

# DIVERSITY IN THE FIRE DEPARTMENT



# THE MISSION

- The mission is to attract, cultivate and maintain pipelines of diverse applicants. This includes introducing firefighting as a career option to qualified members from underrepresented minority and women populations. Our objective is to create a plan that will obtain and foster a diverse workforce within AFD.

# HISTORICAL PERSPECTIVE

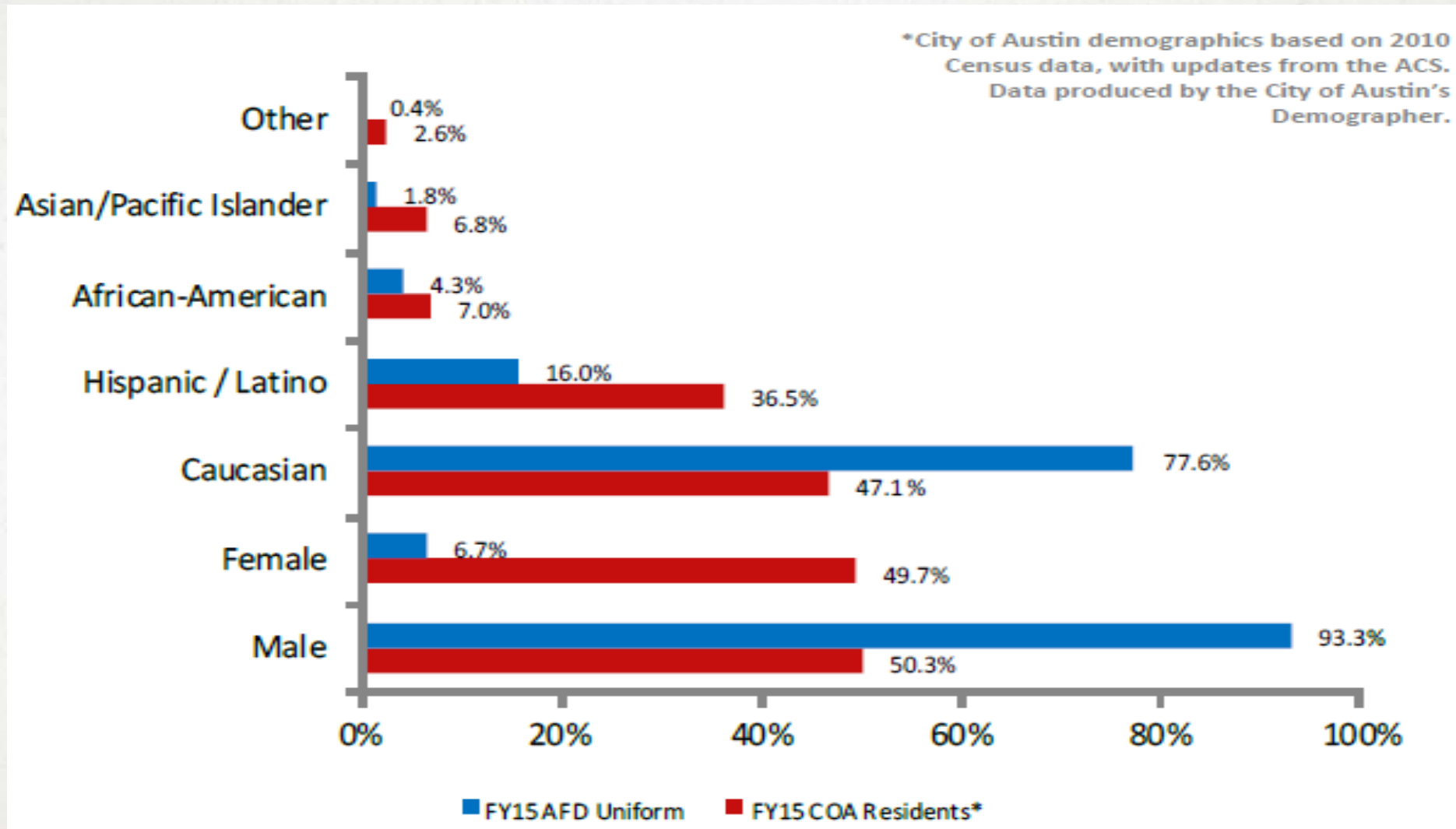
- AFD's difficulties can be traced back to the **1<sup>st</sup> consent decree** of 1977, when the lack of minority representation in AFD was highlighted.
- In 2014, the **2<sup>nd</sup> consent decree** was filed and approved alleging that the city of Austin violated Title VII of the civil rights act of 1964.



# FIRE DEPARTMENT PERSONNEL

- Uniform-----1,147
- Civilians-----97
- Cadets-----60
- Current vacancies-----approximately 150

# AFD BY RACE/ETHNICITY FISCAL YEAR 2016 VS CITY OF AUSTIN



# WHO ARE OUR TARGET CANDIDATES?

- The Millennial Generation very diverse group( born between 1981 and 1997)
  - Smart, tech savvy,
  - Collaborative
  - Want to help others
  - Largest generation in the workforce
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# OBSTACLES THAT WE HAVE TO OVERCOME

- Working with a reduced recruiting budget
  - Minority Perceptions
  - Understanding the need for recruiting
  - Having the courage to change
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# WHAT IS BEING DONE BY AFD?

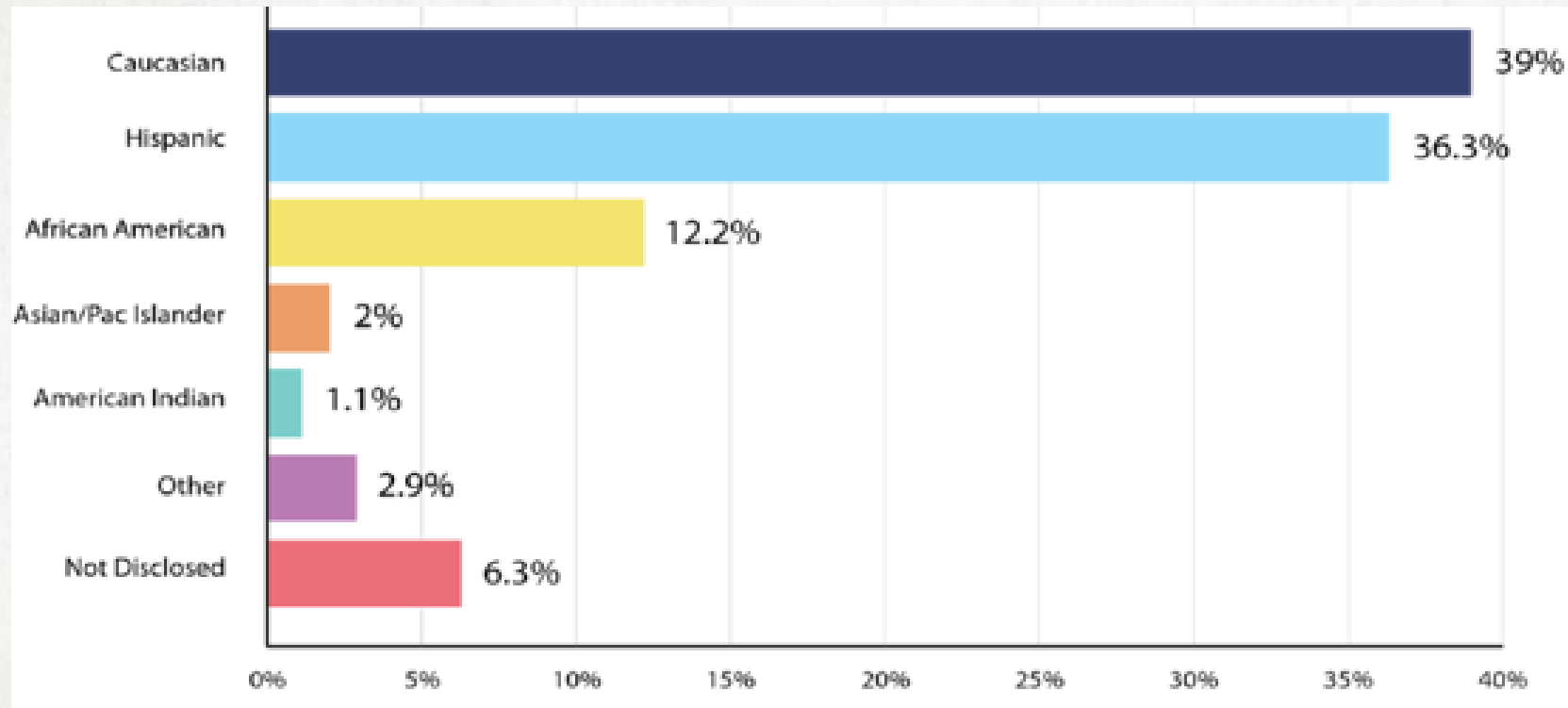
- Invest in online engagement
  - Cultivate an inclusive work culture
  - Highlight the opportunities for growth
  - Change tactics to draw in and keep millennial candidates
  - Being aware of the cities demographical trends
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# CITY OF AUSTIN'S FORECASTED DEMOGRAPHICAL TRENDS

- Long term, sustained rapid population growth
  - Profound racial and ethnic diversification
  - Growth from Hispanics dominates overall growth
  - Suburbanization of African American Households
  - An increase in the Asian population
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## 2015 WRITTEN TEST BY RACE/ETHNICITY



# 2015 RECRUITING NUMBERS AT A GLANCE

## AFD Advertising



**10** publications



**11** radio stations  
*18,480 total spots aired*



**22** websites



**2** T.V. channels  
*41 total spots aired*

## Candidate Interest Cards

**9582**

**3151**  
Applications

**2104**  
Written Exam

**1676**  
SOP

**83**

Events attended

**154**

Ride Outs scheduled

## Top Cities by Application

**Austin**

835 Applications

**San Antonio**

395 Applications

**Round Rock**

102 Applications

**Pflugerville**

62 Applications

**Houston**

55 Applications

## Top Austin ZIP Codes

78748  
78741  
78745  
78704  
78744

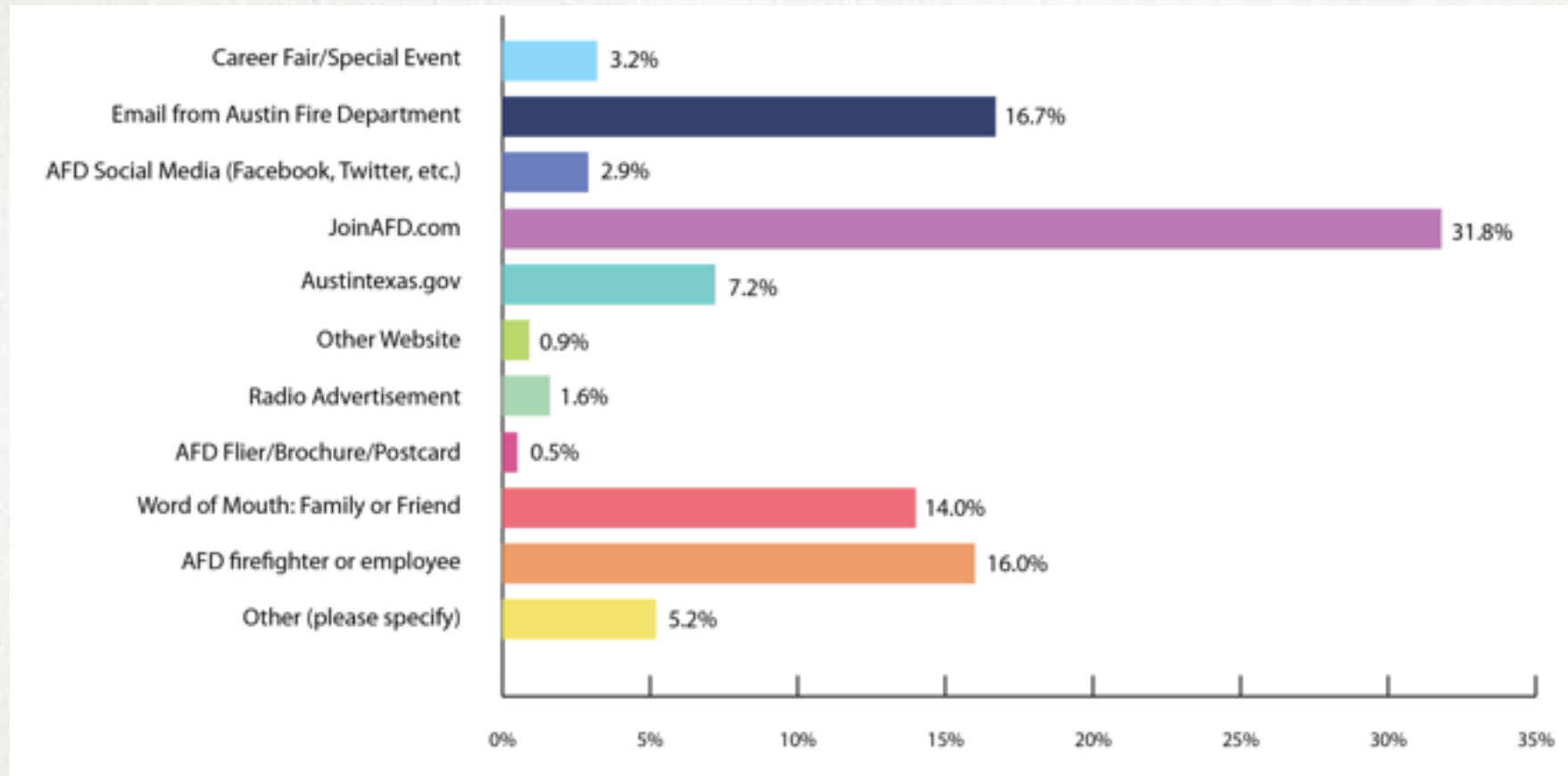


**47**

Number of U.S. States represented  
in Applications submitted

*(States missing: Delaware, Iowa, Vermont)*

# HOW DID YOU FIRST LEARN ABOUT THE AFD HIRING PROCESS?



# PASS THE TORCH ACADEMY





# 2014 DEMOGRAPHIC FOR PASS THE TORCH ACADEMY

- 33 percent Hispanic
  - 31 percent African American
  - 29 percent Caucasian
  - 5 percent Asian American
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# PASS THE TORCH ACADEMY



## AFD PASS THE TORCH ACADEMY

Be the change you wish to see in the world

AUSTIN FIRE DEPARTMENT

*"It was not what I thought, but I liked what I saw. I could see myself staying there (fire station)- it's like a family"*

--2014 Class graduate



*The Pass the Torch Academy gives you a firsthand look at a career in the fire service*

### Participate in activities like:

- Wear the gear and participate in simulated fire scenes
- Vehicle extrication training
- Swift water rescue training
- Learn about fire science from trained instructors
- Climb ladders and handle charged fire hoses

### Why Participate?

Not only will you get certificates of completion, you will gain:

- A more realistic understanding of firefighting
- A network of firefighters at your disposal to answer questions
- A CD full of pictures and videos of your experience
- An educated decision about your career choice

Check out our website for more information and to apply

[www.AustinFireHire.org](http://www.AustinFireHire.org) | 512-974-0108 | [FireRecruiting@AustinTexas.gov](mailto:FireRecruiting@AustinTexas.gov)



# 2015 DEMOGRAPHIC FOR PASS THE TORCH ACADEMY

- 39 percent Hispanic
- 20 percent African American
- 39 percent Caucasian
- 3 percent Asian American



# 2016 DEMOGRAPHIC FOR PASS THE TORCH ACADEMY

- 46 percent Hispanic
- 32 percent African American
- 17 percent Caucasian
- 5 percent Asian American

## RECENT FEEDBACK FROM PTT PARTICIPANT

- “ I also would like to mention that by completing this program in 2014 solidified my interest in pursuing this career and created a driving passion. It's an excellent program, and I fully hope that it continues to be a success in the future.”



# Community Education

Internships

Pass the  
Torch

Fire  
Science  
101

Explorer  
Program

LBJ  
Program

Elementary  
Education

Phase  
1

Phase  
2

Phase  
3

# % RACE-ETHNICITY TO DATE

	JAN	FEB	MAR	APR	MAY	JUN	JULY	AUG	SEP	OCT	TOTAL
African Americans	11%	11%	8%	13%	11%	9%	10%	10%	9%	8%	10%
Hispanics	36%	38%	38%	34%	41%	38%	42%	40%	39%	41%	39%
Asians	3%	3%	2%	2%	2%	2%	2%	1%	2%	2%	2%
Caucasians	44%	41%	45%	40%	41%	45%	40%	43%	43%	42%	42%
Other	2%	3%	3%	3%	2%	2%	3%	1%	4%	3%	3%
American Indian or Alaskan Native	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Native Hawaiian or Other Pacific Islander	1%	1%	0%	1%	1%	0%	0%	1%	0%	0%	0%
Prefer not to answer	2%	3%	5%	5%	3%	3%	3%	3%	2%	4%	3%
Total	362	434	426	487	661	699	524	520	522	750	5385

**QUESTIONS?????**