



The Police Recruitment and Retention Summit

August 4-6, 2025

St. Louis

2025 Agenda

MONDAY

TUESDAY

WEDNESDAY

TIME ZONE: CST

MONDAY - AUGUST 4, 2025

11:00 AM

Information Desk Open

Location: Regency CD Foyer

Stop by the Information Desk to check in for the event, pick up your conference badge, ask questions, and get all the details you need. The FRA team is here to help make your experience smooth and enjoyable!

4:00 PM

1:00 PM

Workshop #1: The Power of Ongoing Training to Boost Retention

Location: Regency C

As part of our all-inclusive registration, all attendees are invited to participate in our in-depth, interactive workshop.

- Understand the impact that ongoing training can have on your retention efforts
- Explore training topics and evaluate the types of training needed at your agency
- Discuss the importance of listening to your officers' feedback and giving them the types of training they want and need

Bob Rossi, Ed.D,
Leadership and Curriculum Administrator
Phoenix Regional Police Academy

2:50 PM

2:50 PM

Networking Break

Location: Regency D

Enjoy snacks and refreshments while mingling with other attendees, included in your registration!

3:10 PM

Sample Menu (subject to change):
Assorted soft drinks, sparkling water, assorted chips and pretzels, freshly popped popcorn, & fresh fruit

3:10 PM

Workshop #2: Building Your Team: Strategies for Training All Officers to be Effective Recruiters

Location: Regency C

As part of our all-inclusive registration, all attendees are invited to participate in our in-depth, interactive workshop.

- Learn how to cultivate a recruitment culture, where officers take pride in being positive representatives of the policing profession
- Discover best practices for training all officers to engage with qualified recruits when they’re out in the community
- Teach your officers to “sell” the employment opportunities of your agency and give them the tools they need to discuss the benefits of working there

Jim Dudley
Retired Deputy Chief of Patrol and Investigations, Lecturer, and Author

5:00 PM

Exhibit Booths Open

Location: Regency D

5:00 PM

6:00 PM

Visit our conference sponsors to discover innovative solutions, explore partnership opportunities, and see how their offerings can support your department’s goals. It’s a great chance to connect, collaborate, and find tools to help you move forward.

5:00 PM

Welcome Cocktail Reception

Location: Regency D



Enjoy a hosted premium bar with craft cocktails, premium beer and wine, as well as non-alcoholic beer, soft drinks, and sparkling water. A selection of bite sized hors d'oeuvres, both hot and cold, will complement your drink – all included in your registration!

6:00 PM

TUESDAY - AUGUST 5, 2025

8:00 AM

Information Desk Open

Location: Regency CD Foyer

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4:00 PM

Exhibit Booths Open

Location: Regency D

8:00 AM

COOKIE SETTINGS

6:00 PM

Visit our conference sponsors to discover innovative solutions, explore partnership opportunities, and see how their offerings can support your department’s goals. It’s a great chance to connect, collaborate, and find tools to help you move forward.

8:00 AM	Networking Breakfast Location: Regency D ENJOY FOOD & DRINKS, INCLUDED IN YOUR TICKET Join us for a hot breakfast while networking with peers, included in your registration! Traditional Breakfast Buffet (sample menu - subject to change): Cage-free scrambled eggs, hominy grits, local smoked bacon, freshly made chicken apple sausage, crispy smashed potatoes, local and seasonally inspired sliced and whole fruit, chef’s selection fresh-baked pastries, steel-cut oatmeal bar, selection of chilled juices, hot tea, regular and decaf coffee.
9:00 AM	Welcome and Opening Remarks Location: Regency C Conference Co-Chairs: Marvin (Ben) Haiman, <i>Executive Director</i> University of Virginia Center for Public Safety and Justice Tracie Keesee, <i>Associate Professor of Public Safety and Justice</i> University of Virginia
9:10 AM	Keynote Address: Lessons Learned from Recruitment Audits Location: Regency C - Discuss police recruitment audits and how they evaluate the quality of recruitment efforts - Explore the findings of recent recruitment audits and learn what agencies are doing well and what needs improvement - Hear the top recommendations for improvement and consider how these might be applied to your own recruitment efforts Marvin (Ben) Haiman, <i>Executive Director</i> University of Virginia Center for Public Safety and Justice
10:00 AM	Recruiting the Next Generation of Law Enforcement Officers Location: Regency C - Understand what motivates Millennials and members of Gen Z and how you can use that information to attract qualified recruits - Discuss how to meet the demands of younger generations for work-life balance, mental health resources, and more - Explore outside-the-box ideas for finding qualified candidates Shandra Mutchie, Recruitment/Training Coordinator Utah Department of Corrections

Dareick Barr, Acting Sergeant, Office of Background Investigations and Credentialing

United States Capitol Police

10:45 AM

Networking Break

Location: Regency D



Enjoy snacks and refreshments while mingling with other attendees, included in your registration!

Sample Menu (subject to change):

Coffee (regular & decaf), hot tea, assorted soft drinks, sparkling water, assorted energy and granola bars, & fresh fruit

11:05 AM

Recruiting Smarter: A Step-by-Step Look at Partnering with a Proven Vendor

Location: Regency C

- Gain a step-by-step guide of how Washington State Patrol partnered with Epic Recruiting to launch a high-impact campaign that increased applicant quality and engagement
- Learn how to secure funding and build internal support to successfully implement a modern recruiting strategy within your department
- Walk away with proven, actionable strategies to modernize your recruitment process and improve measurable outcomes using real-world insights from a successful case study

Moderator

Sam Blonder, *CEO*

Epic Recruiting

Mike Ford, *Creative Director*

Epic Recruiting

Kimberly Maki, *Recruitment & Retention Officer*

Washington State Patrol

Marteen Cleary, *Director of Production*

Epic Recruiting

11:50 AM

Networking Lunch

Location: Regency D



Join us for a gourmet lunch while networking with peers, included in your registration!

Farmers Market Buffet (sample menu – subject to change)

Salad, orzo pasta salad, meatloaf, fried chicken, rolls, macaroni and cheese, rainbow carrots, s'mores cookies, strawberry cheesecake truffle, hot tea, regular and decaf coffee

12:50 PM

Roundtable Discussions: Idea Sharing with Similar Departments

10

- ### Facilitators:

Mike Boward, *Sergeant, Personnel and Training Unit*
Fort Collins Police Department

1:40 PM

1:40 PM

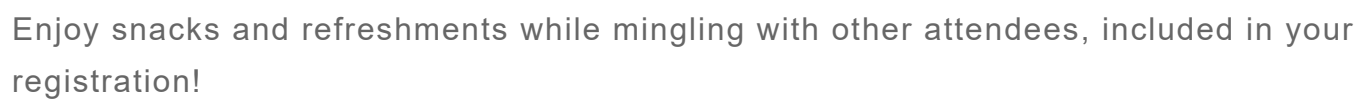
Journal Pre-proof

- Katie Carlson, *Director of Wellness Initiatives*
Marion County Sheriff's Office

2:25 PM

2:25 PM

Journal Pre-proof



Assorted soft drinks, sparkling water, assorted chips and pretzels, freshly popped popcorn,
& fresh fruit

2:45 PM

- ## COOKIE SETTINGS

Todd Mickelsen, President and Chief Executive Officer
Converus

Michael Molson, *Officer*
Greensboro Police Department

3:30 PM

Time for a Change? Successfully Implementing Policy Reforms That Aid Recruitment and Retention

Location: Regency C

- Discuss the importance of reviewing policies and considering possible changes to increase the number of qualified candidates without lowering standards
- Explore policies that may be outdated, such as tattoo and hair restrictions
- Hear real-life stories of how agencies got buy-in at all levels to make difficult changes that made a difference in their recruitment or retention efforts

Jesse Holt, *Detective, Background Investigations Unit*
Metropolitan Nashville Police Department

Mike Boward, *Sergeant, Personnel and Training Unit*
Fort Collins Police Department

4:15 PM

Viral Recruitment: Crafting Social Media Campaigns that Work

Location: Regency C

- Hear from a police department whose social media efforts yielded 1,000 applications in one day
- Get step-by-step guidance on developing a social media recruitment campaign using short-form content, compelling videos, livestreaming, and more
- Learn the three best practices for effective use of social media on a budget
- Get tips for avoiding the three most common pitfalls in online recruiting

Nicholas Perez, *Police Officer, Social Media Unit*
Miami Police Department

Umset Ramos, *Major, Community Relations Section*
Miami Police Department

5:00 PM

Closing Remarks

Location: Regency C

Conference Co-Chairs:
Marvin (Ben) Haiman, *Executive Director*
University of Virginia Center for Public Safety and Justice

Tracie Keesee, *Associate Professor of Public Safety and Justice*
University of Virginia

5:10 PM

5:10 PM

Networking Cocktail Reception

Location: Regency D

ENJOY FOOD & DRINKS, INCLUDED IN YOUR TICKET

6:10 PM

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WEDNESDAY - AUGUST 6, 2025

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11:00 AM

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8:00 AM

Networking Breakfast

Location: Regency D



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Join us for a hot breakfast while networking with peers, included in your registration!

Traditional Breakfast Buffet (sample menu - subject to change)

Cage-free scrambled eggs, hominy grits, local smoked bacon, freshly made chicken apple sausage, crispy smashed potatoes, local and seasonally inspired sliced and whole fruit, chef’s selection fresh-baked pastries, yogurt parfaits, selection of chilled juices, hot tea, regular and decaf coffee

9:00 AM

9:00 AM

Opening Remarks

Location: Regency C

Conference Co-Chairs:

Marvin (Ben) Haiman, *Executive Director*

University of Virginia Center for Public Safety and Justice

Tracie Keesee, *Associate Professor of Public Safety and Justice*

University of Virginia

9:10 AM

9:10 AM

Recruiting Specific Populations to Better Serve Your Community

Location: Regency C

- Learn how to build relationships with specific groups that make up a large percentage of the population you serve
- Explore techniques to recruit your desired demographic

- Identify ways to meet potential candidates through such initiatives as holding special events and attending existing community events

Mike Crawford, *Lieutenant, Recruitment and Training Division*
East Baton Rouge Parish Sheriff’s Office

Brisa Daniel, *Hiring and Recruitment Coordinator*
Surprise Police Department

10:00 AM

10:00 AM **Developing an Effective Mentorship Program to Improve Officer Retention**

Location: Regency C

- Discuss the importance of providing guidance and support for new officers, even after they’ve completed training
- Explore the elements of an effective mentorship program
- Gain insights into how to train experienced officers to become good mentors

Moderator
Jared Smith, *Senior Officer, Training and Personnel*
Winnebago County Sheriff’s Department

Shandra Mutchie, *Recruitment/Training Coordinator*
Utah Department of Corrections

Nikki Woodrow, *Sergeant, Pre-Employment and Recruiting*
Wichita Police Department

10:50 AM

10:50 AM **Networking Break**

Location: Regency D



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11:10 AM

11:10 AM **Using Data to Take Your Recruitment Strategy to the Next Level**

Location: Regency C

- Identify data sets that are valuable to your recruitment efforts
- Explore how to gather and analyze data to determine what’s working and where improvements are needed
- Learn how to build an annual recruitment plan based on solid data analysis

Kimberly Maki, *Recruitment and Retention Officer*
Washington State Patrol

12:00 PM

12:00 PM **Networking Lunch**

Location: Regency D





Join us for a gourmet lunch while networking with peers, included in your registration!

The Hill Buffet (sample menu – subject to change)

Salad, marinated artichoke and tomato salad, chicken piccata, herb-crusted whitefish, orecchiette, grilled ratatouille, rosemary focaccia bread, tiramisu, cannoli, hot tea, decaf and regular coffee

1:00 PM

Applicant Tracking Made Easy: Leveraging Technology to Increase Efficiencies

Location: Regency C

- Learn how agencies are using technology to more easily track their applicants throughout the process
- Discover the various features that are available to make your life easier
- Get tips for evaluating and implementing the product that is best for your agency and your budget

Jared Smith, *Senior Officer, Training and Personnel*

Winnebago County Sheriff’s Department

Mike Crawford, *Lieutenant, Recruitment and Training Division*

East Baton Rouge Parish Sheriff’s Office

1:45 PM

Strategies for Retaining New Hires Throughout Academy and Field Training

Location: Regency C

- Hear about an agency’s pre-hire program to get new hires started before they go to the academy
- Discover ways to partner new hires with mentors to provide support throughout the training process
- Understand the importance of “stay” interviews for gaining valuable insights on retaining new recruits and identifying strengths and weaknesses in your program

Anton Maltby, *Deputy, Recruiter, and Academy Instructor*

Bernalillo County Sheriff’s Office

Eric Barthel, *Captain, Recruiter, and Academy Instructor*

Minnesota State Patrol

2:30 PM

Closing Remarks

Location: Regency C

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University of Virginia Center for Public Safety and Justice

Tracie Keesee, *Associate Professor of Public Safety and Justice*

University of Virginia

2:40 PM





CONTACT US

3420 Toringdon Way, Suite 330

Charlotte, NC, 28277

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