PoliceApp

Simplifying the hiring process.

PoliceApp Expands Recruiting Reach for Lincoln PD: A Case Study

After implementing online law enforcement recruitment system PoliceApp, the Lincoln, New Hampshire Police Department has an easy, streamlined hiring system that has increased applications dramatically.

THE CHALLENGE:

The Lincoln Police Department has 10 full-time officers responsible for a tourist town in the White Mountain region whose 1,500 population explodes to up to 20,000 in peak months. Before implementing PoliceApp, the Lincoln PD was experiencing challenges with marketing and file management, and was devoting a significant amount of time to clerical work related to the application and hiring process.

Though it advertised open law enforcement positions in the local newspaper and in the Police Academy classifies, most applications came via word of mouth. "Our marketing was statewide, but not everyone we were looking for got the paper, explained Captain Jeffrey Burnham, who is the administrator for the Lincoln PD's recruiting and hiring.

THE SOLUTION:

After hearing about PoliceApp at an IACP conference, Burnham decided to give it a try. Working with PoliceApp through the process of account setup and implementation was straightforward, and the department was able to get up to speed quickly.

"PoliceApp.com was different, but it took very little time to adjust to its program," said Burnham. "After a few minutes navigating the system, I was able to follow the 'flow' of the program and how it could assist me with my application process."

Training and support has also been helpful and easy to use. "Each time I have an idea to help me better manage the system, contact with technical support has been very fast, and the staff is friendly and encouraging," said Burnham.

THE OUTCOME:

According to Burnham, not only has PoliceApp's paperless system simplified and streamlined the department's application and hiring process, Lincoln has received significantly more applications since implementing PoliceApp. In the two years since it began using PoliceApp, Burnham says the department went from an estimated 20 applications a year to over 200 in less than a year. "The increased access to the applicant pool directly correlated to increased applicants, and with the increase of applications, the quality of the candidates has also increased," he added.

PoliceApp has also expanded the Lincoln PD's geographical reach. Whereas before most applicants were local, the Lincoln PD now gets most of its applications from surrounding towns and states, including Connecticut and New York. In fact, Burnham is now in the final stages of hiring two applicants from Baltimore. "The networking capability of the online application system is without equal," he said.

"It's easy, it's helpful, it's one of the better things I've done in the management of applications," Burnham said. "What used to take hours now takes only minutes. If a police department is not using the PoliceApp.com website, the person organizing the application process is unnecessarily working too hard."

PoliceApp is an online application and recruitment system designed for police departments and law enforcement job applicants. Designed by law enforcement professionals and technology experts, PoliceApp simplifies the application and recruitment process, eliminates process redundancies and reduces frustration and time resources by easily publicizing current law enforcement job openings, matching candidates with the police jobs they qualify for, allowing for efficient communication between departments and applicants, creating consistency across police departments, and streamlining and organizing the application experience.

Get started today at **www.policeapp.com** or **203-350-0026** / **info@policeapp.com**