



Equal Employment Opportunity Plan

2021 Annual EEO Review

2022 Statement of Focus

Prepared as of March 17, 2022

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1 Overview

The Town of Leland Equal Employment Opportunity Plan (EEO Plan) 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 December 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 Plan 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 2020-2021/ Calendar year 2021 EEO Goals

1. 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
Action: Monitor, on an ongoing basis, the status of our talent pool in relation to the demographic of our community.

Equal Employment Opportunity Review and Focus

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.
Action: All employees have received training on Sexual Harassment, Bullying, and Diversity and Inclusion. In addition, staff has conducted a series of workshops on “perspective change” which addresses interpersonal communications and diversity. Annually all employees now complete Sexual Harassment, Bullying, and Diversity and Inclusion education programs.
3. 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.
4. 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: The data is maintained for all employees. All new employees are required to include this data in their initial profile at onboarding.
5. 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.
 - 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.

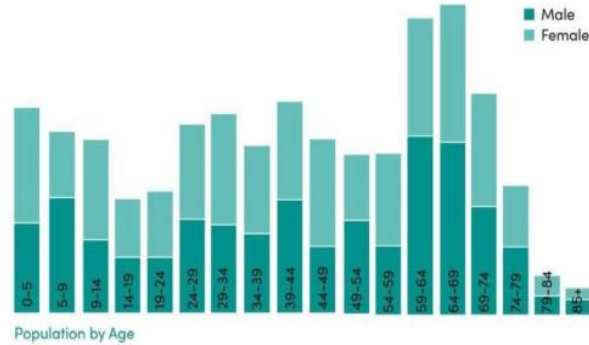
Action: Town data in these areas is reviewed on an annual basis.

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

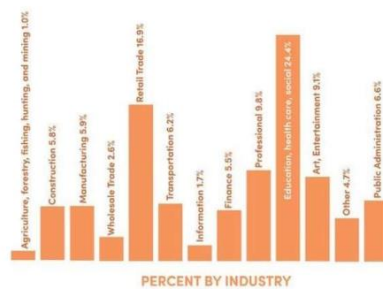
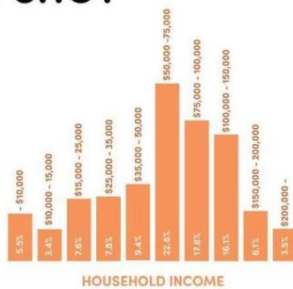


23,544 Total Population 148,760 Brunswick County 10.50m North Carolina	37.8% People with Bachelor's Degree or Higher 29.9% Brunswick County 32.3% North Carolina	77.2% Homeownership Rate 79% Brunswick County 65.1% North Carolina	46.2 Median Age 53.8 Brunswick County 38.7 North Carolina
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Source: U.S. Census Bureau, American Community Survey 5-year Estimates (2015-2019)

Leland Population Economic Data – January 2021

LELAND ECONOMIC SNAPSHOT



38%
Management, business, science, and arts

21.1%
Sales and office

17.1%
Service

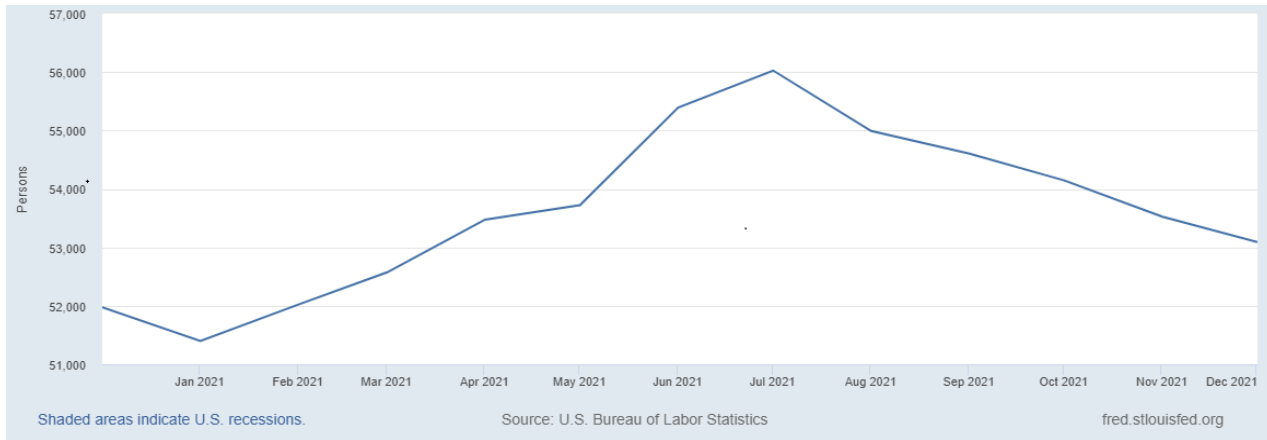
TOP OCCUPATIONS



\$68,924 Median Household Income \$54,406 Brunswick County \$53,855 North Carolina	\$243,200 Median Property Value \$199,900 Brunswick County \$184,100 North Carolina	2.37 Average Household Size 2.34 Brunswick County 2.52 North Carolina	4.9% Unemployment Rate 7.00% Brunswick County 6.20% North Carolina	42.8% Future Job Growth 42.8% Brunswick County 27.6% North Carolina
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Source: U.S. Census Bureau, American Community Survey 5-year Estimates (2015-2019)

Brunswick County Labor Demographics - 2021



Leland Demographic Data – July 1, 2021

Source: US Census Bureau

Age and Sex	
Persons under 5 years, percent	6.0%
Persons under 18 years, percent	19.8%
Persons 65 years and over, percent	27.7%
Female persons, percent	50.4%
Race and Hispanic Origin	
White alone, percent	85.4%
Black or African American alone, percent (a)	6.8%
American Indian and Alaska Native alone, percent (a)	0.9%
Asian alone, percent (a)	1.0%
Native Hawaiian and Other Pacific Islander alone, percent (a)	0.0%
Two or More Races, percent	5.0%
Hispanic or Latino, percent (b)	5.2%
White alone, not Hispanic or Latino, percent	81.4%
Population Characteristics	
Veterans, 2016-2020	2,242
Foreign born persons, percent, 2016-2020	5.0%
Health	
With a disability, under age 65 years, percent, 2016-2020	6.6%
Persons without health insurance, under age 65 years, percent	7.9%

Equal Employment Opportunity Review and Focus

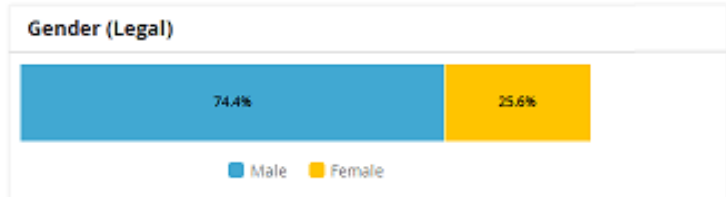
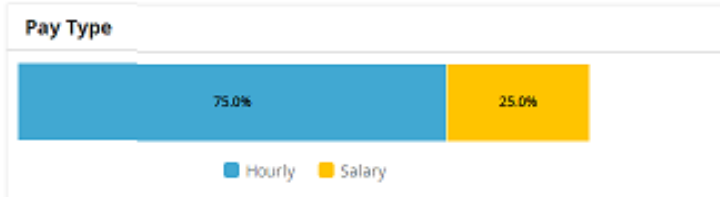
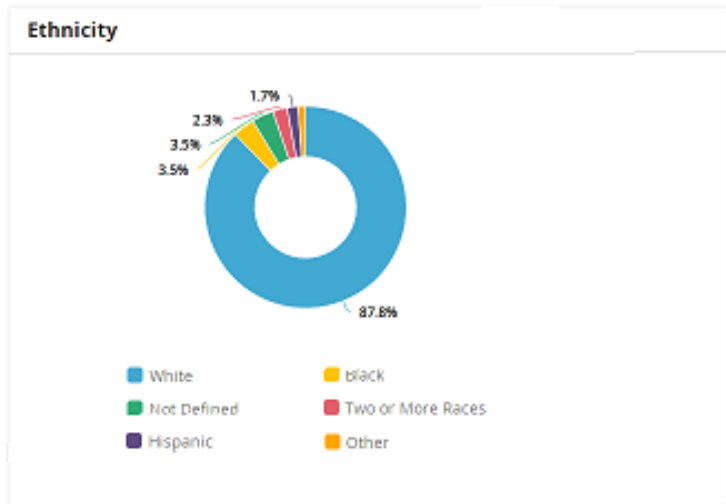
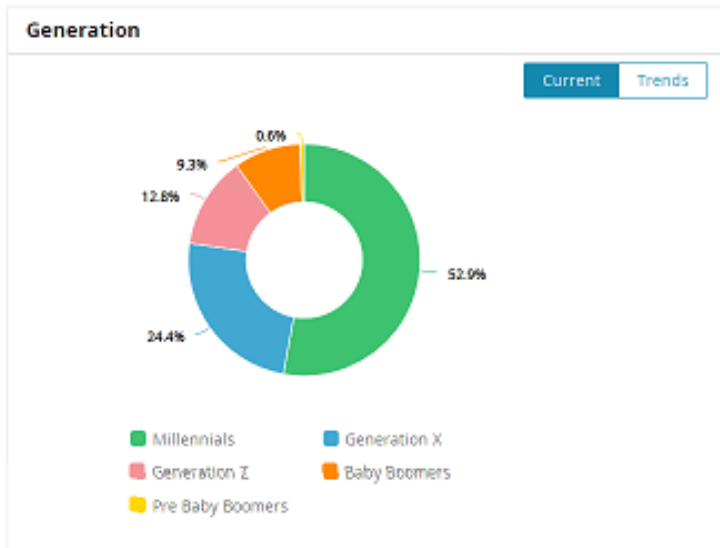
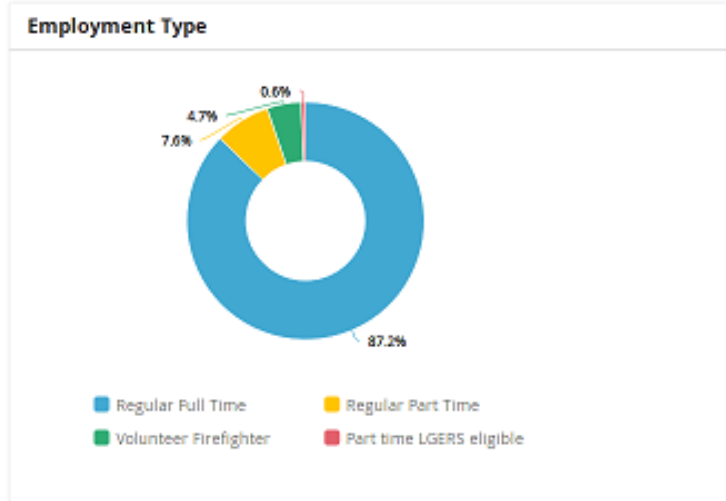
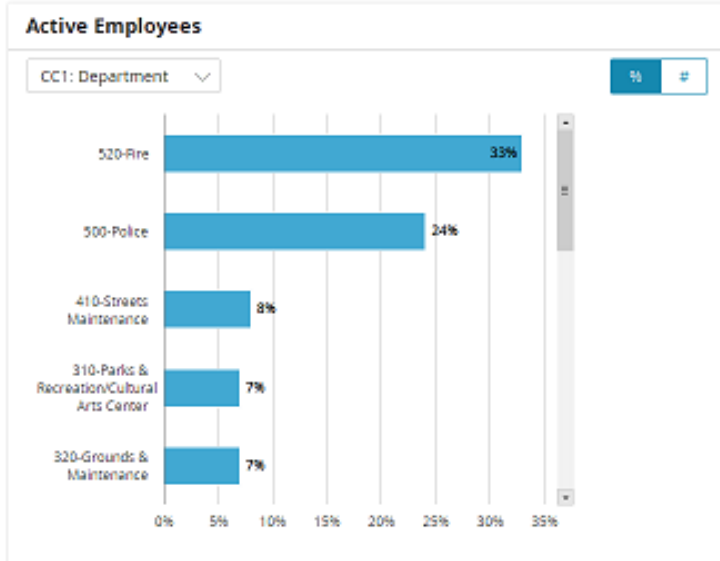


Workforce: Overview

January 2021 - December 2021

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

Headcount ⓘ 172 <small>As of December 2021</small>	Hired ⓘ 49	Termed ⓘ 35	Growth Rate ⓘ 8.2%	Turnover Rate ⓘ 21.3%	Average Tenure ⓘ 3.6 <small>(Years)</small>
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5 2022 Statement of Focus and EEO Goals

For calendar year 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.



Town of
Leland

Growing our future. Nourishing our roots.