives from the Advisory Councils and citizen groups. Those attending were given a report on the program of the Project. The Administrative Assistant to Governor Romney read a Proclamation, signed by the Governor, proclaiming November "Police Recruitment Month."

- The Executive Director presented a special program for the month of November for the various Advisory Councils. The program was designed to capitalize on the Governor's Proclamation. The program included the following:

1. The local mayor would proclaim one week during November as Police Recruitment Week.

2. The police department would conduct a special program in the high school. The Project supplied lapel buttons to distribute to each student.
3. Special recruiting teams of officers and citizens visited shopping centers and various locations in the minority neighborhoods to encourage recruitment.
4. Arranged for special television and radio interviews and programs.
5. Had special articles in local newspapers about police careers.
6. Arranged for "Open House" at police stations.
7. Arranged for local churches to designate one Sunday as "Police Recruitment Sunday" and asked the clergy to speak from the pulpit about the Project. Also had recruiting inserts available for church bulletins.

- Five communities - Benton Harbor, Jackson, Flint, Grand Rapids and Lansing - cooperated with the program and conducted special activities during one week in November which their mayors proclaimed as "Police Recruitment Week." During this period, 24,500 lapel buttons were distributed to high school students.

- During November, 1967, the Project contacted most of the major newspapers in the State and arranged for special articles on the Project, its progress, and the need for Negro and Latin-American police officers. During November there was a sharp increase in the number of inquiries about police careers.

- During March, 1968, the Project recommended that the Advisory Councils and the police departments conduct a program called "Operation Personal Contact." This program involved police officers and citizens going out as a team and visiting pool rooms, barbershops and other places in the minority neighborhoods where men gather, to encourage eligible men to join the departments. It also called for gathering names of eligible men from churches, clubs, etc., and visiting these men in their homes.

- On May 10, 1968, the Project had a luncheon conference in East Lansing. Police chiefs from 27 major Michigan communities having a significant minority population were invited. The theme of the conference was "What Police Departments Must Do To Recruit Minority Officers." The conference dealt with the problems involved in recruiting minority people as well as the actions police departments must take if they are to succeed. A presentation was also made of the affirmative actions that are being taken by industry. The attendance included twelve police chiefs, plus members of the Project's Board of Directors.

- A survey was made of police departments and other agencies to determine to what degree these agencies were cooperating with the Project. It was found that some agencies did not display the promotional material even though materials had been supplied; others did a good job. A copy of this report is attached in the Appendix.

5. Establish a Project Referral Office:

A Project Referral Office was established at 1000 Cadillac Square Bldg., Detroit, under the direction of Thomas E. Johnson of the Civil Rights Commission. Procedures were established to accept inquiries, applications, departmental referrals and follow-up with invaluable assistance from the Michigan Employment Security Commission.

The following describes the referral process:

1. Letter of inquiry received from television, radio or poster stimuli, or a postage-free tear-off reply card is received.
2. A packet is sent to the interested citizen containing a letter of encouragement from the Project; application form; placement preference form; Civil Rights Commission form of racial/nationality identification; listing of Michigan law enforcement agency requirements for employment, and salary; and a State Police brochure.
3. Completed form returned by interested citizen.
4. Completed application form sent to each of the police agencies preferred by the citizen.
5. Follow-up letter sent 20 days later to the applicant to see if he has been employed.
6. Follow-up to departments referred, asking for reason why applicant has not been employed, or the date of employment.

In addition, police agencies with vacancies were encouraged to visit the Project Referral Office to review all of the completed applications even if the citizen had not expressed an initial interest in that particular department.

The applications of all applicants (Negro and white) who met the minimum requirements were sent to the State Police. The State Police then mailed a letter to each applicant encouraging him to go to his local Post for the written test.

Brief Analysis and Evaluation of Referrals:

1. Of the 371 applications received, almost 89% of them were ultimately rejected. Ninety-three, 36 Negro and 57 white, had to be rejected because they did not respond when contacted by the police department or the Recruitment Project.
2. Sixty-nine of the applicants, 49 white and 20 Negro, had previously applied for a police department position and had either failed the written test or had been disqualified for some other reason.

3. Applicants were placed in the rejected file only after they had been rejected by the departments to which they had been referred. The only exception would be those who could not meet the age or educational requirements of any department in the State.

IV - BRIEF ANALYSIS AND EVALUATION OF THE PROJECT

1. The Project had a severe setback with the civil disorders in July of 1967. The events occurred a little over one month after the Project began. Following these disorders, racial tension increased and the polarization of the black and white populations became more intense. This greatly hindered efforts to get black applicants. We believe these riots produced a general atmosphere that was not conducive to the successful recruitment of black or white officers.
2. The Project Board feels that the original stated goal, 1,000 new officers, was too ambitious and not realistic for a project such as ours, having limited funds and staff.
3. Though the Project did not accomplish its goal of 1,000 new officers, 500 white and 500 Negro, the Board feels that it has achieved some measure of success for the following reasons:
 - a. Some chiefs of police around the State have become more sensitive to the need for black and Latin-American officers, and understand better the reasons why some minority group members do not become police officers. Thus, they also have a better understanding of what will be needed in order to recruit minority group members.
 - b. It has helped many in the black and Latin-American populations to understand that they are wanted by some departments and that they will be considered for employment if and when they decide to apply.
 - c. The Project as a whole has stimulated police recruitment in the State. The Project did not receive directly all the applications of men who were encouraged to seek a police career by the Project publicity. Many applicants went directly to their local department, sheriff's office or State Police Post. The publicity material instructed them to go to the police department or write the Project post office box number. Many chose to go direct. Most police departments had a larger number of inquiries during the life of the Project than they usually do. In 1967, Detroit had 3,996 applicants, 47% were Negro. This is the largest total they have ever had. A survey of twenty-five departments in January, 1968, revealed that from June 1 through December 31, 1967, 90 Negro and 4 Latin-American officers had been hired. This also was a record.

- d. In June of 1967, the Project compiled a list of existing vacancies in the police departments across the State including the State Police. Most of the 89 departments involved had vacancies totaling nearly 1,000 openings. At this writing only six departments of the original 89 presently have openings.

The Project does not seek to take full credit for the increased number of applications or the hires. We realize that the respective police agencies have carried on their own recruiting activities independent of Project efforts. We do believe, however, that the Project may well have been responsible for some of the new applications and resultant hires.

SUMMARY

It should be noted that the Project's efforts were confined only to recruiting. No attempt was made to examine and evaluate police agency standards and selection procedures. The Project took the position that it would be difficult enough to obtain police cooperation in the area of recruiting without trying to deal with the touchy and controversial subject of selection standards. It was our opinion that had we sought to delve into hiring standards, the Project would have met wholesale police intransigence bringing about a failure from the very beginning.

There is no question but what some police administrators in Michigan are committed to greater utilization of black and Spanish-speaking officers in their departments. These officials have worked closely with the Project and have sought to stimulate a greater interest in police work among potential minority group applicants. However, the same cannot be said for a number of law enforcement administrators across the State. Nor can it be said that in each instance minority leaders were willing to work constructively with the police. There is still a wide gap of distrust between some law enforcement officers and some minority leaders. Somehow this gap must be bridged.

In too many instances the Project received little or no cooperation from police chiefs. We do not have enough facts and data to make an objective assessment as to the reasons for the lack of cooperation on the part of these police officials. However, we do make the flat statement that where some chiefs are concerned, enthusiasm for the Project's goals left much to be desired. We are left to the conclusion that either some departments simply do not want to recruit black officers or cannot do so because of present placement processes, minority population reluctance and/or the general temper of the times.

It is the judgment of the Board that a positive police-community relations program is needed in many of Michigan's cities before any recruiting effort can be truly effective. The initiative for better police-community relations, we believe, rests with the police officials. Until such time as there is trust, understanding, cooperation and a lessening of hostility between minority populations and police agencies; coupled with fair and objective selection procedures, we do not believe that any recruiting drive can produce meaningful results. We believe that in some of Michigan's cities, police-community relations are improving due to the willingness of police chiefs and minority group leaders to work together effectively. For these communities we see hope with regard to the recruitment and placement of officers from the Negro and Spanish-speaking populations.

The Project's results have fallen far short of its goal of 1,000 new police officers with a heavy percentage from the minority groups. Despite this lack of success, we feel that there have been some positive gains. In a few cities the Project has been instrumental in bringing together an effective working relationship between police administrators, business representatives and black leaders. Here, at least, is a hopeful beginning.

It is the judgment of the Board that state-wide police recruiting programs are useful and should be carried on all across the country. Other states should be able to benefit from the experience of Michigan -- both our failures and successes. We would recommend that future programs place a heavy emphasis on assisting the local authorities, in those cities that want such help, in improving the police image and making the law enforcement career attractive and desirable especially to the black man and other minority group members. We would further recommend that new recruiting projects be geared to a minimum of three years. The Michigan experience indicates that no less than one year is needed to begin to break down the barriers of distrust and skepticism which exist between local police officials and minority group leaders as they seek to establish a meaningful working relationship. Finally, we would recommend that future grants be large enough to permit a paid, full-time staff to lend direction, guidance and consultation throughout the full term of the Project.

We cannot pinpoint the precise number of new hires brought about through the Project's efforts and we know they did not begin to approach our goal. Nonetheless, the Board is encouraged for we are convinced that the Project's endeavors have helped to create an improved atmosphere in the area of police recruiting. The Project has added a new dimension - namely, citizen participation in the search for good police candidates regardless of ethnic background.

Respectfully submitted,

Edward N. Hodges III
Edward N. Hodges III
Chairman, Board of Directors

Reverend Roy A. Allen
M. Hector Cisneros
Joe Consolmagno
Frederick E. Davids
John A. Ford
Ray Girardin
Burton I. Gordin
William K. Hanger
Arthur L. Johnson
Glenford Leonard
Burton Levy
Malcolm R. Lovell, Jr.
John W. Mack
Don Potter
Dr. Albert Wheeler

INFORMATION REQUESTS RECEIVED

	<u>Total to March 14</u>	<u>Total to May 9</u>
Michigan (excluding Detroit)	1070	1156
Detroit Metropolitan Area	386	406
Out of State	<u>71</u>	<u>74</u>
TOTAL	1527	1636

TOTAL APPLICATIONS RECEIVED AS OF MAY 9, 1968..... 371

Race or Nationality of Applicants:

Caucasian	271	-	73.1%
Negro	97	-	26.1%
Latin	<u>3</u>	-	<u>.8%</u>
TOTAL	371	-	100 %

TOTAL APPLICATIONS IN PROCESS..... 41

Sex of Applicants:

Male	39
Female	<u>2</u>
TOTAL	41

Race or Nationality of Applicants:

Caucasian	29
Negro	<u>12</u>
TOTAL	41

TOTAL APPLICATIONS REJECTED..... 320

Reasons for Rejection

	- Race -			- Sex -		<u>Totals</u>
	<u>Negro</u>	<u>White</u>	<u>Latin</u>	<u>Male</u>	<u>Female</u>	
Education	16	34	--	28	22	50
Age	5	56	1	61	1	62
Background	3	9	--	12	--	12
*No Contact	36	57	2	94	1	95
Residency	2	3	--	5	--	5
Military Status	3	16	--	19	--	19
Failed Test	11	12	--	22	1	23
Physical	6	33	--	39	--	39
Miscellaneous	<u>1</u>	<u>14</u>	--	<u>14</u>	<u>1</u>	<u>15</u>
TOTALS	83	234	3	294	26	320

*The individuals in this category did not respond to telephone and mail contacts by police departments or the Project.

RESULTS OF QUESTIONNAIRE

Number Mailed - 36 -- Number Returned - 25

1. How would you rate the Posters and Printed Material used by the Project? 1. Good
Fair
Poor 1
2. How would you rate the TV and Radio Commercials? 2. Good
Fair
Poor 1

No Response to Question
3. How frequently were these Commercials aired in your community? 3. Often
Occasionally
Never 1

No Response to Question
4. What is your general assessment of the Police Recruitment Project? 4. Good
Fair
Poor 1

No Response to Question
5. How do you rate the cooperation you received from the Central Project Office? 5. Good
Fair
Poor 2

No Response to Question
6. Did you organize a Citizens' Advisory Committee to Assist you in your Recruitment Efforts? 6. Yes
No 1

No Response to Question
7. How often did it meet? 7. Regularly
Occasionally
Seldom 1

No Response to Question
8. How do you rate the cooperation you received from the Negro and Latin American representatives? 8. Good
Fair
Poor 1

No Response to Question
9. Should the Police Recruitment Project be Continued? 9. Yes
No 1

No Response to Question

Listed in Order of Importance as Selected

10. What should the Main Emphasis of the Project be in its Final Months? (List those you have selected in the order of their importance.)
- a. Just Advertising. (D)
 - b. Central Referral Office for all departments within the state. (C)
 - c. Seek or establish sources in the community where applicants who have failed the entrance examination can find assistance in passing the test. (D)
 - d. Establish the Local Advisory Committees into permanent Committees to assist the Chief in Recruitment. (A)
 - e. ---Additional suggestions made by Chiefs listed Below --- ()

11. The number of vacancies in your department as of May 31 and December 31, 1967. 11. May 31 689
Dec. 31 530*
- *The vacancies as of December 31 include two departments whose authorized strength was increased by a total of 71 officers as of July 1, 1967.
12. The number of Negro and Latin Americans hired from June 1 through December 31, 1967. 12. Negro 90
Latin Amer. 4

NAME: _____

TITLE: _____

DEPARTMENT: _____

ADDITIONAL SUGGESTIONS

1. Educational program to assist applicants who do not meet present educational standards. This would involve the use of the OEO program.
2. Gather applicants at a central location in the various areas of the state and invite chiefs of police having vacancies in their department to meet with the applicants for interviews and tests.....

POLICE RECRUITMENT PROJECT OF MICHIGAN INC.
THE POLICE WANT YOU...FOR JOBS!

- 18 -
Appendix C

1000 Cadillac Square Bldg.
6382 STANTON AVE.

48226
DETROIT, MICHIGAN 48226

222-3003
(313) 452-3003



CHAIRMAN BOARD OF DIRECTORS P.R.P.M.
EDWARD N. HODGES III
GENERAL EMPLOYMENT
SUPERVISOR
MICHIGAN BELL
TELEPHONE COMPANY

JOHN A. FORD
VICE PRESIDENT,
PUBLIC RELATIONS
CHRYSLER CORPORATION

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COMMISSIONER,
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STATE POLICE

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SERVICES M.C.R.C.

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EXECUTIVE DIRECTOR,
MICHIGAN EMPLOYMENT
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MR. HECTOR CISNEROS
LEGAL ADVISOR, L.A.U.P.A.

Thomas

LOUIS L. JOHNSON
EXECUTIVE DIRECTOR,
POLICE RECRUITMENT
PROJECT OF
MICHIGAN INC.

To: BOARD OF DIRECTORS
POLICE RECRUITMENT PROJECT OF MICHIGAN, INC.

From: Burton Levy

March 15, 1968

During December, a survey was made to determine whether or not information and posters about the POLICE RECRUITMENT PROJECT were available at offices of cooperating agencies. A survey was made at 19 State Police Posts, 21 municipal Police Departments, 14 MESO offices, 19 Sheriff's Departments, 5 Poverty Program offices, and 9 Civil Rights Commission offices.

In view of the fact that the Project posters and fliers advised prospective applicants to contact the nearest law enforcement agency, it was felt that this survey would give the Board of Directors an idea of how well these agencies were cooperating with the Project. The surveyors simply went to the office, looked to see if posters or pamphlets were available, asked the officer or person on duty if he had such material or knew of the Project, and if they did not, posters were given to them.

The results of the survey are tabulated below. It should be kept in mind that the Project sponsored a meeting with municipal police chiefs and State Police on October 25 to discuss the Project. In addition, a mailing of material was made to every Police Department, Sheriff's Department and State Police Post in Michigan during the month of October. The results of the survey, therefore, are somewhat disappointing.

All the police agencies appear to be reluctant to have the posters visible. Of the three police agencies (State Police, municipal police and Sheriff's Departments) the figures show that the officers on duty in the Sheriff's Department knew least of the Project; the municipal departments next; and the State Police Posts the most. However, even though the State Police were best, still a third of the Posts visited did not know of the Project, and only a half had pamphlets available and 5 out of 20 (one-fourth) had posters visible.

Memo to Board of Directors from Burton Levy
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For the non-police agencies (Poverty program, MESC, and CRC offices) the Civil Rights Commission offices had almost a perfect record; the MESC offices had about two-thirds with complete information and posters on the Project; and the 5 Poverty offices did better than 50%.

I am drawing no significant conclusions here. Obviously, it was easier to have the CRC offices covered because they come directly under my supervision. The MESC offices apparently are accustomed to receiving material from employers, and probably have a procedure for posting and informing desk clerks. The Poverty offices obviously are concerned about getting some of their clients jobs.

As for the law enforcement agencies, I am heartened that 13 of 19 State Police officers on duty knew of the Project, and that 12 of the 21 municipal police officers on duty also knew of the Project. I was surprised to find in each case that less of these offices had posters or materials available about the Project. This may mean that there is some hesitancy about using outside material.

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Attachment

POLICE RECRUITMENT PROJECT SURVEY

	NUMBER	
	<u>YES</u>	<u>NO</u>
<u>STATE POLICE POSTS (Total, 19)</u>		
Was Poster Visible?	5	14
Were Pamphlets Available?	10	9
Did Officers know of Project?	13	6
<u>MUNICIPAL POLICE DEPARTMENTS (Total, 21)</u>		
Was Poster Visible?	7	14
Were Pamphlets Available?	7	14
Did Officer know of Project?	12	9
<u>O.E.O. OFFICES (Total, 5)</u>		
Was Poster Visible?	3	2
Were Pamphlets Available?	3	2
Did Official know of Project?	4	1
<u>M.E.S.C. OFFICES (Total, 14)</u>		
Was Poster Visible?	10	4
Were Pamphlets Available?	8	6
Did Contact know of Project?	9	5
<u>SHERIFF'S DEPARTMENTS (Total, 19)</u>		
Was Poster Visible?	4	15
Were Pamphlets Available?	3	16
Did Contact know of Project?	8	11
<u>CIVIL RIGHTS COMMISSION (Total, 8)</u>		
Was Poster Visible?	8	0
Were Pamphlets Available?	7	1
Did Contact know of Project?	8	0

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3/15/68

TOTAL APPLICANTS HIRED..... 10

Ann Arbor	3 - White - Male
	1 - White - Female
Detroit	1 - White - Male
Grand Rapids	1 - Negro - Male
Inkster	1 - White - Female
Kalamazoo	1 - White - Male
Oakland Co. (Sheriff)	1 - White - Male
Wayne Co. (Sheriff)	<u>1</u> - Negro - Male
	10

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APPLICANTS RECEIVED KNOWLEDGE OF THE PROJECT FROM THE FOLLOWING SOURCES:

1. A police officer you know.....	55
2. A State Employment Security Commission Office.....	22
3. Bill Cosby-Robert Culp Bus Poster.....	54
4. Bulletin-Board Poster.....	22
5. Newspaper Story.....	28
6. Radio Announcement.....	49
7. Television Announcement.....	161
8. Private Organization (Civil, Fraternal, etc.).....	3
*9. Other.....	<u>41</u>
<u>TOTAL</u>	435

*These represented Civil Rights Commission, Jet Magazine, State Police, Municipal Civil Service and friends.