

# 30 X 30

ADVANCING WOMEN IN POLICING

May, 2024



# PRESENTERS

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Ivonne Roman  
*30x30 Co-Founder*



Ganesha Martin  
*Advocate*



Maureen McGough  
*30x30 Co-Founder*



Tanya Meisenholder  
*Director, Gender Equity*



# HISTORY OF 30x30

## THE POWER OF ONE VOICE

2019 – Ivonne Roman, Ted Fellow  
*How Policewomen Make Communities Safer*  
\* 2 million views



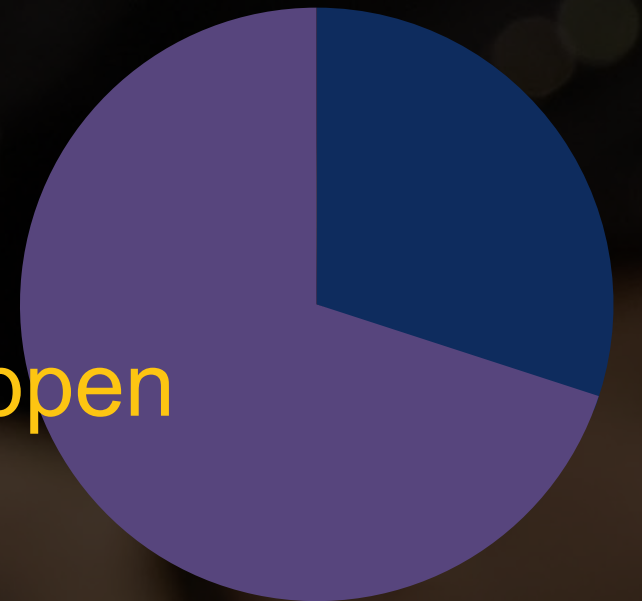
2018 – US Department of Justice, National Institute of Justice  
National Research Summit  
*Women in Policing: Breaking Barriers and Blazing a Path*

# WHAT IS 30X30

30x30 is a grassroots coalition of researchers, police leaders, and professional organizations aiming to increase the number of women in all police recruit classes to 30% by the year 2030.

Research shows that 30% representation empowers a group to influence an organization's culture.

30% is where change begins to happen



# THE 30X30 INITIATIVE

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What is the representation of sworn women in US law enforcement?

In positions of leadership?



# WHY 30X30 ?

Women currently comprise  
≈13% of sworn officers.

Among leadership ranks,  
women are 3%.

Yet, decades of research  
show **women often produce  
better public safety  
outcomes** — in many of the  
areas we care about most.

Research indicates

# WOMEN OFFICERS

- use force less often, and less excessive force
- use their discretion to make fewer arrests for non -violent, low -level offenses
- see better outcomes for crime victims, especially of sexual assault
- conduct fewer searches during traffic stops but are more likely to find contraband when they do
- are perceived as being more honest and compassionate
- are named less often in complaints and lawsuits, with some research suggesting they cost between 2.5x – 5.5x less than male officers
- fire their service weapon less often in the line of duty

If there was a training that produced these results, every department in the country would be clamoring for that training.

But this isn't about training. It's about thinking differently around who we hire and what we value in the police profession.

# NATIONAL LISTENING SESSIONS

30X30



WOMEN IN BLUE



# NATIONAL LISTENING SESSIONS

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There is no universal experience of being a woman in law enforcement.

Each of a woman officer's identities — race and ethnicity, gender, sexual orientation, religion, ability, and more — defines her experience, and often multiplies her exposure to discrimination.

# NATIONAL LISTENING SESSIONS - TOPLINES

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- Support for parents and caregivers
- Training, equipment, and uniforms
- Preconceived notions and conformity
- Sacrifice
- Scarcity and Competition (crabs in a bucket)
- Latitude for mistakes/held to higher standards
- Advocacy fatigue
- Culture of disrespect
- Lack of accountability – harassment
- Isolation/lack of support/Exclusionary networks



# WHAT WE'RE ABOUT



Northampton MA Police Department's first all-female midnight patrol shift, June 2021

**POLICY.** A) Remove inherent bias from policing agency assessments and policies, and B) Ensure women's specific needs are met.

**CULTURE.** Transform agency culture to support and celebrate the value of diverse and under-represented officers.

**ULTIMATE GOAL:** Increase the number of women police recruits nationally to 30% by 2030.

# WHAT WE'RE **NOT** ABOUT



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**Tokenism/Favoritism**

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**Gender stereotypes**

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**Lowering standards**

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**Removing men from  
policing**

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**Only engaging women in  
creating change**

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# THE 30X30 INITIATIVE

## WHAT IT COMES DOWN TO

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Qualified women deserve **equitable access** to the job and the ability to thrive within it.

**AND**

Policing is an inherently difficult job. It should be **no more difficult** for an officer just because they are a woman.

# HOW IT WORKS

## THEY PLEDGE

A series of no- and low-cost, evidence-informed actions to improve the representation and experiences of women in the department

Signed by agency head

Addresses:

- Improved data collection and analysis to identify disparate impacts
- Improved policies to remove bias and meet the unique needs of women
- Improved recruitment, hiring, promotion, and retention strategies for all officers

## WE SUPPORT

Connect with research and subject matter experts

Access technical assistance through the Crime and Justice Institute

Receive summaries of the latest research about what works and matters

Access model policies, promising practices, and case studies of successful strategies

Participate in monthly webinars with peers and experts

Receive monthly newsletters with resources and fellowship opportunities

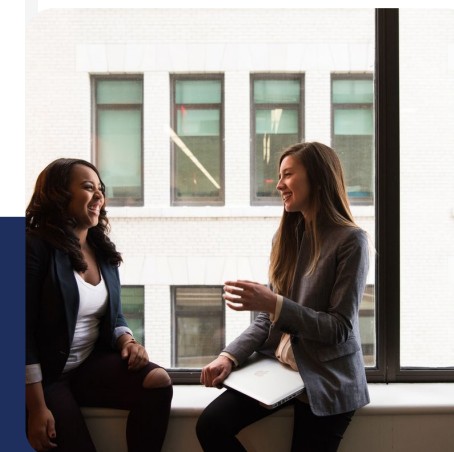
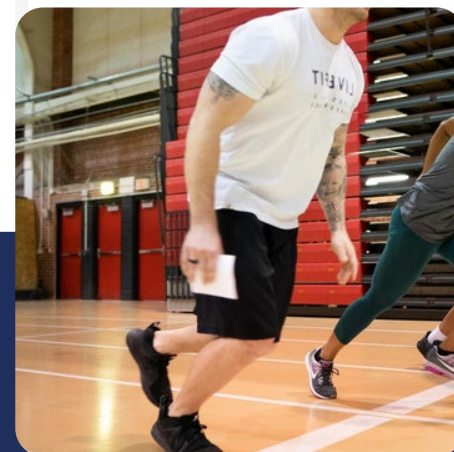
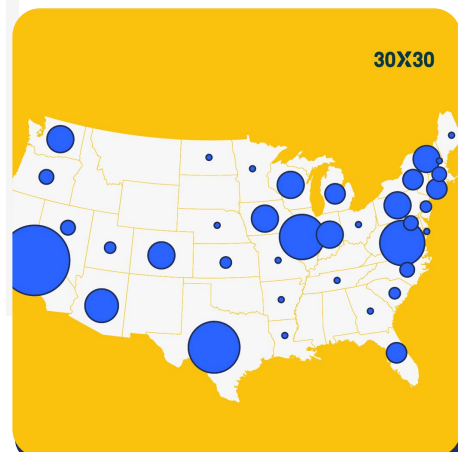
## ALL ARE ACCOUNTABLE

Agencies report on Pledge progress to 30x30 in 6-month increments

Mandatory data reporting, including demographic data of officers across ranks

Researchers analyze reports for trends to identify critical needs

All agencies connect via community of practice to motivate each other and inspire continued progress





# THE 30X30 INITIATIVE

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Why is the representation of women so low?

# Why is representation of women so low...

Despite many concerted attempts to improve it?

## 1. RECRUITMENT CONTENT & STRATEGIES

- a. Who is represented
- b. What they're represented doing
- c. Who is targeted

## 2. HIRING ASSESSMENTS & PROCESSES

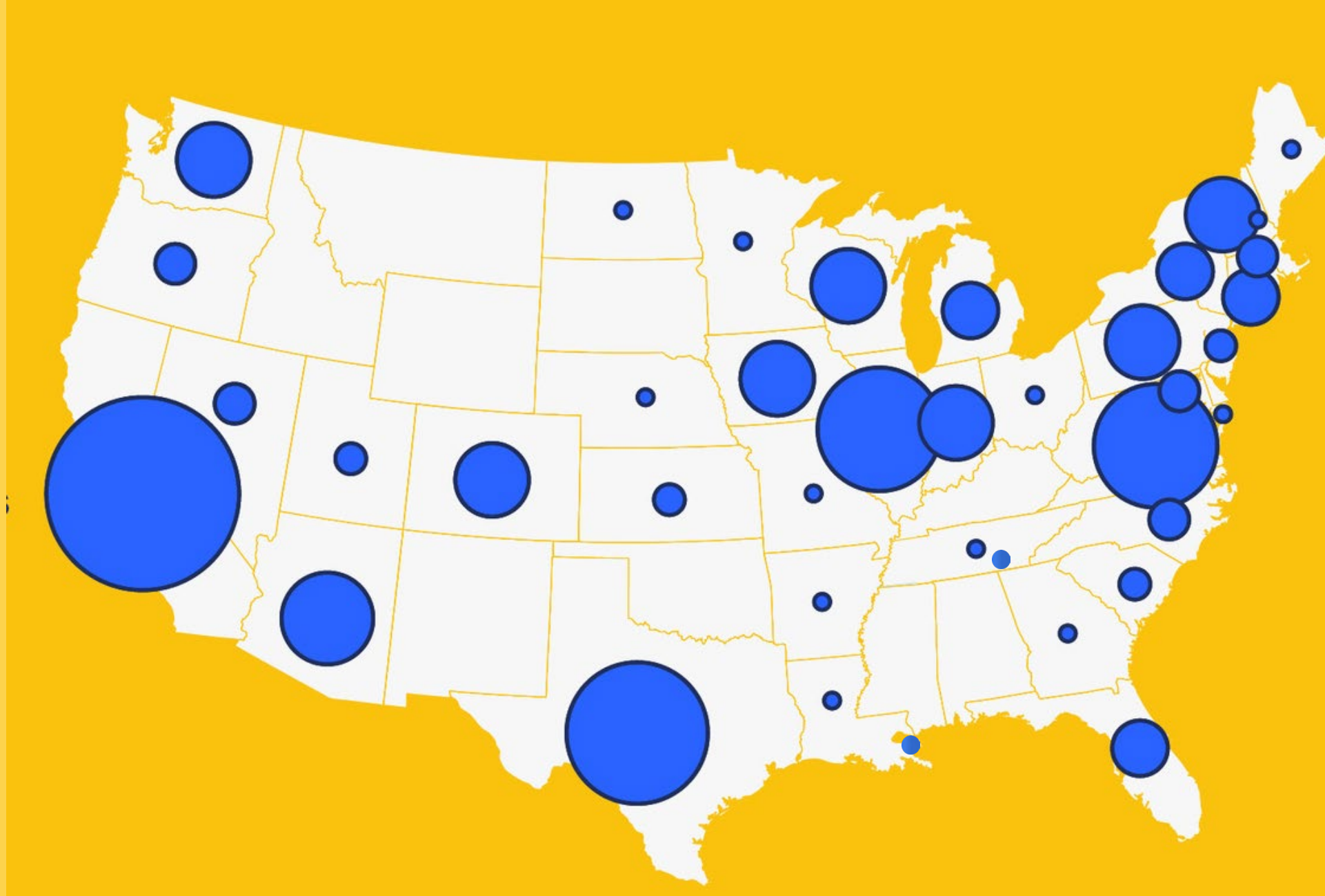
- a. Lack of validation and disparate outcomes
- b. Subjectivity in the hiring and promotional process
- c. Unnecessary barriers to entry

## 3. STATUS QUO IS MAL-ORIENTED

- a. Women's specific needs are not met – e.g., uniforms, PPE, nursing policies

## 4. CULTURE

# 30X30 HAS THE VISION, THE PLAN AND THE MOMENTUM



- Over [370](#) participating state and local law enforcement agencies, and federal agencies.
- Departments range from small and rural to major metropolises serving over 8 million
- Partnerships with police professional organizations, private industry, and the US Department of Justice

Change is already happening across the country.

## TO ADVANCE WOMEN IN POLICING



# 30X30 HAS THE VISION, THE PLAN AND THE MOMENTUM

March 2021 – 30x30 official launch

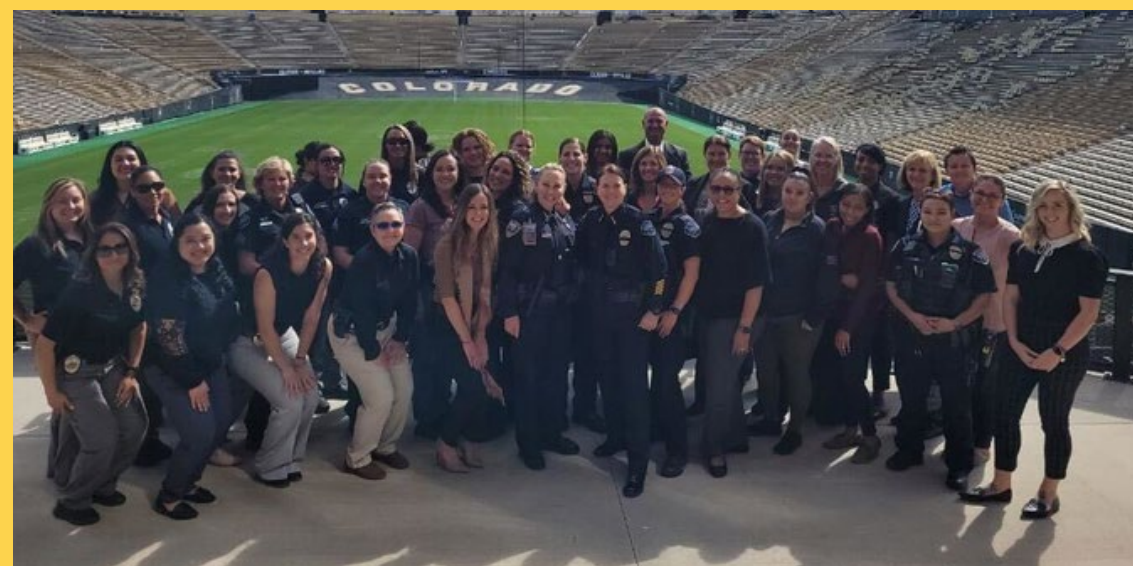
May 2022 - Launch of our National Listening Sessions

August 2022 - Launch of our Technical Assistance

September 2022 - Formal collaboration with the US Department of Justice, the first federal agencies join

July 2023 – DOJ-funded Technical Assistance and Microgrants

January 2024 – State-level engagement



# TO ADVANCE WOMEN IN POLICING



# PROGRESS

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- Establishment of childcare centers for children of sworn officers
- Revised recruitment strategies to reach under-represented groups.
- Improved data collection to diagnose disparities and reduce bias.
- Improved assessment processes to increase accuracy and reduce subjectivity.
- Establishment of regional mentoring and networking partnerships.

With some agencies already reporting 30% women in recruit classes!

# SHIFT TO STATE-LEVEL AND FEDERAL STRATEGIES

With **18,000+** law enforcement agencies, department-level interventions will only get us so far.

## STATE AND FEDERAL LEGISLATION

- E.g., Job-sharing and part-time options (Washington State)
- Supporting Women Cops Act (Federal)
- Providing Childcare for Police Act (Federal)

## STATE AND FEDERAL STANDARDS

- Validated assessments and shared definitions of the KSAs associated with good policing
- Streamlined application processes

## STATE AND FEDERAL GRANTMAKING

- Recruitment
- Wellness
- Mentorship programs
- Research and data

# TO ADVANCE WOMEN IN POLICING



# 30X30 PARTNERS

- Policing Project at New York University School of Law
- National Association of Women Law Enforcement Executives (NAWLEE)
- Women in Federal Law Enforcement (WIFLE)
- International Association of Women Police (IAWP)
- Police Executive Research Forum (PERF)
- National Policing Institute (NPI)
- Law Enforcement Action Partnership (LEAP)
- Crime and Justice Institute (CJI)
- International Association of Campus Law Enforcement Administrators (IACLEA)
- New Blue
- University of Alabama at Birmingham
- National Organization of Black Law Enforcement Executives (NOBLE)
- American Society of Evidence-Based Policing (ASEBP)
- International Association of Directors of Law Enforcement Standards and Training (IADLEST)

# CONNECT



[info@30x30initiative.org](mailto:info@30x30initiative.org)



[30x30initiative.org](http://30x30initiative.org)



[30x30initiative](https://twitter.com/30x30initiative)



[30x30-initiative](https://www.linkedin.com/company/30x30-initiative)

THANK  
YOU!