

Marketing the New Law Enforcement Organization

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Recruitment within the law enforcement community has found itself in a unique position that has not been experienced in the past. Law enforcement organizations using traditional recruitment methods find themselves in a new market. This market involves not only competition with other law enforcement agencies both home and abroad, but also competition from businesses within the private sector. New generational differences must also be understood and capitalized on, if an organization is to be successful. Information was obtained from surveys provided to new employees at the Pinellas County Sheriff's Office and individuals currently enrolled in law enforcement academies within the State of Florida. An analysis of the collected data and a literature review provides direction to understand the new generations of potential employees. This understanding will lead to the development of innovative marketing strategies to attract, hire, and retain the most qualified candidates.