

Recruitment Program 2026

Goals and Objectives:

The goal of the Cherry Hill Police Department Recruitment Plan is to attract qualified individuals interested in becoming a police officer. The Cherry Hill Police Department is committed to recruitment efforts that assist in attracting quality applicants of all racial, ethnic and gender backgrounds in order to develop a workforce reflective of the many diverse community members we serve. The Cherry Hill Police Department, an equal opportunity employer, remains committed to the ideals of diversity and inclusiveness of men and women of all races, creeds, religions, and ethnicities. It is therefore the policy of the Cherry Hill Police Department to seek out, test, and hire only the most qualified police applicants.

General:

The Township of Cherry Hill is a New Jersey Non-civil service Jurisdiction and adheres to New Jersey State Statue 40A:14-123.1a. and the Administrative Code in its recruitment and selection process.

The Township of Cherry Hill does not have a residency requirement. Applicants may reside in any municipality of this State, and shall be a member of the police department and force. The appointing authority may classify all the duly qualified applicants for the position or positions to be filled in the following classes:

- Residents of the municipality.
- Other residents of the county in which the municipality is situated.
- Other residents of the state.
- All other qualified applicants.

Current Demographics:

The demographics composition of the service area and agency are represented in the following table:

Cherry Hill Police Department							
Data Based on 2022 Census Count	Population of the Twp.	Current % of Total Sworn Officers		Current % of Sworn Female Officers		Current % of Hispanic or Latino	
Race/Ethnicity	%	#	%	#	%	#	%
White	71.06	125	81	15	12	Hispanic: 10	7%
Black	6.55	11	7	3	27		
Native American	0.09	0	0	0	0		
Asian	13.47	10	6	1	13	Not Hispanic: 142	93%
Two or More Races	5.57	8	6	2	20		
Other	3.17	0	0	0	0		
TOTAL	100%	152	100%	18	14%	154	100%

Recruitment:

A recruitment team may be selected to recruit from the largest pool of applicants possible. The efforts of the team will be to attract a large number, while at the same time, include as many women and minority candidates as possible, so as to broadly represent all people.

- Using recruitment methods that target underrepresented demographic groups, especially local recruitment efforts. This approach may include outreach to law enforcement officer organizations based on race, ethnic group, gender, or religion; local colleges with significant student diversity; minority-serving educational institutions and military veterans. Such methods may also include ensuring recruitment materials that (1) reflect visible diversity, (2) are reviewed by a diverse team prior to release, and (3) are delivered by a diverse recruiting team. The diversity of those conducting applicant interviews should also be considered. Finally, recruiting methods may involve establishing pipeline programs that foster and enhance an interest in law enforcement among diverse youth populations as early as middle school.
- Implementing standardized forms in the application process that reduce subjective responses that may impact the hiring of underrepresented groups, and training the recruiting and hiring team on explicit and implicit bias.
- Instituting clear criteria for hiring and an oversight process for reviewing hiring; consider making publicly available information on examples of background-check issues that can disqualify applicants.
- Assessing whether particular hiring eligibility requirements adversely affect any underrepresented group and, if so, reassessing whether the requirement is essential. If the requirement is deemed essential, consider developing appropriate supportive initiatives or alternative paths, such as remedial training or deferral options. For example, if background checks consistently disqualify an underrepresented group due to prior financial issues such as bad credit history or bankruptcy, consider whether a mechanism for waiving the requirement in appropriate cases is warranted.
- Assessing what the barriers are to applications by underrepresented groups and devising solutions to overcome those barriers. For example, underrepresented groups may not submit applications because the process is online and potential applicants do not have ready access to resources to complete the application. In such a case, the Program might seek to address the problem by using mobile units equipped with computers to allow onsite applications.
- Connecting with community stakeholders for underrepresented groups in order to better understand the factors affecting those groups in the application process.
- Establishing mentorship programs for applicants from underrepresented groups that provide support for resume review and physical training requirement preparation, as well as mentorship for current officers seeking promotion. Raising awareness about the police officer testing and hiring process through flyers, advertising on social media, and appearing at job fairs and community event.

Annual Review, Evaluation and Reporting:

- The Chief of Police or his/her designee, shall conduct an annual review of the Recruitment Plan and shall include, but not limit to, performing an annual agency demographic review, determining whether any substantial disparities have been reduced, and if need be, revising the Recruitment Plan accordingly if the goals and objectives are not met.
- The department employed a comprehensive, multi-channel recruitment strategy designed to maximize visibility, reach diverse audiences, and attract both local and out of state candidates. Efforts included:
 - Posting the hiring announcement on the CHPD website and official social media platforms.
 - Deployment of a professionally produced recruitment video highlighting department culture, training standards, career development, diversity, and community engagement.
 - Release of short form recruitment reels on Facebook and Instagram to broaden reach and engagement.
 - Placement of large roadside billboards promoting the “Your Badge is Waiting” campaign to reach commuters and regional traffic.
 - Operation of a banner plane over Wildwood during the Labor Day weekend, providing high visibility during a peak seasonal travel period.
- In addition to paid advertising, the department leveraged earned media to reinforce credibility, transparency, and public trust. Media engagement included:
 - A televised interview with NBC10 reporter Siobhan McGirl, highlighting the department’s professionalism, public safety mission, and community policing approach.
 - A 6ABC Action News interview with Maggie Kent, providing strong regional exposure and reinforcing CHPD’s reputation as a professional and progressive agency.
 - A Univision interview expanding outreach to Spanish speaking communities and supporting inclusive recruitment messaging,
- A new hiring process was announced on July 28th, 2025 and remained open until September 5th, 2025. On September 13, 2025, the department conducted a one-day testing process at Camden County College Cherry Hill Campus, consisting of written testing, command staff interview, and physical agility testing.
- In 2025, the Cherry Hill Police Department's Recruitment Team continued to utilize the Promoting Diversity in Law Enforcement Recruiting and Hiring guidelines set forth by the Attorney General's office. In Section I.C. "Addressing Under-representation", a list of Minority Serving Institutions was located in the footnotes. The Recruitment Team attempted to visit as many colleges in person as possible and forwarded the hiring notice to all institutions in New Jersey, Delaware, and Pennsylvania.
- The spreadsheet designated the eligibility matrix, geographic location, and status of each institution. We were able to visit several institutions in New Jersey, Pennsylvania, and Delaware that were designated as a Hispanic Serving Institution, Historically Black College or University, Predominantly Black Institution or Asian American Native American Pacific Islander-Serving Institution. Recruitment Team members recruited in-person at career fairs, on-campus tabling, and speaking engagements with criminal justice students, virtually during virtual career fairs, and by distributing recruitment and hiring material to career services and department administrators.
- N.J.S.A. 52:17B-4. 10 et seq. It requires that each law enforcement agency must report certain

law enforcement applicant data required to be reported is listed in the New Jersey Attorney

- General Guidelines “Promoting Diversity in Law Enforcement Recruiting and Hiring” in Paragraph III.

[Microsoft Word - 2021 1206 - Diversity in LE recruiting and hiring - FINAL \(nj.gov\)](#)

- The reporting form can be found at:

[Police Recruiting Data Dashboard - New Jersey Office of Attorney General \(njoag.gov\)](#)

Future Plans

- The 2025 recruitment and hiring process represented a comprehensive, highly visible, and data driven effort by the Cherry Hill Police Department. The department successfully filled critical staffing needs while implementing meaningful process enhancements, including command staff interviews, expanded media outreach, and robust applicant tracking. The information captured throughout this cycle provides a strong foundation for continuous improvement and future planning. We plan to continue to share our hiring notices and visit colleges and universities that are on the Minority Serving Institutions list. We will continue to utilize recruitment methods that target underrepresented demographic groups.