



Creative efforts to reach the community with job opportunities in the Sheriff's Office

The Mecklenburg County Sheriff's Office (MCSO) partnered with the Charlotte Area Transit System (CATS) and a third-party vendor called Vector Media to conduct a multi-tiered recruiting approach to attract applicants for potential employment opportunities at MCSO for vacant detention officer and deputy sheriff positions.

MCSO selected CATS due to the high visibility and multiple layers of advertising, we highlighted the MCSO through transit buses and light rail train advertisements and mobile geo fencing in high traffic areas throughout our city. Mobile geo fencing gave us an opportunity to target potential applicants based on their real-time location on mobile devices and the bus advertisements gave us a high level of visibility throughout the city of Charlotte.

The advertising package that MCSO deployed consisted of the following:

- Full Bus Wrap
- 8 Bus Kings (115" h x 380" w ad displayed on the side of the bus)
- 4 Light Rail Kings (30" h x 139 w ad displayed on the exterior side of the train)
- 15 Mobile Geofencing Locations

The bus and light rail advertising campaign ran for 20 full weeks and the mobile geofencing ran for eight weeks. Vector Media provided us with tracking reports throughout the campaign to show the number of impressions. The mobile geofencing reports also tracked the impressions and the clicks to our website generated by the ads. Over the course of the campaign the mobile geofencing generated 1,074,770

impressions with over 113 clicks per day to the recruiting side of our website.

Bus and light rail ads ran for 12 weeks longer than the mobile geofencing and registered over three million impressions while the buses and trains were in circulation throughout our city. The advertising campaign was a success as we saw an increase in the number of applicants during the campaign. MCSO is unable to determine what percentage of applicants resulted in actual employment offers, but this was an extremely effective way saturating our area with ads and impressions of the Mecklenburg County Sheriff's Office. The cost was \$21,000 for 20 full weeks of advertising for the package we selected.

MCSO also ran a month-long advertisement in the national publication USA Today. The advertisement was costly at \$5000.00 but targeted a national audience.

We selected artwork that showed the diversity of our work force, utilized themes that promoted our agency colors and was eye catching. MCSO is currently in negotiations to run another campaign on sprinter buses at the Charlotte-Douglas International Airport. Data shows through the mobile geo fencing that the airport was the most frequented and high traffic area. COVID 19 has slowed some of the traffic but as we move to gradually reopening the airport will be a viable location to target potential applicants. Mobile geo fencing by far gives the impressions for the cost so future recruiting efforts will rely heavily on this technology.

Submitted by Chief Deputy Rodney Collins