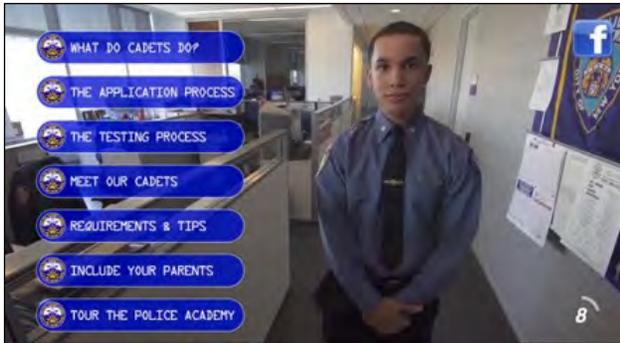


## NYPD Cadets Interactive Video



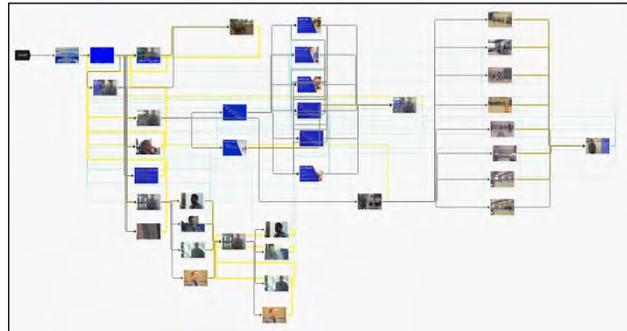
### **Client Assessment**

The NYPD Cadets is a program of the NYPD that recruits college students who are interested in learning more about the law enforcement industry. They have the opportunity to be trained at the Academy, and then work in various precincts to gain an understanding of working at the NYPD.

The client had many goals to achieve in terms of delivering varied content, and had great difficulty in relaying the content effectively. These areas included training, application information, testing procedures, and other granular-type content while also showing the excitement of the program.

### **Our Solution**

Our Video Solutions team developed an extensive interactive video that allows the user to move through a large amount of information at their own pace, while meeting all the content delivery goals of the client. A Cadet Host walks a first-person point of view candidate through their choices, explains their different choices, and encourages them to continue making selections.



Sections of content include *What Do Cadets Do?*, *The Application Process*, *The Testing Process*, *Meet Our Cadets*, *Requirements & Tips*, *Include Your Parents*, and *Tour the Police Academy*. Each main heading has numerous sub-topics that lead to a series of informational videos about each topic.

Analytics are included to show all paths and selections that the users make. Thus, the analytical data allows us to refine content and track engagement levels.

### **Results**

In an average month, an individual video on the NYPD Cadets or NYPD Recruitment site received an average of 3,000 views, with 2:30 minutes being the average time spent on the site. In the initial month after implementation of the interactive video, the numbers reached 49,000 interactions (views) with an average of 7:00 minutes spent on the website. The average user watched 5 segments in succession, and repeat views were common. After the initial month, traffic began to consistently report at an average of 25,000 interactions, with an average time of 5:45 minutes spent on the site.

The client has reported that during the recruitment process they saw a huge difference in the candidates' overall understanding of the program and requirements.