



**Course Title:** Recruiting for Law Enforcement  
**\*\* Eligible for TCOLE Credit Hours \*\***

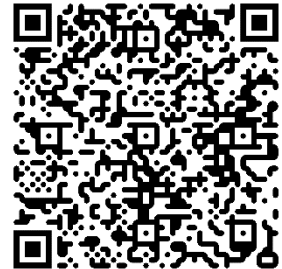
**Sponsored By:** South Texas College Regional Center for Public Safety Excellence

**Length of Course:** 12 Hours (1.5-day course)

**Date:** June 23 & 24, 2025

**Registration Fee:** \$425.00

**Training Location:** South Texas College Regional Center for Public Safety Excellence  
3901 S. Cage Blvd.  
Pharr, Texas 78577



**Training Hours:** Day 1 8:00am – 5:00pm  
Day 2 8:00am – Noon

Successful recruiting of police applicants is dependent on an agency's ability to advertise their openings, generate interest in the job that is available and then to develop a more personalized contact with the potential employee to make them feel welcome and wanted at the agency.

This course provides methods for creating more personalized contacts with police applicants in an effort to get them to engage the hiring process. This is a very challenging environment in which agencies are working to hire the best employees while competing against each other in the law enforcement labor market. This course will provide best practice information in the field of recruiting while outlining effective approaches to attract new candidates. In this course, you will learn about:

- BEST PRACTICES IN RECRUITING
- SOCIAL MEDIA RECRUITING
- ENHANCING WEBSITE EFFECTIVENESS
- PRINTED ADVERTISEMENTS
- RECRUITER CHARACTERISTICS
- JOB BOARDS
- MILITARY RECRUITING
- JOB FAIRS
- EDUCATIONAL RECRUITING
- VENUE-SPECIFIC RECRUITING
- APPLICANT TRACKING
- LATERAL RECRUITING

**REGISTER ONLINE at [www.lawenforcementseminars.com](http://www.lawenforcementseminars.com)**

**CONTACT:** Law Enforcement Seminars  
5435 North Garland Avenue  
Suite 140-529  
Garland, Texas 75040

**Telephone:** 214-425-7757

**Email:** [info@lawenforcementseminars.com](mailto:info@lawenforcementseminars.com)

**DEPARTMENTAL CONTACT:** Training Coordinator Robert Vela Jr.  
South Texas College Regional Center for Public Safety Excellence  
(956) 872-4203  
[rvela\\_3613@southtexascollege.edu](mailto:rvela_3613@southtexascollege.edu)