



Equal Employment Opportunity Plan

2020 Annual EEO Review

2021 Statement of Focus

Prepared as of February 19, 2021

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1 Overview

The Town of Leland Equal Employment Opportunity Plan (EEO) was adopted on November 21, 2019. To continue the Town's initiative in meeting the goals of the plan, an annual review of progress against the identified milestones was undertaken by the Human Resources department with a review of employee data as of January 31, 2021. The intention of this plan is to measure progress and to provide a strategy for the recruitment, selection, and development of employees within the Town.

2 Purpose of the Equal Employment Opportunity Plan

The purpose of the Town's EEO is:

1. To attain a meritorious workforce that mirrors the gender, ethnic, and racial composition of the employable area population;
2. To ensure that gender, ethnic, and racial diversity can exist throughout all occupational levels of the Town's work;
3. To provide equal employment opportunities to all employees and applicants for employment and to prohibit discrimination and harassment of any type regarding race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws;
4. To provide a process for the investigation of complaints of discrimination or harassment and the prompt remediation of such complaints;
5. To provide a systematic procedure to analyze and evaluate the Town's effectiveness in accomplishing a non-discriminatory work environment;
6. To ensure employee interactions with members of the general public are done with courtesy and respect, free from discrimination or harassment;
7. To ensure all current and future employees, elected officials, and board members, receive training in areas concerning Equal Employment Opportunity; and
8. To communicate the Town's Equal Employment Opportunity Policy to the Town's internal and external communities via the employee handbook.

3 Fiscal Year 2019/2020 EEO Goals

1. Distribute the Equal Employment Opportunity Plan to all current and new employees and post it on the Town's website.
Action: This was completed via electronic distribution. All new employees now receive the plan during orientation.
2. Conduct training for employees on expectations under the Equal Employment Opportunity Plan, as well as subjects such as Sexual Harassment, Racism, Americans with Disabilities Act, and other pertinent topics, as determined by the Human Resources Director.

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Action: All employees have received training on Sexual Harassment, Bullying, and are currently completing training on Diversity and Inclusion. In addition, staff has begun a series of workshops on “perspective change” which addresses interpersonal communications and diversity.

3. Review and revise employee evaluation forms to maintain inclusion of evaluation criteria for supervisors on support and enforcement of equal employment opportunity initiatives.

Action: The revised employee quarterly and annual review documents specifically address respect as a Town core value. Foundationally, this core value is built upon the premise of equal employment opportunity initiatives.

4. Research local labor market demographics and compare the data with current Town employment demographics to determine occupational areas that may be over or underrepresented.

Action: Data is being monitored using North Carolina Department of Commerce and US Census Bureau data on an annual basis.

5. Maintain a record of all employee race and ethnic data to conform to the race/ethnic categories contained in the Equal Employment Opportunity Commission’s EEO-4 report. Currently, the categories include: White (Non-Hispanic origin), Black or African American, Hispanic or Latino, Native American or Alaska Native, Asian, Native Hawaiian, or Pacific Islander, and two or more races.

Action: Staff has obtained this data from all but 23 employees, with continued follow-up efforts in this area to fulfill this goal. All new employees are required to include this data in their initial profile at onboarding.

6. Prepare a Utilization Analysis. The Town will compile an annual Utilization Analysis report which includes the following elements per requirements of Executive Order 11246, Title 41 CFR Section 60 and Section 503 of the Rehabilitation Act of 1973:

- a. Organizational Profile – The profile will provide an overview of the workforce that may assist in identifying staffing patterns and organizational units where women and/or minorities are under-represented or concentrated. The profile will also assist in determining whether barriers to equal employment opportunity exist within the Town.
- b. Job Group Analysis – Combines job titles within the Town’s organization. Jobs with similar content, wage rates, and opportunities are combined to form job groups per EEO categories. Similarity of content refers to the duties and responsibilities of the job titles which make up the job group. Similarity of opportunities refers to training, transfers, promotions, pay, mobility, and other career enhancement opportunities offered by jobs within the job group.
- c. Placement of Incumbents in Job Groups – This analysis will reflect the percentage of minorities and the percentage of women the Town employs in each job group.
- d. Availability Analysis – Estimates the number of qualified minorities or women available for employment in a given job group, expressed as a percentage of all qualified persons available for employment in the job group.

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- e. Comparison of Incumbency to Availability – Compares the percentage of minorities and women in each job group with the availability for those job groups. When the percentage of minorities or women employed in a particular job group is less than reasonably expected given their availability percentage in that particular job group, the Town will establish a placement goal in accordance with federal guidelines.
- f. Placement Goals – These goals will serve as objectives or targets reasonably attainable by means of applying a good faith effort to make the aspects of the program work. Placement goals are also used to measure progress toward achieving equal employment opportunity. The Town’s determination that a placement goal is required does not constitute a finding or an admission of discrimination. Placement goals may not be rigid and inflexible quotas, which must be met, nor are they to be considered as either a ceiling or a floor for the employment of particular groups. Quotas are expressly forbidden.

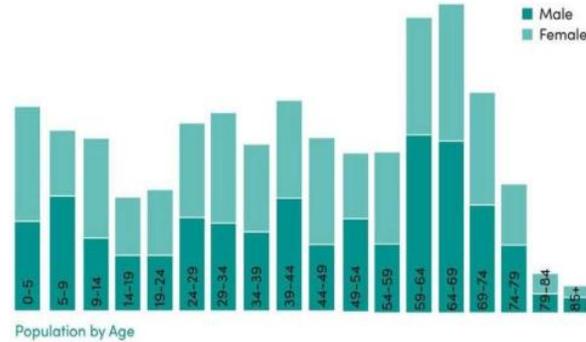
Action: This was completed with the initial analysis January 29, 2020.

In all employment decisions, the Town must make selections in a nondiscriminatory manner. Equal employment opportunity programs do not require the Town to hire a person who lacks qualifications to perform the job successfully or hire a less qualified person in preference to a more qualified person.

4 Community and Workforce Demographic Data

Leland Population Demographic Data – January 2021

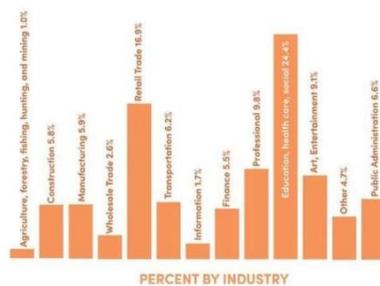
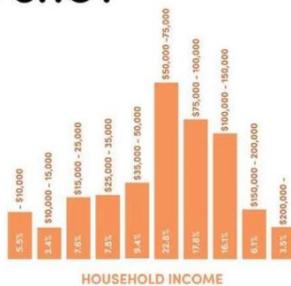
LELAND COMMUNITY SNAPSHOT



Source: U.S. Census Bureau, American Community Survey 5-year Estimates (2015-2019)

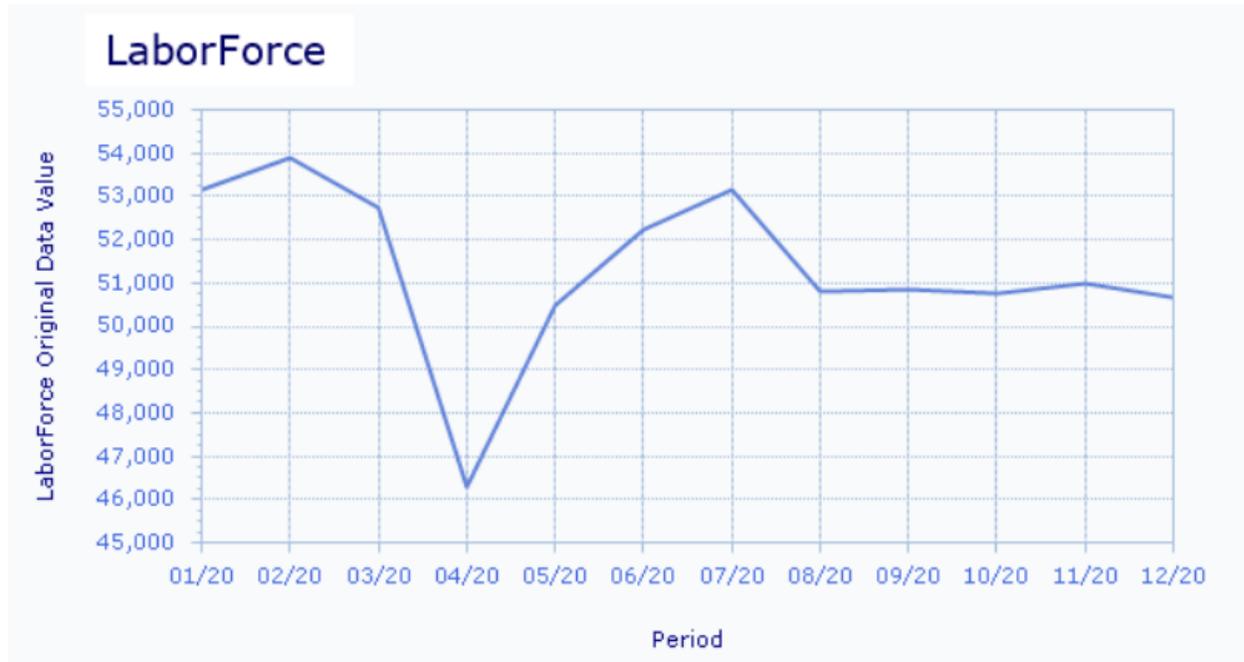
Leland Population Economic Data – January 2021

LELAND ECONOMIC SNAPSHOT



Source: U.S. Census Bureau, American Community Survey 5-year Estimates (2015-2019)

Brunswick County Labor Demographics



Leland Demographic Data – July 1, 2019

Source: US Census Bureau

All Topics	Brunswick County, North Carolina	United States
Population estimates, July 1, 2019, (V2019)	NA	328,239,523
Black or African American alone, percent (a)	10.3%	13.4%
American Indian and Alaska Native alone, percent (a)	0.8%	1.3%
Asian alone, percent (a)	0.8%	5.9%
Native Hawaiian and Other Pacific Islander alone, percent (a)	0.1%	0.2%
Two or More Races, percent	1.7%	2.7%
Hispanic or Latino, percent (b)	4.9%	18.3%
White alone, not Hispanic or Latino, percent	82.1%	60.4%
Population Characteristics		
Veterans, 2014-2018	13,572	18,611,432
Foreign born persons, percent, 2014-2018	4.0%	13.5%

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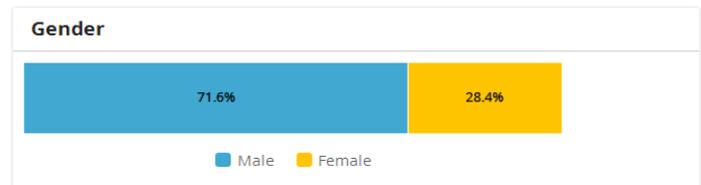
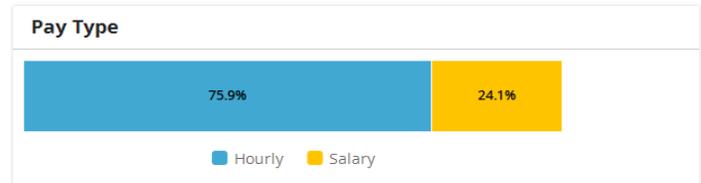
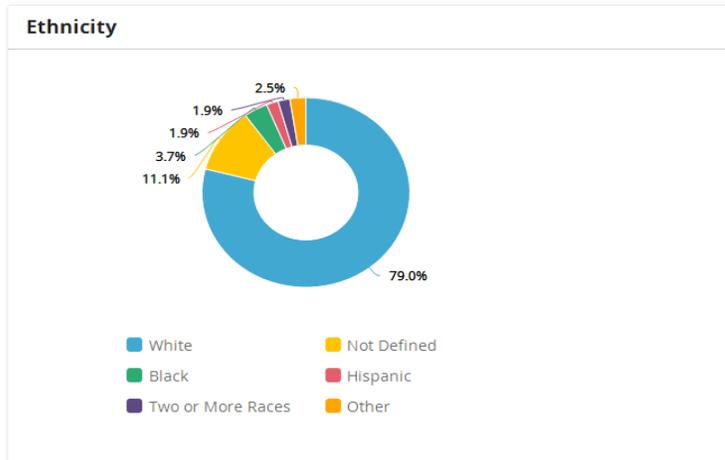
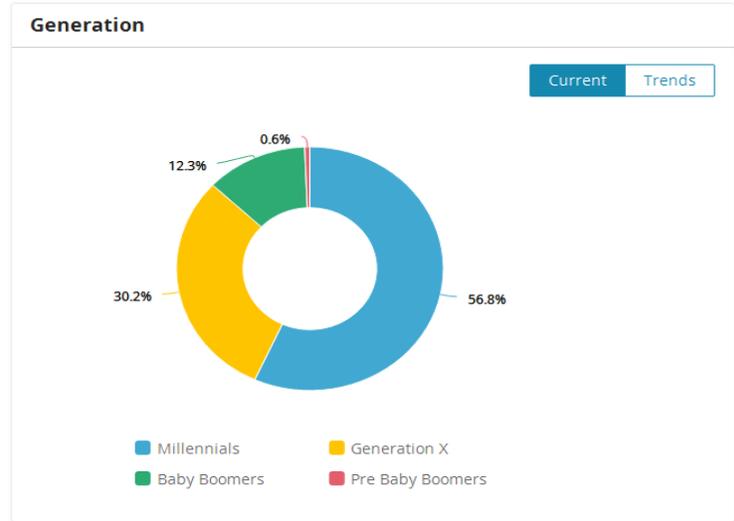
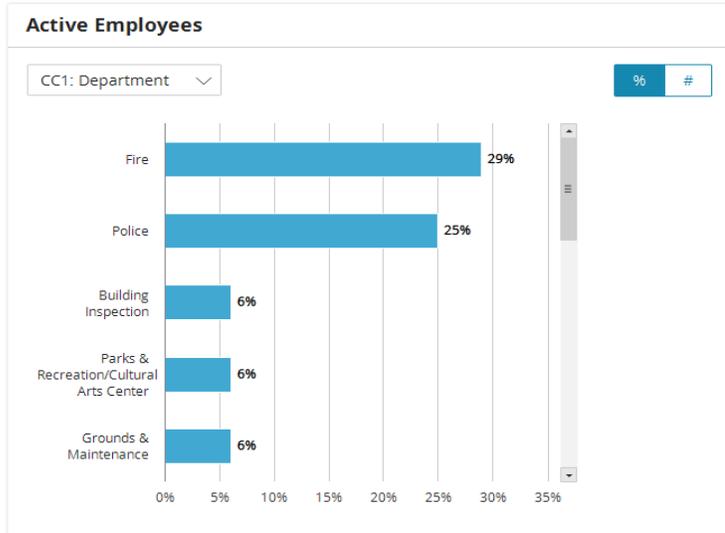


Workforce: **Overview**

January 2020 - December 2020

Active Filters: **Employees only** COST CENTER 1: 110-Administration (110) X + 14 more

Headcount ⓘ 162 <small>As of December 2020</small>	Hired ⓘ 34	Termed ⓘ 28	Growth Rate ⓘ 8.7%	Turnover Rate ⓘ 18.4%	Average Tenure ⓘ 3.4 <small>(Years)</small>
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5 2021 Statement of Focus and EEO Goals

For calendar year 2021 and fiscal year 2021/2022, the Town of Leland Equal Employment Opportunity Program purpose will be to continue to strive to attain parity or better to the reflect the population of the Town in our workforce.

- To do this we will continue to seek well qualified, enthusiastic, team members who exhibit both the skills and experience for and integrate and align with our organizational culture and servant leadership philosophy.
- To accomplish these goals, we will continue to diversify the avenues by which we access talent, including engaging with community resources, schools, educational institutions, and professional organizations that target diverse groups of candidates.
- An additional goal for this plan year will be to implement individual development plans for employees. This will facilitate the career progression of our internal team and will provide succession and development opportunities for employees which will enhance the promotion and retention of our talent base.
- We will monitor the applicant flow we receive and determine if our targeted recruitment efforts are enhancing our selection of a more diverse talent pool.
- We will conduct diversity and inclusion training for all employees.
- We will conduct perspective change workshops for all employees.



Town of
Leland

Growing our future. Nourishing our roots.