

Yale University

President's Public Service Fellowship

Proposal for Fellowship Placement Summer 2023

Organization information

<i>Name of organization</i>	New Haven Police Department
<i>Full street address</i>	1 Union Avenue
<i>Website or link to social media page</i>	nhpdofficial

PPSF Fellow's direct supervisor

The supervisor must be available to supervise Fellow on a daily basis.

<i>Name</i>	Rose Dell
<i>Title</i>	Captain
<i>Cell phone number</i>	203-506-4369
<i>E-mail address</i>	rdell@newhavenct.gov

Placement dates (8-11 weeks between Tuesday, May 30, 2023 through Friday, August 11, 2023)

Flexible as to dates

Are placement dates flexible? Are there any dates on which your Fellow must work?

Dates are flexible, no specific dates required

Proposed work schedule (*work week should equal and not exceed 37.5 hours per week*)

Monday-Friday, 9-5 with lunch break. Opportunities to participate in evening and/or weekend events, if available,

Organization description (*mission statement, population served. 1,000 characters or less*)

Mission: The New Haven Police Department will engage, empower, and partner with our community to create a safer and more inclusive city. We pledge to fight crime, protect life and property, and stand against injustice.

DEMOGRAPHICS/STATISTICS OF NEW HAVEN RESIDENTS

- Population: 134,000
- Predominate Racial makeup:
 - o White: 42.6%
 - o African American: 35.4%
 - o Hispanic/Latino: 27.4%
- The Hispanic/Latino population is the fastest growing
- Predominantly Roman Catholic due to the high percentage of Latino residents
- High number of Jews and Baptists as well
- The highest percentage of Italian Americans of any city in the United States
- 3 Universities/Colleges:
 - o Yale University
 - o Southern CT State University
 - o Gateway Community College
- Young population: median age is 29 years old (significantly lower than national average)
 - o 1/4 of the population is below the poverty level
 - o 1/3 of those under 18 are below the poverty level
 - o 14 % of the city are pedestrian commuters

Write a 1-2 sentence summary of the work that the Fellow would be conducting (500 characters or less).

To assist with marketing and content production for multiple social media platforms that increase community engagement; enhances recruitment efforts and builds morale amongst Officers.

Write a more complete description of the specific project you propose and list the duties/outcomes expected of the Fellow.

Social media can be used to disseminate information and facilitate dialogue. Departments such as the NYPD and, locally, the Guilford Police Department have used social media successfully to keep their communities informed, recruit new officers and control the narrative without the potentially negative influences of the press.

Community policing is a proven strategy. In 2019, a Yale University doctoral candidate conducted a study of community policing by evaluating interactions between New Haven Police Officers and New Haven residents. The study evaluated the residents' attitudes toward police legitimacy, perceived effectiveness, cooperation and compliance. The study found that after a positive, non-enforcement interaction between an Officer and a resident, there was a positive increase in all four attributes studied. Social media will be an additional means for the Department to increase these types of non-enforcement type interactions.

We would like to have the Fellow assistance in:

- Increase followship on Facebook and Instagram
- Assist with marketing efforts to build our brand. For example, design templates for specific events, National Days/Weeks and specific public safety campaigns.
- Assist with video and photographs at special events or community events

List specific skills/experience required for the project

Marketing experience is required. Photography, videography, and graphic design experience is preferred but not all are required.

Additional requirements (e.g. a car or weekend working hours). If a car is required, include information regarding parking arrangements and mileage reimbursement.

Some events that need to be covered on social media may occur on the weekends or in the evening, if the Fellow is available.

Briefly describe any work that Yale PPSF Fellows have done with your organization in the past and present. If you have not worked with Yale Fellows, describe any work that Yale students have done with your organization.

We have not worked with Yale Fellows in the past. Please see above for details of a Yale doctoral study conducted with our Police Department.