

FDNY FIREFIGHTER RECRUITMENT

Increasing Minority and Women Diversity

A top priority of the Department is to expand its recent successful efforts to diversify its uniformed work force through its expanded Recruitment Unit. The percentage of young men and women of diverse backgrounds entering the Fire Academy has been increasing steadily from 6.6 percent in 2001, to 17.4 percent in 2005. To achieve these important objectives, the Department has:

- Developed a targeted recruitment campaign for the 2007 Firefighter civil service examination that focuses on recruiting young men and women of diverse backgrounds.
- Developed a comprehensive marketing, advertising and public relations strategy.
- Collaborated with external on-line, non-profit and military organizations to assist with recruitment.
- Established tutorial opportunities for potential applicants.
- Developed and implemented an ongoing, targeted recruitment campaign for EMS that effectively maintains and increases the number of young men and women of diverse backgrounds.
- Developed strategies to maintain and continue to increase the diversity of EMS personnel.
- Expanded outreach and mentoring efforts in diverse communities throughout the City and increased visibility of the FDNY career opportunities in firefighting and EMS.
- Continued to expand the Exploring Program to reach local youths and promote the FDNY High School for Fire and Life Safety as a means of interesting young people in first-responder careers.

Unprecedented resources were devoted to the 2006 recruitment campaign, including \$1.4 million to the Department's Recruitment budget for staff and working recruitment events and an additional \$1 million for the Department's marketing and promotion of this campaign. The Arnell Group contributed \$2 million worth of pro-bono creative, marketing and promotional services toward the development of a first-rate marketing campaign.

The FDNY's massive community outreach campaign involved recruiters attending more than 2600 events at schools, sporting events, shopping centers and cultural festivals throughout the City. From this extraordinary outreach, a data base of nearly 41,500 interested applicants was amassed for the Firefighter exam, significantly more than the 23,000 names in the data base at the conclusion of the 2002 campaign. FDNY is extremely encouraged that 67.4 percent of those in the current data base of interested young people are minorities or women.

Virtually all of the 41,500 interested applicants in the data base were contacted by FDNY's recruitment staff to encourage them to file for the exam. The results are very encouraging. As of the closing filing date, approximately 30,000 people had filed for the exam, 40 percent of whom are minorities. That translates to more than 12,000 minority applicants who took that critical next step toward a firefighting career.

