

FREQUENTLY ASKED QUESTIONS



What is the 30x30 Initiative?

The goal of 30x30 is to ensure that policing agency policies and culture support the success of diverse officers and improve the representation of women in police recruit classes to 30% by 2030. The initiative was formed by a national network of police leaders, researchers, and professional organizations who formally organized to help advance the representation and experiences of women in policing, informed by decades of research and promising practices.

What is the 30x30 Pledge?

The 30x30 Pledge is the first step police and public safety agencies take to participate in the Initiative. It is an organization's commitment to pursue a set of evidence-informed no- and low-cost activities to improve the representation of women and the overall officer experience over the arc of a career. In the first weeks after the 30x30 Initiative launched, 72 policing agencies pledged to participate—from major metropolitan agencies and state agencies to small and rural agencies.

Why is this work important?

Research has long demonstrated the unique advantages of women officers. They achieve better outcomes for crime victims—especially in cases of sexual assault—and are perceived as more trustworthy by diverse communities. Studies show women officers use force less often and less excessive force when they do. While gender parity in all professions is important, in policing it can be critical to improving public safety outcomes.

What happens after the pledge?

Agencies in the 30x30 network are supported to work on pledge activities over a two-year period. Activities range from data analysis and surveying personnel to assessing and adjusting hiring, promotion, retention processes, and culture. Agencies share progress and challenges with the 30x30 Initiative every six months—feedback that informs additional support for participating agencies in support of the 30x30 Initiative's goals.

What does an agency receive for participating?

The 30x30 Initiative offers participating agencies ad hoc technical assistance and hosts monthly webinars addressing priority topics. Participating agencies receive regular newsletters covering program resources and updates, as well as tips for communicating about the agency's efforts to external stakeholders and community members. Most importantly, participating agencies belong to a shared community of practice, allowing for information exchange, industry innovation, and professional fellowship.

Who is involved in this?

The 30x30 Initiative currently is administered through founding partners the Policing Project at the New York University School of Law and the National Association of Women Law Enforcement Executives (NAWLEE). Additional partners include the Police Executive Research Forum (PERF), the National Policing Institute, the International Association of Women Police (IAWP), the Law Enforcement Action Partnership (LEAP), the National Organization of Black Law Enforcement Executives (NOBLE), the American Society of Evidence-Based Policing (ASEBP), Women Leaders in Law Enforcement (WLLE), Women in Federal Law Enforcement (WIFLE), Crime and Justice Institute, and Microsoft.

The work is regularly informed by a dynamic steering committee of national experts, including sworn and retired officers, researchers, and representatives from professional organizations. All partners and steering committee members are listed on the [30x30 website](#).

Which agencies are eligible?

All policing agencies—federal, state, county, municipal, and university—are eligible to participate through the 30x30 pledge. Our signatories include agencies in Canada, and we welcome all inquiries.

How does an agency join?

Contact info@30x30initiative.org or visit 30x30initiative.org/get-involved for more information about next steps.

Why focus on women? Isn't all diversity important?

Research has shown women officers are associated with more positive outcomes for communities. Women officers use less force and less excessive force; are named in fewer complaints and lawsuits; are perceived by communities as being more honest and compassionate; see better outcomes for crime victims, especially in sexual assault cases; and make fewer discretionary arrests.

Yet women make up only 12% of sworn officers and 3% of police leadership in the U.S. The 30x30 Initiative focuses its efforts on recruitment, hiring, development, and retention to eliminate the barriers that keep women from joining policing agencies or make it harder for them to advance to leadership positions.

Though 30x30 focuses on increasing the representation of women, we teach participating agencies to use an intersectional lens when analyzing their culture and practices. Intersectionality acknowledges the ways in which people's multiple identities—race and ethnicity, class, gender, sexual orientation, religion, ability, and more—magnify or transform their exposure to discrimination. When agencies identify and address inherent biases in policies or practices that discriminate against diverse candidates, they help to promote the creation of a more inclusive workplace for everyone.

Find more resources at
[30x30Initiative.org](https://30x30initiative.org)

