



Enhancing the Missouri Department of Public Safety Post Website

Modernizing Peace Officer Recruitment

Opportunity Statement:






How to leverage the well-established DPS Peace Officer Standards and Training (POST) website to enhance visibility of opportunities for potential peace officer candidates & fill vacancies throughout Missouri.

DATA SOURCES

- Journey Map
- MO DPS
- POST websites- Missouri, California, Colorado, Tennessee, Minnesota, Florida, Texas

OBSERVATIONS

- Funding opportunities are not prominently featured.
- Navigation is complex, and application steps are not clearly outlined for first-time visitors.
- Lack of interactive tools and human-centered storytelling reduces engagement.
- Fragmented forms and unclear licensing timelines create barriers to entry.
- The current Missouri POST website is context-heavy, with limited engagement.

Area		Recommendation	Model
	Highlight Financial Incentives and Support	Showcase funding options like the Missouri Blue Scholarship, GI Bill, and agency-sponsored academies.	Florida and Texas law enforcement recruitment pages.
	Dedicated “Become a Peace Officer” Section with Self-Guided Tools	Create a step-by-step landing page outlining the full path to certification (from eligibility to employment). Publish timelines, standards, and eligibility criteria. Add a self-assessment quiz for veteran/out-of-state applicants.	Minnesota POST’s “Becoming an Officer” section and California’s POST’s recruitment toolkit and eligibility check.
	Simplify and Centralize the Application Process	Combine scattered forms and guidance into one streamlined, user-friendly application portal.	Colorado POST’s consolidated licensing flow.
	Incorporate Multimedia and Storytelling	Add videos, testimonials, and academy highlights to humanize the profession and appeal to diverse recruits.	Tennessee’s “Behind the Badge” and “Women in Law Enforcement” videos.
	Track Website Engagement and Outcomes	Use analytics to monitor visitor behavior, track conversions, and identify improvement areas over time.	Data-driven strategy used by Minnesota and California POST programs.