



ADVANCING WOMEN IN POLICING

Frequently Asked Questions

What is the 30x30 Initiative?

The 30x30 Initiative is a coalition of police leaders, researchers, and professional organizations that have joined together to advance the representation and experiences of women in policing agencies across the United States. The goal is to ensure department policies and culture are not biased against women and meet their unique needs in the workplace. By improving equity in this way, we hope to see women make up 30% of recruit classes by 2030.

The Initiative was established in the spring of 2021, and under the direction of the co-founders, Maureen “Mo” McGough and Chief (ret.) Ivonne Roman, 30x30 has experienced remarkable growth. As of the summer of 2024, approximately 400 agencies, representing municipal, state, county, university-based, and federal law enforcement agencies, have joined the effort.

Why is this important?

Women make up approximately 13% of sworn officers and 3% of police leadership in the U.S. Yet, research has shown that women officers are associated with more positive community outcomes. 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.

What is the 30x30 Pledge?

The 30x30 Pledge is a series of no- or low-cost actions policing agencies can take to improve the representation and experiences of women in sworn positions in all ranks. These actions reflect what police leaders, researchers, and industry experts have indicated are critical to understanding gender equity in a police department and implementing strategies to advance women in policing.

Through the Pledge, participating agencies commit to taking measures to ensure that policies are free of bias, promote equitable hiring, retention, and promotion of women officers, and ensure an inclusive culture at all ranks.

What does it mean to be a participating agency?

Agencies in the 30x30 network are provided resources and support to facilitate an agency’s progress on Pledge activities over two years. Participating agencies are asked to conduct policy reviews, data analysis, engage personnel via surveys or other means, and assess and adjust 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.

The 30x30 Initiative compiles and shares a wealth of resources related to women in policing in our website’s “What Works” section, hosts monthly webinars addressing priority topics and offers ad hoc technical assistance upon request. Participating agencies receive regular newsletters covering program resources, updates, funding opportunities, and 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.

Which agencies are eligible?

All policing agencies—federal, state, county, municipal, tribal, and university—are welcome. Our signatories include agencies in Canada, and we welcome all inquiries.

How does an agency join?

Email info@30x30initiative.org or visit 30x30initiative.org/get-involved for more information.