



**Date:** November 1, 2005  
**To:** Honorable Mayor and City Council  
**From:** Mario R. Beas, <sup>MEB</sup> Executive Director - Civil Service  
**Subject:** Recruitment Outreach Efforts

---

As requested by the Personnel Civil Service Committee of the City Council, this report will outline the process and resources utilized when attracting qualified candidates who reflect our diverse community for vacancies with the City of Long Beach.

The Recruitment Services Division of the Civil Service Department is responsible for this effort and takes great pride in marketing the City of Long Beach as an "employer of choice". Candidates are sought for all classified vacancies that span 16 departments.

Personnel requisitions are received in the Civil Service Department for vacancies from any of 300 unique classifications representing all four appointing authorities. For each vacancy the Civil Service Department conducts research and evaluates the past recruitment and examination process, the current needs of the department(s), the current workforce analysis, and the best possible plan for providing a quality candidate pool to meet the variety of needs of the department(s) that utilize the classification.

Analysts from the Recruitment Division then meet with representatives from the department(s) with vacancies that use the classification, who are considered subject matter experts in their field, to discuss possible outreach recruitment tools that can be utilized. This information coupled with the information that Civil Service Department staff has compiled is then combined to create a targeted outreach recruitment plan for the specific vacancy. Targeted plans are developed for every examination that is conducted by the Civil Service Department. Information that is received from the hiring departments is then placed in the database of outreach recruitment sources that the Recruitment Services Division maintains.

This database is continually updated and enhanced with each recruitment. In addition each recruitment has a baseline plan that includes placement on; 24-hour job recruitment line, intranet/internet, Hometown TV and E-blast mailing list. Candidates that have expressed interest in a particular classification during the previous year when the position was not available and completed an interest card are also notified of the vacancy.

Finally the following is a detailed description of resources that have been utilized in past targeted recruitments.

October 31, 2005

Page 2

Examples of resources in the Recruitment Services Division databases include:

**Journals/Publications/Newspapers**

Asian/Pacific Islander Now

Black Career Now

Centro CHA

Hispanic Hotline

LA Watts Times

Long Beach Leader

Los Angeles Sentinel

NAACP Newsletter

American Police Beat

Electrical News

Family Health Guide

Jobs Available

Jobs Magazine

LBUSD Lunch Menu

Military Press

Navy Dispatch

The Employment Guide

The Log – marina jobs

The 49er

The Viking

The Wave Newsletter (City of Long Beach)

Western City Magazine

Working World

Beachcomber

Downtown Gazette

Grunion Gazette

La Opinion

Long Beach Business Journal

The View

Press Telegram

Super Saver

USA Today

## **Websites**

American Association of Port authorities-Posts Harbor jobs only  
American Library Association – Library jobs  
American Planning Association – Planning jobs nationwide  
American Planning Association Inland Empire – local Planning jobs  
American Planning Association Los Angeles Section – local Planning jobs  
American Society of Civil Engineers – Civil Engineers  
American Society of Mechanical Engineers – Mechanical Engineers  
Association of California Water Agencies – water utility jobs  
Association of Marina Industries – marina jobs  
Blackweekly – professional jobs  
Cal Jobs – most job markets in California  
California Association of Code Enforcement – code enforcement jobs  
California Association of Environmental Professionals – environmental jobs  
California Association for Local Economic Development –community development jobs  
California Building Officials – planning & building jobs/community development  
California Job Bank – most job markets in California  
Caljobs – most job markets in California  
California Library Association – library jobs  
California Municipal Utilities Association – utility jobs  
California Parks and Recreation Society – Parks and Recreation jobs  
California Public Employees Labor Relations Association – human resources jobs  
California Redevelopment Association – community development jobs  
California Water Environment Association – water utility jobs  
Careerbuilder – all job markets nationwide  
Dice – technology jobs  
Diversitycitymedia – all job markets  
Gaywork – gay and lesbian community  
Governmentjobs – public sector jobs  
Helmets to Hardhats – heavy equipment jobs  
ITE – technology jobs  
International Association of Plumbing & Mechanical Officials – plumbing/mechanical jobs  
International Brotherhood of Electrical Workers – electrical jobs  
International Code Council – code enforcement jobs  
Information Systems Audit and Control Association – information systems jobs  
Institute of Transportation Engineers – transportation engineers  
Institute of Electrical and Electronic Engineers – electrical and electronic engineers

October 31, 2005

Page 4

Job Spider – technology jobs  
Jobsummit – all job markets  
Job Village – most job markets  
LA Basin Chapter ICBO – building officials in LA area  
Marina Recreation Association – marina jobs  
Marine for Life – safety, heavy equipment jobs and trades  
Maritime jobs – marina jobs  
Mechanical Electrical Plumbing – mechanical, electrical and plumbing jobs  
Military – military outplacement  
Military4Life – military outplacement  
Monstertrak- college students and recent graduates  
MCLS – Library jobs  
Municipal Management Association of Southern California – public sector management jobs  
NAACP – all job markets  
National Community Development Association – community development jobs  
National Recreation & Park Association – parks and recreation jobs  
National Society of Black Engineers – African American engineers  
National Society of Professional Engineers – engineers  
National Trust Forum – historic preservation jobs  
National Urban League – all job markets  
Neogov – government jobs  
Nurseweek – nursing jobs  
Planetizen – planning jobs  
Preserve Net – preservation jobs  
Professionals in Human Resources Association – human resources jobs  
Saludos Hispanos – all job markets  
Society for Conservation GIS – geographic information systems jobs  
Society of Black Engineers – engineers  
Southern California Urban and Regional Information Systems Association – geographic information systems jobs  
Structural Engineers Association International – structural engineering jobs  
Structural Engineers Association – structural engineering jobs  
The Log – all jobs  
The Planning and Conservation League – environmental jobs  
Urban Planning Now – urban planning jobs  
Water Environment Federation – water utility jobs  
Western City Magazine – public sector jobs

October 31, 2005

Page 5

### **RADIO STATIONS**

KJLH 102.3 FM

KKBT 100.3 FM

KDAY 93.5 FM

KTWV 94.7 FM

KHHT 92.3 FM

KTYM 1460 AM (Christian Radio)

### **TELEVISION**

BET – Black Entertainment Television

COMEDY CENTRAL

ESPN

FSW (Fox Sports West)

FSW2 (Fox Sports West 2)

FX

GALA Vision

MTV

TBS

TNT

USA

USA

VH1

### **SPECIAL MAILING/EBLAST**

Historical Black Colleges and Universities

Black Law Associations

100 Black Men

Latino Police Officer Association

LBPD Advisory Groups

National Black Police Officer's Association

USC Black Administrators

LB Neighborhood & Community Groups

Police Academies & Training Centers

State of California (Professional lists for engineers, environmental health specialists, nutritionists, etc)

General Recruitment Mailing List (Gov't , Educational Institutions, Employment Agencies...)

November 1, 2005

Page 6

### **BILLBOARD ADVERTISING**

Cal Worthington

Long Beach Performing Arts Center

Hollypark Casino

Crystal Casino

Bus Kings (Long Beach Transit)

Mall Advertising (Baldwin Hills/Crenshaw Plaza, Fox Hills Mall, Hollywood & Highland (Kodak), Paseo Colorado, South Bay Galleria, Victoria Gardens, LB Towne Center)

Campus Kiosks Posters ( UCLA, CSULB, USC, UCI, SDSU, Fullerton)

### **MOVIE THEATRE ADVERTISING\***

Edwards Theatres

Regal Theatres

Magic Johnson Theatres

\*Advertisements placed in five county area.

### **CHURCH VISITS**

Grant AME Church

Christ Second Baptist Church

Ebenezer Baptist Church

North Long Beach Community Worship Center

St. John Baptist Church

St. Luke Episcopal Church

Greater Open Door

Antioch Baptist Church

Long Beach Community Worship Center

Pacific Baptist Church

Seventh Day Adventist Church