

LINCOLN POLICE DEPARTMENT
575 South 10 Street, Lincoln NE 68508 402-441-6000

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FOR MORE INFO: Chief Jeff Bliemeister, 402-441-7238
Officer Erin Spilker, Public Information, 402-441-7226

LPD Launches New Recruiting Website

The Lincoln Police Department is proud to announce the launch of its new website for police officer recruitment (www.joinlpd.com). Our goal is to continue diversifying our department in order to represent our community in age, race, ethnicity, gender identity, and sexual orientation. Hiring quality applicants from a variety of backgrounds is critical to providing quality, inclusive police service to our community. We believe this website will complement our existing recruiting efforts, better inform and engage potential applicants, and showcase why serving as a police officer is not just a job, but a higher calling.

One of the hallmarks of the Lincoln Police Department is collaborating with community partners, and this project exemplified that philosophy. Swanson Russell, a local marketing communications agency, was invaluable in assisting LPD in creating content and designs that capture the rewarding experience of working as a Lincoln police officer. For the last year, we collaborated with Swanson Russell to ensure the message of diversity and inclusion is represented in our recruitment campaign. We are grateful for their guidance and expertise.

LPD also wishes to express our gratitude to Arthur Nguyen and Letura Idigima, two local area videographers and photographers who make the focus their work on making Lincoln a better community. They developed and created the video and photographic content on the website. Their creative talents helped illustrate the wide array of officers' backgrounds, talents, and motivations for serving the Lincoln community, as well as the numerous career paths at LPD.

Recruiting the next generation of police officers is one of the major challenges for police departments across the country. In 1999, 355 people applied and tested to become Lincoln police officers. However, that number has steadily declined over the last two decades, and in 2019, only 159 applied and tested to become Lincoln police officers.

“We’re asking residents of every background to help us grow the force by answering this call to serve our community,” said Mayor Leirion Gaylor Baird. “If you want to help others, if you want more than just a job, if you want to leave this community better than you found it, then consider becoming one of the newest members of our Lincoln Police Department.”

We need the next generation of police officers to rise up and accept the challenge of not only protecting and serving, but becoming a resource for our most vulnerable community members. We are reaching out to our neighborhood groups, colleges and universities, community centers, places of worship—anywhere we can find problem-solvers of the highest integrity. We encourage anyone with an interest in becoming Lincoln police officer to visit www.joinlpd.com.

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