

ENHANCING THE MISSOURI DEPARTMENT OF PUBLIC SAFETY POST WEBSITE

MODERNIZING PEACE OFFICER RECRUITMENT

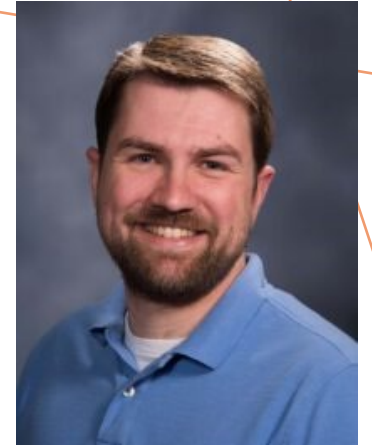


Missouri Leadership Academy
Class 14 Capstone

Meet the Team



Bethany Benward
DESE



Raymond Shank
MoDOT



Jean Schmidt
MDA



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DMH



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DOR



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MSHP

PROBLEM 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 and fill vacancies throughout Missouri.

KEY OPPORTUNITIES IDENTIFIED

Highlight Funding Opportunities

- Missouri Blue Scholarship, Veteran Benefits, etc.

Website Enhancements

- Self-guided process
- Centralize Application Process

Engagement Tools

- Interactive tools or human-centered storytelling

Analytics

- Measuring Success



New Police Officers
STARTING PAY
\$43,472.00-\$46,176.00
PAY IS BASED UPON EXPERIENCE
BENEFITS:
HEALTH CARE COVERAGE
COMPETITIVE SALARY
DENTAL INSURANCE
VISION INSURANCE
LIFE INSURANCE
VACATION & SICK LEAVE
HOLIDAYS
RETIREMENT PLAN
APPLY ONLINE AT:
STROBERT.COM OR EMAIL
STROBERT.COM
36-4700



HIGHLIGHT FINANCIAL INCENTIVES AND SUPPORT

- Funding Options for Aspiring Peace Officers
 - Missouri Blue Scholarship
 - Veteran Recruitment
 - Agency-sponsored academies
- Successful Models to Follow
 - Florida law enforcement recruitment pages
 - Texas law enforcement recruitment pages



Missouri
BLUE ★ ★ ★ ★
SCHOLARSHIP

**Maximum Scholarship
Raised to \$6,000**



GI Bill®



POLICE ACADEMY

A DEDICATED 'BECOME A PEACE OFFICER' PAGE

- Step-by-Step Landing Page
 - Outline the full path to certification
 - Include stages from eligibility to employment
 - Use Minnesota POST's 'Becoming an Officer' section as a reference
- Add Self-Guided Tools
 - Model: California POST's Self-Assessment Quiz
 - Assist veteran and out-of-state applicants determine their eligibility
 - Publish Timelines, Standards, and Eligibility Criteria



Applicants
General Information
Minimum Selection Standards
Exams
POST Certified PPOE Schools
PPOE Learning Objectives
Public
Resources & Forms

HOW TO

Whether you are a
experienced
career as a peace officer
is here to get
Click on the

CENTRALIZE APPLICATION PROCESS

- Streamlined Application Portal
 - Combine forms into one portal
 - Provide user-friendly guidance
- Model Example
 - Colorado POST's consolidated licensing flow



The screenshot displays the Colorado POST website's navigation and content for the Basic Certification process. The top navigation bar is dark blue with white text and dropdown arrows for 'About POST', 'Certification', 'Academies', 'SME Committees', 'Training', and 'Grants'. Below the navigation bar, a breadcrumb trail reads 'Home > Certification > Certification Types > Basic Certification'. The main heading is 'Basic Certification' in bold black text. A paragraph explains that becoming a Colorado peace officer requires high ethical discipline, extensive training, and certification by the POST Board. It states that basic certification requires successful completion of a [POST-app academy](#), the POST certification examination, and a background check. Below the text are four dark blue buttons with white text and dropdown arrows, representing the steps in the process: 'Basic POST Certification Examination', 'Background Checks', 'Hiring Requirements', and 'Certification of Non-United States Citizens'.

About POST ▾ Certification ▾ Academies ▾ SME Committees Training ▾ Grants

[Home](#) > [Certification](#) > [Certification Types](#) > Basic Certification

Basic Certification

A career in law enforcement can be exciting and rewarding. However, becoming a Colorado peace officer requires high ethic personal discipline, and extensive training. To be eligible for appointment as a peace officer, an applicant must first be cert Peace Officer Standards and Training (POST) Board. By law Basic certification requires successful completion of a [POST-app academy](#) successful completion of the POST certification examination, and a background check.

- ▾ Basic POST Certification Examination
- ▾ Background Checks
- ▾ Hiring Requirements
- ▾ Certification of Non-United States Citizens

MULTIMEDIA & STORYTELLING

- Video Testimonials
- Behind-the-Scenes
- Training Instructors
- Showcase MO Law Enforcement



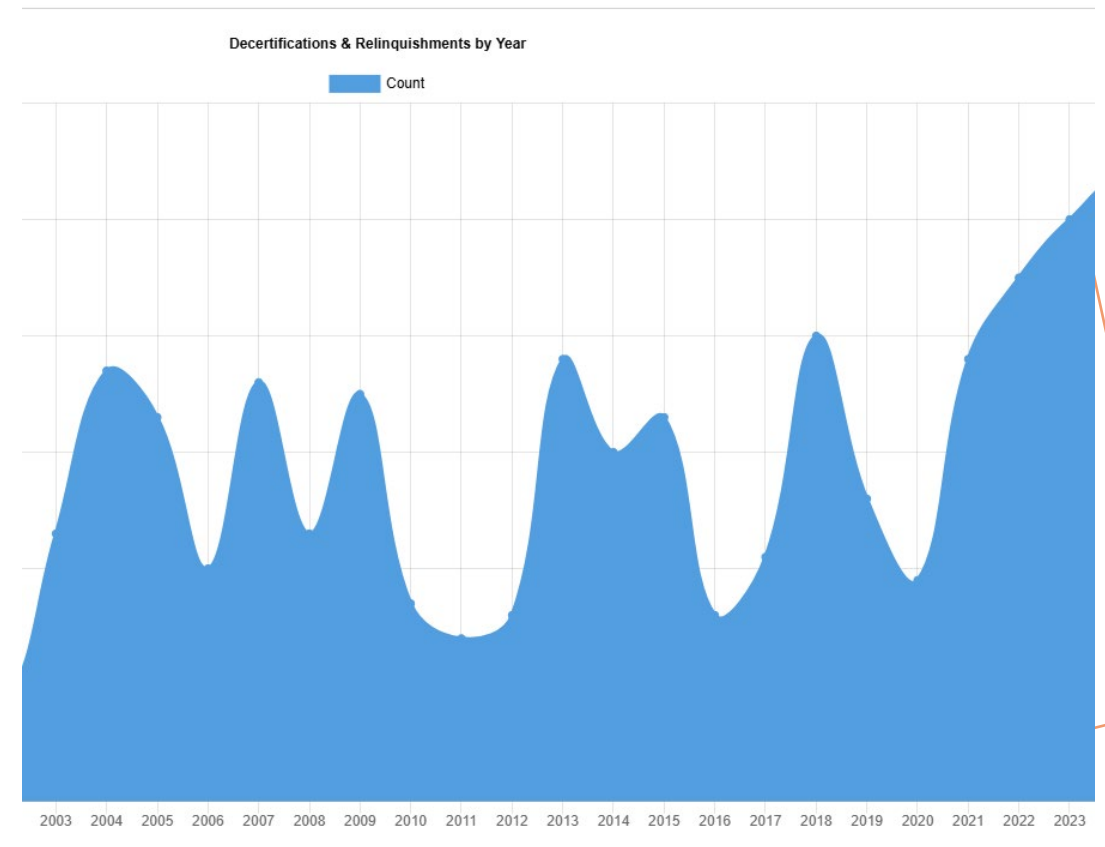
Tennessee Women in Law Enforcement

[Watch Video](#)



DATA ANALYTICS - WEBSITE ENGAGEMENT AND OUTCOMES

- Understanding User Journeys
 - Use analytics to understand how visitors interact with the website
- Defining Goals
 - Measure the effectiveness of your website
- Identify Improvement Areas
 - Analyze data to find areas needing enhancement
- Data-Driven Strategy
 - Implemented by Minnesota and California POST programs





CONCLUSION

Highlight Funding Opportunities

- Missouri Blue Scholarship, Veteran Benefits, etc

Website Enhancements

- Self-guided process
- Centralize Application Process

Engagement Tools

- No interactive tools or human-centered storytelling

Analytics

- Citizen Engagement



THANK YOU FOR YOUR TIME!