

NOTES

TO: Honorable Mayor and City Council Members
FROM: Ann E. Wall, ^{AEW} City Manager
DATE: April 12, 2023
SUBJECT: Materials for Your Information

Please find attached the following materials for your information:

1. A memo from Leah Futrell, Director of Human Resources, regarding the 2022 Affirmative Action Program Annual Report
2. A memo from Don Octigan, Director of Recreation and Parks, regarding the spring 2023 pickleball tournament
3. A memo from Don Octigan, Director of Recreation and Parks, regarding upcoming Recreation and Parks Special Events

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Attachments

Memorandum

To: Ann E. Wall, City Manager
From: Leah B. Futrell, Director of Human Resources
Date: March 30, 2023
Subject: **2022 Affirmative Action Program Annual Report**

The City of Greenville is committed to the principles of equal employment opportunity, diversity, and inclusiveness. The attached 2022 Affirmative Action Program Annual Report details the status of the City's efforts to recruit, hire, and retain a diverse and inclusive workforce.

The City of Greenville continued to face recruitment and retention challenges due to the ongoing tight labor market in 2022. It is expected that the labor market will remain tight for some time, making it even more challenging for the City and other employers to hire and retain qualified staff. Rather than dwell on factors beyond the City's control such as the tight labor market and labor shortage, the City has instead focused on factors within its control such as continuing to upskill and recognize staff.

In 2022, 21% of the City's full-time workforce were promoted to positions which allowed them to take on new responsibilities while continuing to grow in their career with the City. Compared to 2021, the City experienced a 107% increase in the number of employees promoted in 2022. In terms of actual numbers, 72 employees were promoted in 2021 compared to 149 promotions in 2022. Of the promotions in 2022, 40% were minorities and/or females. As examples, minority employees were promoted into positions such as Fire/Rescue Captain, Deputy Fire Marshal, Master Police Officer, Sanitation Crew Leader III, and Transit Supervisor; female employees were promoted into positions such as Paramedic, Master Police Officer, Code Enforcement Supervisor, and Financial Services Manager. Nurturing and developing talent are priorities for the City, thereby empowering and motivating employees to higher levels of responsibility.

As the attached 2022 Affirmative Action Program Annual Report indicates, 41% of the applicants in 2022 were seeking employment opportunities within the Police and Fire/Rescue Departments. This is impressive given the supply and demand factor for talent in these critical public safety and public-facing departments. Further, over half of the applicants for positions in the Police and Fire/Rescue Departments identified as minorities and/or females which is equally impressive and speaks to the City's effective efforts to recruit, hire, and retain a diverse and inclusive workforce at all levels.

The City strives to take diversity beyond the legal mandates and maintains an environment that is inclusive of all groups, thereby maximizing the potential of all employees. Thank you for your continued commitment and support of the City's Affirmative Action Program.

Attachment

AFFIRMATIVE ACTION PROGRAM ANNUAL REPORT



CALENDAR YEAR 2022

**City of Greenville
Affirmative Action Program Annual Report
January 1, 2022 – December 31, 2022**

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**CITY OF GREENVILLE
2022 AFFIRMATIVE ACTION PROGRAM
ANNUAL REPORT**

I. INTRODUCTION

The following report summarizes the various actions and activities undertaken to develop a workforce that reflects the diversity of the Greenville community labor force. In accordance with federal laws and City policy, the City of Greenville does not discriminate in its hiring procedures because of the individual applicant's race, color, religion, gender, age, national origin, disability, sexual orientation, genetic information, gender identity/reassignment or expression, military or veteran status, or marital status. The City declares and reaffirms to its employees and to the public its firm commitment to the policy of fair employment practices based on qualifications and merit. The purpose of this report is to evaluate past efforts and to establish future commitments to this program.

II. UTILIZATION ANALYSIS

A. Pitt County Labor Force Information
(Population and labor force 16 years and over)

	2020 Census	2010 Census	% Change
Labor force population	92,180	91,486	+1%
Percentage of Blacks in the population	35.5%	32.4%	+10%
Percentage of Black males in the labor force	16.2%	15.2%	+7%
Percentage of Black females in the labor force	19.1%	18.2%	+5%
Percentage of females in the population	57.3%	54.0%	+6%
Percentage of females in the labor force	49.8%	49.9%	-.2%
Percentage of other minorities in the labor force	10.7%	6.4%	+67%

B. City of Greenville employment status for five years as of December 31

	2018	2019	2020	2021	2022
1. Filled full-time positions	697	720	720	726	707
2. Percentage of Blacks	30%	30%	29%	30%	31%
3. Percentage of Black males	23%	22%	22%	23%	23%
4. Percentage of Black females	7%	7%	7%	7%	8%
5. Percentage of females	23%	23%	23%	24%	23%
6. Percentage of other minorities	4%	5%	5%	5%	5%

C. 2022 Applicant Information

1.	Total number of applicants*	=	3,950	
	▪ Number of White applicants	=	1,602	(41% of total)
	▪ Number of Black applicants	=	1,948	(49% of total)
	▪ Number of non-Black minority applicants	=	291	(7% of total)
	▪ Number of applicants who did not disclose race	=	109	(3% of total)
2.	Number of female applicants*	=	1,664	(42% of total)
	*for full-time positions			

III. PROGRAM MONITORING

- A. In past years, workforce data analysis has identified efforts to increase the number of female and minority applicants in specific occupational fields such as engineering, information technology, and protective services where, historically, there has been a lack of diversity. The hiring of minorities and women in these fields continues to be challenging due to the highly competitive demand in the labor market. Additionally, occupations such as engineers, computer programmers, and firefighters have been nontraditional occupations for women. The U.S. Department of Labor defines a nontraditional occupation for women as one in which women comprise 25 percent or less of total employment. Nonetheless, the City will continue to make good faith efforts in recruiting and advertising to minorities and women to overcome barriers and increase the number of females and minorities in those specific occupational fields. Targeted recruitment efforts and an increase in the total applicant pool have been identified as promising avenues to accomplish this goal.
- B. The following is a comparison of historical recruiting efforts. The number of applicants varies based on the number of openings and number of recruitment cycles per year.

	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>	<u>5-Yr % Change</u>
Total applicants	5,723	6,857	3,437	4,425	3,950	-31%
Total black applicants	2,725	3,324	1,704	1,978	1,948	-29%
Black female applicants	1,250	1,487	833	947	877	-30%
Black male applicants	1,475	1,837	861	1,059	1,062	-28%
Female applicants	2,236	2,623	1,458	1,831	1,664	-26%
Total minority applicants	3,017	3,758	1,929	2,311	2,239	-26%

**subgroups may not equal total due to some applicants electing not to disclose their race and/or gender.

- C. The attached Workforce/Applicant Analysis provides workforce composition and applicant data by department. The attached charts in Appendix B provide workforce composition data graphically and the breakdown of applicants, new hires, and promotions for the past two years.
- D. Appendix A, Analysis of EEO Job Categories, details the numbers and percentages of minorities and women in the eight EEO job categories, determined by the Equal Employment Opportunity Commission. All City of Greenville job titles are placed into one of these categories.

IV. ONGOING EFFORTS

- A. The following initiatives have been carried forth from the previous program:
1. Continue recruiting activities at colleges and universities in North Carolina with a significant minority enrollment. The Police and Fire/Rescue Departments visited several college BLET classes with an internal pool of employees attending various recruiting functions.
 2. Continue to solicit the assistance of minority and female employees in the recruitment and selection process. For example, the Human Resources Department continues to provide interviewer training to diverse interview panels in all of the City's departments. The training emphasizes effective and legal interviewing techniques. After completion of the interviewer training, employees serve on various interview panels for the City's hiring and promotion processes.
 3. Continually analyze recruitment materials such as vacancy announcements to ensure alignment with job descriptions and that job requirements are set at the minimum level needed for hire.

4. Continue to utilize recruitment sources targeting minorities and females.
5. Evaluate photographic images of City work sites and programs to ensure they are consistent with workforce diversity efforts.
6. Review and continue to monitor the selection process for discriminatory biases or practices, whether unintentional or intentional.
7. Continue to provide equal opportunity to all employees for training, promotion, and special assignments.
8. Continue to ensure that each advertisement of a vacant position states in clear, distinguishable type that the City of Greenville is an equal opportunity/affirmative action employer.

V. ACCOMPLISHMENTS 2022

A. An analysis of the 2022 applicant pool shows the following:

1. Compared to 2021, the City experienced an 11% decrease in the total number of applicants for 2022. The number of applicants decreased from 4,425 in 2021 to 3,950 in 2022. The months and years after the COVID-19 pandemic struck have been a period of tightening labor markets without enough workers to fill jobs. The labor shortage, combined with the "Great Resignation" impacting many employers, undoubtedly contributed to the decrease in the overall applicant pool for 2022.

The combined recruitments of the Police, Public Works, and Recreation and Parks Departments accounted for the majority of the applicant pool in 2022. The 70% applicant allocation is broken down as follows: 33% for the Police Department, 22% for Public Works, and 15% for Recreation and Parks.

The Police Department recruited for numerous positions, including but not limited to, Police Officer, Telecommunicator, Forensics Technician, and Police Technology Specialist, with 55% of the applicants identifying as minorities and 59% identifying as female. As in previous years, the Police Department continued to attract diverse applicants for sworn and civilian positions.

The Public Works Department recruited for various positions in 2022, with many of the positions within the skilled craft workers job category which includes Construction Worker, Equipment Operator, Heavy Equipment Operator, Sanitation Crew Leader I, and Master Mechanic. Given the robust labor market and the demand for skilled craft workers, the City was able to attract and hire qualified individuals for these difficult-to-fill positions. Recruitments for the Public Works Department also included supervisory and management positions such as Transit Supervisor and Transit Manager. Of the applicants who self-identified in 2022, 68% were minorities and 15% were female.

The Recreation and Parks Department recruited for positions such as Recreation Assistant, Laborer, and Recreation Manager. Overall, 53% of applicants for positions within the Recreation and Parks Department identified as minorities, and 41% of applicants identified as female. Other City departments such as Fire/Rescue, Engineering, Planning and Development Services, and Human Resources also recruited for positions during 2022 that attracted diverse applicants. Approaches to recruitment for 2022 continued to appeal to a diverse audience, attracting minority and female applicants.

2. The number of black applicants ticked up slightly, increasing from 45% in 2021 to 49% in 2022. Non-Black minority applicants held steady at 7% in 2022. The number of female applicants rose just slightly, from 41% in 2021 to 42% in 2022. The City maintains a continuous focus on increasing diversity in the applicant pools of

recruitments. For example, the Police and Fire/Rescue Departments utilize minority and female employees to serve as recruiters. Sharing their work experiences with prospective applicants, these employees engage in open and honest communication regarding a career in public safety.

3. In summary, the City continued to attract a well-qualified and diverse applicant pool in 2022. Of the 3,950 applicants for full-time positions, 49% were Black, 7% were non-Black minorities, and 42% were female. These percentages are reflective of the diversity within the Pitt County labor force, which consists of 35% Blacks, 11% non-Black minorities, and 50% females, according to the 2020 US Census. The City will continue to expand its efforts to attract a diverse applicant pool by utilizing various recruitment options available for vacant positions.

B. Eighty (80) full-time employees were hired in 2022, compared to 103 full-time employees in 2021. Overall, 27% of new hires were females in 2022 and 25% in 2021. In total, 45% of new hires in 2022 were minorities compared to 42% of new hires in 2021. A breakdown of new hires by race and gender is shown below.

	<u>White male</u>	<u>White female</u>	<u>Black male</u>	<u>Black female</u>	<u>Non-Black Minority male</u>	<u>Non-Black Minority female</u>
2022	31 (39%)	13 (16%)	21 (26%)	9 (11%)	6 (8%)	0 (0%)
2021	44 (43%)	16 (15%)	28 (27%)	8 (8%)	5 (5%)	2 (2%)

C. One hundred and forty-nine (149) full-time employees (approximately 21% of the full-time workforce) were promoted in 2022, compared to 68 full-time employees in 2021. Overall, 13% of promotions in 2022 were females, and 34% were minorities, with the breakdown by race and gender as follows:

	<u>White male</u>	<u>White female</u>	<u>Black male</u>	<u>Black female</u>	<u>Non-Black Minority male</u>	<u>Non-Black Minority female</u>
2022	90 (60%)	9 (6%)	36 (24%)	7 (5%)	3 (2%)	4 (3%)
2021	39 (54%)	9 (13%)	14 (19%)	9 (13%)	0 (0%)	1 (1%)

D. Retention of a diverse workforce is also a focus of this report. In 2022, the City had 109 full-time employee separations (approximately 15% of the full-time workforce). Of these, 19% (21) were due to retirement, and 8% (9) were due to discharge, disability, or death. Resignations made up the remainder of the separations, accounting for 72% (79). Females accounted for 31% (34) of the overall separations, and 41% (45) were minorities.

E. City departments continue to employ interns from colleges and universities in North Carolina. Internships provide students with professional work experience and exposure to employment with the City.

F. Departmental Accomplishments:

City Attorney's Office:

- The City Attorney's Office experienced no new hires, promotions, transfers, or separations.

City Clerk's Office:

- The City Clerk's Office experienced no new hires, promotions, transfers, or separations.

City Manager's Office:

The City Manager's Office employs a holistic approach to fostering and supporting a diverse workforce and community. Those efforts continued to be somewhat challenged in 2022 by the COVID-19 pandemic, which curtailed some activities that would normally be undertaken. The following activities occurred in 2022:

- A. Ensured position vacancies were posted internally/externally for periods sufficiently long enough to provide traditionally under-represented job applicants a greater opportunity to seek employment with the City.
- A. Reviewed vacant positions, recruitment and retention strategies, hiring practices, and onboarding processes to determine effectiveness and opportunities for improvement.
- B. Continued coordinating with Greenville Utilities Commission on pay and benefits issues to assist in attracting, fairly compensating, and retaining a quality and diverse workforce. In 2022, these efforts included the review of numerous positions to ensure competitive salaries and the implementation of the recommendations from the True-Up Study.
- C. Partnered with Daily Drum Media Group for a Job Fair Street Summit on Saturday, September 10, 2022. The event was held at J.H. Rose High School and included representatives from the City's Human Resources, Fire-Rescue, Public Works, and Police Departments. Additionally, the City purchased advertising with the Daily Drum Media Group to promote the event and career opportunities.
- E. Used various methods, including social media, "City Beat" radio show, and advertising in *The Daily Reflector*, *The Daily Drum*, and *The East Carolinian* and on local radio stations, to recruit a diverse pool of applicants for City jobs and boards and commissions as well as promote City events. Specific examples include:
 1. Partnered with Inner Banks Media Group to run a series of promotional ads for career opportunities during the fall of 2022. These ads were focused on recruitment for the Police and Fire-Rescue Departments.
 2. Included a segment on career opportunities during the monthly City Beat radio show that airs on Saturday mornings on 97.9 FM and 94.1 FM and Sunday mornings on ESPN 107.5 FM/1570 AM.
- F. Promoted employee development and retention internally through the following means:
 1. Met with new employees during orientation.
 2. Continued employee performance review process and merit pay program.
 3. Continued to have an "open door policy" with employees to discuss issues of interest and/or concern.
 4. Provided guidance, job tools/resources, and appropriate workspaces (relocating employees when feasible) to strengthen work teams and improve job performance.
 5. Selected two (2) employees to attend the Greenville-Pitt County Chamber of Commerce Leadership Institute course and highlighted local government operations and opportunities to the 2021-2022 Leadership Institute class during the Local Government session on January 12, 2022.
 6. Supported the City's in-house training program and attended STAR program graduation.
 7. Included budgetary funds to allow staff to attend outside professional training and conferences.

8. Provided budgetary funds for the employee Educational Tuition Assistance Program and the Computer Purchase Program.
 9. Posted information on COGNET, an internal City computer network communications tool, to enable more convenient access to information about City policies, procedures, and resources.
 10. Held 4 Department/Division Heads meetings during the year to discuss various issues affecting the City organization and employees.
 11. Provided free bus passes to employees to help with transportation issues.
 12. Continued to provide the Employee Health Clinic, which employees may utilize for illness, injury, biometric screenings, flu shots, and other services while on duty, which reduces time spent away from work and the costs to employees and the City.
 13. Provided a variety of employee wellness programs and initiatives to educate them and encourage them to exercise and take steps to be healthy.
 14. Attended Fire-Rescue Academy Graduation ceremonies on May 13 and August 25 and the Fire-Rescue Junior Fire Marshall Academy graduation on July 22.
 15. Conducted exit interviews with various employees to hear and address any issues of concern.
- G. Promoted workforce diversity by the appointment of project teams to ensure leadership opportunities were available to employees in all departments. Examples in 2022 included the Personnel Advisory Review Committee, City of Greenville United Way Campaign Committee, the Joint City/GUC Wellness Committee, and the Little League Softball World Series Planning Committee.
- H. Promoted employee recognition through the following:
1. Service award luncheons on June 29 and December 6.
 2. Attended various departmental employee service, promotional, and retirement recognition events.
 3. Recognized new hires, promotions, retirements, and achievements at Department/Division Head meetings and in *Insight* employee newsletters.
 4. Recognized various employee achievements and retiring employees at City Council meetings.
 5. Provided staff and equipment resources to produce high-quality photos and videos of City employees carrying out their duties and providing services to the community.
 6. Continued funding for the Attendance Incentive Program.
- I. Continued exposing college students to the work of and opportunities with the City of Greenville through the following:
1. Offered summer internships to college students to give them exposure to and real experience working in a local government environment. In 2022, materials were sent to ten (10) colleges/universities in North Carolina with MPA programs, and the City Manager's Office brought four (4) interns on board – three (3) MPA graduate students and one (1) undergraduate student. They consisted of two (2) black males and two (2) white males. The interns worked on assignments and with staff in various departments, including Public Works, Financial Services, Planning and Development Services, Recreation and Parks, and the City Manager's Office.
 2. Sponsored "The Intern Experience" program coordinated by the Chamber of Commerce. It is designed to engage college interns with different facets of the community, get plugged in with the city as young professionals, and build a network here that will encourage them to stay after graduation. Supported the participation of 2 City interns, 1 in Police and 1 in Information Technology, in the program. Spoke with program participants at the program's beginning and end.

3. With Engineering staff and Environmental Advisory Commission members, worked with 2 Duke University graduate students on an environmental project with the City of Greenville.
- J. Participated in the Chamber of Commerce's Grow Local program for middle and high school students, which exposed student participants to specific careers, companies, and industries. Information on the City organization, departments, events, services, and job opportunities was provided.
 - K. Ongoing workforce development initiatives:
 1. City contributed \$20,000 to Pitt Community College to assist students in acquiring workforce training, which helps:
 - a. reduce recidivism.
 - b. provide low-income ex-offenders and individuals with minimal education a second chance to learn a new skill.
 - c. provide individuals with socio-economic barriers an opportunity to learn new skills to become employable.
 - d. enable employers to conduct On-the-Job Training; and
 - e. help citizens continue to advance in trade skill classes.
 2. Partnered with the North Carolina Homebuilders Association and the North Carolina Housing Finance Agency (NCHFA) on a construction training program.
 - L. Continued conducting job interviews virtually, which is more cost-effective and efficient and allows staff to include more candidates to interview.
 - M. Developed programming that was cable cast on the City of Greenville's government access channel, GTV-9, which promotes diversity and fosters an inclusive community.
 - N. Continued providing funding for Greenville Public Access Television (GPAT), which provides an inclusive opportunity for all citizens and groups to develop programming for broadcast through a local cable TV channel.
 - O. Provided assistance for small business support through the MWBE program and American Rescue Plan funds.
 - P. Provided economic development incentives through Job Creation Grants to assist local businesses with locating and/or expanding in our area with the creation of additional jobs for our community.
 - Q. Participated in the Community Unity Breakfast on Martin Luther King, Jr. Day, which promoted diversity and inclusiveness; City was a sponsor of this event.
 - R. Continued funding for and led planning efforts for Greenville Grooves (an African-American music festival), which has evolved into a Juneteenth weekend celebration. Additionally, 2022 saw the addition of Juneteenth as a holiday for City employees.
 - S. Continued efforts for utilization of the Lucille W. Gorham Intergenerational Center in West Greenville by working with the Boys and Girls Club, the HYPE Team, the Pitt County Council on Aging, and a local church.
 - T. City Manager continued serving on the ECU MPA Advisory Board and met with MPA students when requested.
 - U. City Manager coordinated with Pitt County Manager Janis Gallagher and Winterville Town Manager Terri Parker on a joint video and article related to women in government; City

Manager also served as a panelist featuring “Leading Women” at the North Carolina Local Government Budget Association conference on December 7, 2022.

- V. Manager(s) attended the Greenville-Pitt County Sports Commission’s Title IX 50th Anniversary Celebration on June 7, 2022, which forged women’s equity and inclusion in sports and beyond. Also attended NC Civil’s “African-American Listening Communities” Project data briefing on August 5, 2022.
- W. The City Manager, Deputy City Manager, and Assistant City Manager serve on various other boards and help foster fairness and inclusiveness in their work: Greenville Eastern North Carolina Alliance, Greenville Utilities Commission, North Carolina Water Treatment Facility Operators Certifications Board, Greenville-Pitt County Chamber of Commerce, United Way of Pitt County, Partnership for Progress, Pitt County Arts Council, and Uptown Greenville.

Engineering:

- Two black males were promoted to fill the Engineering Field Technician and Traffic Signal Technician I positions.
- Participated in the City’s Employee Tuition Assistance Program, thereby affording employees the opportunity to further their education and qualify for positions which may require higher levels of education.
- Partnered with Human Resources to ensure postings were advertised in a variety of sources to attract a diverse pool of applicants.
- Continued to participate in courses and workshops to aid employees with maintaining certifications and professional licenses.

Financial Services:

- Two black females were promoted to Financial Services Manager and Buyer I positions, while a white female was promoted to Buyer II.
- Hired a black female to fill the MWBE Coordinator position. The MWBE Coordinator hosted and co-sponsored events in 2022 to promote diversity and inclusion. These included the Minority and Women-Owned Businesses Mix-N-Meet, the Minority Enterprise Development (MED) Week, and the 1st Annual West Fest (hosted by NC Civil).
 - **Revolving Loan Fund:** MWBE provided \$50,000 in financial assistance through the Revolving Loan Fund.
 - **Shared Kitchen Space:** The MWBE set up a shared kitchen space in the West Greenville area. This is a revitalization district in the City.
 - **Small Business Co-Op Space:** The MWBE Program welcomed a new tenant in the CO-OP Space located in the heart of downtown Greenville.

Fire/Rescue:

- Hired 17 new employees in Fire Rescue Officer/Trainee, EMT, and Paramedic positions. Of those hired, 5 (29%) were black males.
- Promoted a black female to the Paramedic rank.
- Promoted a black male to the command staff rank of Captain and a black male to the rank of Lieutenant/Deputy Fire Marshal.
- Partnered with the Salvation Army and other Pitt County agencies to deliver toys and food items to needy community members through Operation Santa Claus. Efforts for 2022 resulted in receiving donations of over \$80,000, which was turned over to the Pitt County Salvation Army to support outreach for families in Greenville and Pitt County.
- Coordinated the annual United Way Chili Cook-off at Fire/Rescue Station 1 and raised over \$5,500 to support inclusive community organizations throughout the city of Greenville and Pitt County.
- Continued the implementation of EMS Squad Leader positions to recognize EMS Specialists in leadership roles and serve as a career ladder.
- Participated in National Night Out activities/festivities throughout the City. Although National Night Out was created to increase awareness about police programs in communities,

National Night Out allows Fire/Rescue personnel to interact with citizens and spotlight firefighting and emergency medical services as potential career choices.

- Continued to support promoting a diverse workforce through various means, including through the work of a dedicated Recruitment and Retention Officer. Through this position, the department is able to provide greater outreach to the community and to seek out opportunities to recruit minorities for Fire/Rescue positions.
- Sponsored the 9th annual Jr. Fire Marshal Academy which included numerous minority participants and provided participants and their families the opportunity to learn about careers in the fire and EMS industry as well as providing an opportunity for department members to interact with minority populations within the community. This important event was held virtually in 2022 with a great turnout of participants.
- Partnered in a fund drive sponsored by Inner Banks Media and Great Harvest Bread Company where all proceeds were donated to The Salvation Army to support numerous needy families in our community. This event was held in support of the annual Operation Santa Claus event and the Salvation Army of Pitt County. Due to the extreme generosity of our community, over \$53,000 was raised for several community-based outreach endeavors.
- The department has 31 current officers that have participated in the City's Supervisory Training and Refresher (STAR) program. This program consists of multiple classes completed over several months and includes training related to inclusiveness and equal employment opportunity practices.

Human Resources:

- Hired a black female as a Staff Support Specialist III and promoted a Hispanic female to HR Specialist II.
- Provided training on Equal Employment Opportunity and effective interviewing practices to employees who may serve on an interview panel as an assessor. In accordance with the City's personnel policies, all individuals must receive this training before serving as an assessor on an interview panel to ensure that the City's Equal Employment Opportunity practices are followed, and that selection processes are free from discriminatory biases or practices, whether unintentional or intentional.
- Assisted all City departments with various recruitment and selection processes.
- Partnered with Recreation & Parks to utilize billboard advertising to reach a larger and more diverse prospective applicant pool.
- HR Director collaborated monthly with ECU Health management resulting in the expansion of the services and staffing of the employee health clinic.
- Posted all job openings—full-time, part-time, and seasonal—on the City's website and governmentjobs.com to reach a larger audience, including media sources that reach minorities and women to ensure that prospective applicants are informed of employment opportunities with the City of Greenville and have an opportunity to apply.
- Worked with departments to develop selection criteria that do not discriminate or screen out women, minorities, and other protected class applicants.
- Made job descriptions available to applicants and to all involved in the screening and selection processes.
- Placed job opportunities advertisements, when appropriate, in minority news media and women's interest media.
- Posted promotional opportunities for employees before considering external candidates when appropriate.
- Posted job vacancies for a minimum of two weeks. When appropriate, job vacancies were posted for longer periods to allow sufficient time to establish a qualified and diverse applicant pool.
- Assisted in recommending panel members for interview panels and provided technical assistance on interviewing and selection.
- Provided training on the City's performance management system. The performance management system is designed to ensure the accurate and consistent evaluation of employee performance throughout the organization and to identify specific employee development goals.

- Provided customer service training with an emphasis on respectful treatment of all customers.
- Training and Development Specialist provided STAR training to participants on a variety of leadership topics including, but not limited to, effective supervision, defeating unconscious bias, ethics, employment law, and performance management.
- Required mandatory training for all new hires related to unlawful workplace harassment and workplace violence prevention.
- Expanded safety training to include an extended orientation for new employees to ensure workplace safety.
- Assisted City departments with promotional processes.
- Provided reasonable accommodation to job applicants with disabilities when requested and appropriate.
- Recommended recruitment sources and strategies to departments to ensure that the broadest possible range of applicants are informed of available positions and encouraged to apply.
- Communicated information regarding the City's educational tuition assistance program and encouraged employees to take advantage of the valuable benefit.
- The Safety/Risk Manager, who also serves as the City's ADA Coordinator, worked collaboratively with City departments to help ensure accessibility to City facilities and infrastructure.
- Participated in the MWBE Mix-n-Meet program.
- Participated in the Street Summit Job Fair at J.H. Rose High school that focused on minority community members.
- Participated in the Better Skills, Better Jobs Job Fair, held at the Greenville Convention Center, which was open to soon-to-be high school graduates and the public.
- Conducted a joint compensation study with Greenville Utilities Commission that focused on benchmark positions for each organization. The study aimed to bring all positions up to the market rate of pay for each organization's job titles. The results from the true-up study were implemented on January 1, 2023.
- In observance of National Employee Appreciation Day on March 4, 2022, coordinated an employee appreciation event to show appreciation and gratitude for employees' contributions.

Information Technology:

- Partnered with East Carolina University and Pitt Community College to recruit interns to work within the IT Department Support Group. Interns assist the City's help desk staff by answering phone calls, troubleshooting problems, and following up with submitted service tickets. The internship program prepares students for full-time positions in the Information Technology field.
- IT staff took over 20 internal and external training opportunities throughout the year.

Planning and Development Services:

- Promoted a black female to Code Enforcement Supervisor.
- Hired a black female into the position of Staff Support Specialist II and black males for the positions of GIS Tech II and Code Enforcement Officer.
- Provided internship opportunities for students, with increased recruitment efforts targeting minorities and females.
- Hosted a drive-through Senior Citizens Holiday Luncheon with majority-minority participation.

Police Department:

- Diverse recruitment teams attended job/career fairs at various BLET programs, including Asheboro, Wilson, Cape Fear, Edgecombe, and Pitt Community College. Also attended several job fairs throughout the area, including Coastal Community College; ECU Career Fair; Camp Lejeune; Fort Bragg; Rose High School; and Better Skills, Better Jobs Job Fair held at the Greenville Convention Center.

- Continued expanding on digital marketing to reach a broader demographic. With the implementation of Red Shark, the department saw an increase in attracting applicants from areas that traditional recruitment methods did not typically reach.
- Hired four black males, two Hispanic males, and three females (black, white, and Hispanic) to fill the police officer trainee position. Additionally, one Asian male was hired as a certified police officer. One black male and one black female were hired as Telecommunicators.
- Promoted eight minority Police Officers to the Master Police Officer rank, which included five black males, one Asian male, one Hispanic male, and one Hispanic female. Additionally, a black male was promoted to the rank of Lieutenant. A black male and a Hispanic female were promoted from reserve status to full-time status as a Telecommunicator and Police Officer, respectively.
- Maintained career-focused website, www.joinpdnc.com, to assist with recruitment efforts and provide department and hiring process information to prospective individuals considering a career in law enforcement.
- Participated in National Night Out, a turkey give-a-way, and several other community events held throughout the year.
- Participated in various programs such as Cops and Barbers, Police Athletic League (PAL), Police Community Relations Committee (PCRC), Minority and Women Business Enterprise (MWBE), North Carolina Law Enforcement Women's Association (NCLEWA), and the National Organization of Black Law Enforcement Executives (NOBLE).

Public Works:

- Hired black males to fill the skilled positions of Equipment Operator, Heavy Equipment Operator, Construction Worker, and Sanitation Crew Leader I. Hired a white female to fill the division head position of Transit Manager and a black female as a Sanitation Crew Leader I. A Hispanic male was hired to fill the position of Building Facilities Technician II and an American Indian male was hired as a Construction Worker.
- Promoted 17 black males to the skilled positions of Sanitation Crew Leader I, II, and III; a black male to Mechanic Supervisor; a black male to Equipment Operator; a Hispanic male to Transit Supervisor; and a black female to Public Works Coordinator.
- Ensured job advertisements for professional positions were advertised to multiple outlets to attract a diverse applicant pool.
- Continued to promote in-house training for employees. The training was offered on-site and at other City facilities to accommodate employees' work schedules and promote an atmosphere of team building. These educational opportunities were also held to increase employee job knowledge and prepare employees for career advancement.
- Continued to partner with the Community Service Work Program, enabling residents to complete required service hours and gain exposure to services provided by the department.
- Continued to participate in courses and workshops to help employees maintain certifications and professional licenses at various levels throughout the department.
- Participated in STAR, the City-wide supervisory training program.
- Promoted participation in the City's Employee Tuition Assistance Program to assist employees in furthering their education.

Recreation and Parks:

- Promoted black males to the positions of Park Facilities Supervisor I, Custodial Crew Leader, and Recreation Assistant. Promoted white females to the positions of Recreation Assistant and Marketing and Events Coordinator.
- Continued participation in Work Placement/Training program with HR and PCC.
- Utilized a diverse panel of employees on interview panels for full-time and part-time positions.
- Continued to include Pitt Community College and other diverse resources in the current list of advertising contacts for positions.
- Posted "Hiring Now" banners throughout the community for the advertisement of seasonal employment opportunities.
- Posted job announcements on "Hire a Pirate" via East Carolina University's website.

- Placed seasonal employment opportunities in *The East Carolinian*.
- Continued to work with North Carolina High School Association to recruit basketball officials.
- Posted jobs online via greenvillenc.gov and in all recreation centers.
- Added a new social media platform, increasing awareness of internships and job opportunities.
- Cross-posted jobs on social media forums and various community groups pages.
- Filled internship opportunities in various facilities and program areas (e.g., Sports Connection, Eppes Recreation Center, South Greenville Recreation Center, and the Center for Arts & Crafts).
- Held two Recreation Division meetings to share information and for teambuilding purposes.
- Hosted the North Carolina Recreation and Parks Association's State Conference allowing 25 staff the opportunity to attend.
- Attended the Athletic Director's Workshop.
- Worked with staff from the ECU intramurals office to recruit officials and scorekeepers for youth and adult programs.
- Worked with various staff at Pitt Community College to share employment and volunteer opportunities with students.
- Continued to contact previous Recreation & Parks staff about current employment opportunities.
- Incorporated staff and community organizations into the training curriculum for Summer Camp part-time staff and added additional hours of instruction.
- Created the Lifeguard-in-Training Program to recruit and train diverse individuals to become certified lifeguards.
- Advertised via billboards in various location throughout the city to assist with staff recruitment and program participation efforts.
- Hosted a two-day "I Need a Job!" job fair at South Greenville Recreation Center tailored to youth new to the workforce. The job fair partnered with various companies committed to hiring youth. The job fair also offered resources to help youth develop resumes, enhance interviewing skills, open a secure bank account, and bring awareness of how volunteering can translate into work experience.

VI. PROGRAM FOR 2023

- A. As vacancies occur, the City of Greenville will strive to meet the following:
1. Make efforts to recruit a ratio of minority candidates that is representative of the makeup of the available workforce in the community.
 2. Increase the City of Greenville's total 2023 applicant pool compared to 2022 in order to provide a broader spectrum of applicants.
 3. Promote the recruitment, employment, and advancement of a diverse workforce, including gender, race, disability, religion, and sexual orientation.
 4. Continue to use the City's communication tools (e.g., website, GTV-9, Facebook, Twitter, YouTube, employee newsletter) to reinforce the City's commitment to diversity.
 5. Continue the internship recruitment program with local colleges to better serve City departments. Human Resources will continue to work with departments to post internship opportunities on the City's website, in addition to providing postings to college and university career centers.
 6. Continue focused recruitment efforts to attract, retain, and promote females and minorities within the organization. Some examples include:

City Clerk's Office:

- Continue to encourage staff to seek internal and external opportunities for professional development.
- Implement cross-training to enhance the skill set of all staff members.
- Make efforts to seek opportunities for diversity training.

City Manager's Office:

- Make efforts to recruit a ratio of women and minorities representing the make-up of the Greenville metropolitan area.
- Create recruitment efforts to attract women and minorities to the City and departments when vacancies exist and to retain and promote women and minorities from within when applicable.
- Promote the recruitment, employment, and advancement of a diverse workforce, including gender, race, disability, religion, and sexual orientation.
- Continue participating and supporting the City's MWBE program and the Minority Business Roundtable.
- Continue to encourage diverse special project work team formation.
- Continue to use the City's communication tools (e.g., website, GTV-9, Facebook, Twitter, YouTube, employee newsletter) to reinforce the City's commitment to diversity.
- Continue to foster employment training opportunities through partnership with Pitt Community College to provide entry-level opportunities for minority and disadvantaged residents in the Greenville community.
- Continue supporting the City Council's adoption of the National League of Cities Inclusive Communities Program by working with the Community Development Department's Human Relations Officer and the Human Relations Council.
- Recruit interns from a diverse pool of applicants from universities state-wide.

Engineering:

- Continue to provide in-house training for all employees.
- Continue to engage in educational opportunities to stay abreast of industry standards and achieve departmental goals.
- Continue to promote career advancement by encouraging employees to participate in the City's Education Achievement Incentive Program.
- Continue to work with the Human Resources Department to advertise open positions in areas that increase visibility to minority candidates.
- Continue participating in the MWBE Mix-N-Meet program and attend MWBE contractor orientation.

Financial Services Department:

- Continue to promote the MWBE Mix-n-Meet event.
- Continue to host the Annual MED week celebration.
- Department collaboration with Recreation & Parks for the 2nd Annual Juneteenth Celebration.

Fire/Rescue Department:

- Continue departmental diversity outreach by seeking the assistance of minority and female officers in the recruitment and selection process.
- Continue to build upon the department's marketing plan, which includes using the Internet, television, radio, and other media outlets targeting minorities and other non-traditional Fire/Rescue candidates.
- Continue partnership with Marin Community College to provide non-traditional Fire/Rescue candidates opportunities to receive firefighting and EMT certifications.
- Continue with the newly developed recruitment team to assist and provide the coordinator with more assistance regarding recruitment and retention.
- Continue to attend job fairs to attract diverse talent.
- Continue to attend the regional recruitment and retention officer meetings.

Human Resources Department:

- Continue to identify and implement non-traditional recruitment sources to increase the number of qualified and diverse applicants applying for City positions.
- Continue to offer the City's supervisory/management training program (STAR) for new supervisors and managers while implementing LEAD (Leadership Enhancement and Development) for experienced managers and supervisors.

- Continue to provide training on City personnel policies, including Equal Employment Opportunity and harassment to employees.
- Continue to collaborate and build upon partnerships with Pitt Community College, the Workforce Innovation and Opportunity Act (WIOA) Youth@Work program, STRIVE, and other agencies that provide employment, education experiences, and essential skills training.
- Continue to attend job/career fairs to promote the City as an employer of choice.
- Offer face-to-face and online discrimination and harassment prevention training.

Information Technology Department:

- Continue to partner with local colleges for an intern recruitment program for the City and provide work experience opportunities in the IT field to members of diverse backgrounds.
- Continue to partner with the Human Resources Department to establish and follow a diverse recruitment process to ensure that all qualified applicants and employees receive an equal opportunity for recruitment, selection, advancement, and all other opportunities associated with employment.

Planning and Development Services Department:

- Host property seminars for low-income and/or predominantly minority property owners.
- Initiate activities with the Human Relations Council and their partners/sponsors geared towards the minority population.
- Continue to host the non-profit funding workshop annually.
- Continue to host the financial literacy workshop for the Community Crossroads Center to target the homeless population.
- Continue to host the financial literacy workshop for the Center for Family Violence Prevention and their Safe House residents.
- Educate the public in the minority neighborhoods during meetings by distributing educational information pertaining to steps to obtain employment.
- Host various meetings, seminars, and luncheons including: Fair Housing Seminars, Homebuyers Education Workshop, Inclusive Community Breakfast GAME P.L.A.Y Senior Citizens Luncheon, and the Annual Awards Ceremony, all with majority-minority participation.
- Continue to participate in available activities, partnerships, and/or strategies to target minorities for educational opportunities, internships, and job recruitment in the City.

Police Department:

- Update all recruitment efforts virtually to assist with the recruitment process and increase diversity in the applicant pool.
- Develop a recruiting team to attend even more events and career fairs.
- Maintain a diverse recruitment team to deploy to colleges with predominantly minority representation.
- Partner with the Army's Pay Program to recruit soldiers as they transition out of the Army.
- Contact local businesses and schools to post recruiting posters and brochures.
- Bring back our internship program and promote ride-a-longs.
- Participate in area university online career fairs.
- Continue to attend local and regional career fairs with increased potential for minority applicants after lifting some COVID-19 restrictions.
- Continue to advertise employment vacancies in local/regional newspapers, local minority radio stations, social media, and other online postings to attract a more inclusive pool of applicants.
- Continue building relationships with minority-based churches and community leaders.
- Continue to partner with Cops and Barbers to provide recruitment material to future applicants.
- Advertise vacancies with military DORS (Defense Outplacement Referral System) and TBB (Transition Bulletin Radio Board) websites.
- Continue to develop recruitment videos to attract minorities and women.
- Continue to develop a "How to" video on the hiring process for the department to be advertised through social media platforms and various career fairs and community events.

- Continue to recruit and hire diverse individuals to attend Basic Law Enforcement Training (BLET). This strategy serves as a means to eliminate competition from other agencies by investing in the training of interested and qualified individuals.

Public Works Department:

- Continue oversight of departmental hiring procedures to ensure a diverse candidate pool. Additionally, the department will advertise internally when appropriate before considering external candidates to support employee advancement.
- Continue to work with Human Resources to advertise positions in sources that increase the visibility of positions to female and minority candidates.
- Continue to provide in-house training for all employees.
- Continue to engage in educational opportunities to remain within industry standards and achieve departmental goals.
- Continue to participate in courses and workshops to help employees maintain certifications and professional licenses at various levels throughout the department.
- Continue to participate in City-wide Supervisory Training Program.
- Continue to participate in City's Employee Tuition Assistance Program and promote career advancement.
- Continue to participate in local programs to assist citizens as they strive to re-enter the workforce.
- Continue to participate in the MWBE Mix-n-Meet and contractor orientations.

Recreation and Parks Department:

- Continue working with the North Carolina High School Association to recruit flag football and basketball officials.
- Post job opportunities on social media platforms and the GRPD Facebook page - Hiring Now.
- Post "Hiring Now" banners throughout the Greenville community.
- Continue billboard advertising to reach mass markets for seasonal job opportunities.
- Continue to work with local newspapers and radio stations.
- Continue to work with ECU intramurals.
- Continue to speak with various student groups/classes/organizations (PCC, ECU, high schools).
- Post jobs on relevant websites such as NCRPA, NRPA, greenvillenc.gov, and various educational institutions in North Carolina.
- Offer various internships throughout the Department.
- Continue the goal to expand training opportunities for part-time staff, including the use of Zoom and/or Microsoft Teams.
- Host recruitment events for the Lifeguard-in-Training program and other positions.

VII. ACTION STEPS

In order to achieve its Affirmative Action Mission Statement, the City of Greenville will take the following steps.

A. Continue to distribute recruitment brochures and flyers as follows:

1. To any individual expressing an interest in employment with the Greenville Police Department in a sworn capacity or with the Greenville Fire/Rescue Department.
2. To regional educational institutions sponsoring criminal justice degree programs, fire science technology, or liberal arts program.
3. To local minority churches, social organizations, businesses, and various agencies.
4. To military bases.

- B. Continue to advertise employment vacancies in local/regional newspapers, minority publications, and radio stations, identifying itself as an equal opportunity/affirmative action employer.
- C. After reviewing departmental data, it is recommended that the Greenville Police Department and the Greenville Fire/Rescue Department continue to attend job fairs prior to or during major recruitment efforts to promote the City as a progressive employer providing equal employment opportunities for all persons.
- D. Post vacancies for all departments on the City's website, providing continuous access by employees and members of the public and ensuring the widest possible dissemination of available job listings.
- E. Post vacancies on the Chamber of Commerce website where they are accessible to local businesses, the Young Professionals group, and the Minority Business Roundtable.
- F. Enhance recruiting efforts by attending more local and regional community events where prospective minority applicants may be present.
- G. Post vacancies on websites, in publications, and other media targeting minority and female candidates.
- H. Ensure job vacancy notices provide the position's full pay range in addition to starting or expected hiring range.
- I. Periodically advertise public safety vacancies on radio stations with predominantly minority/women listening audiences.
- J. Offer training opportunities for hiring managers so that they will fully understand the City's Affirmative Action policy and are effective in carrying it out.
- K. Where feasible, explore the creation of career development and/or mentoring programs to prepare employees for promotions.
- L. Recognize employees through performance reviews, service awards, and when appropriate and available, merit increases.
- M. Continue to promote workforce diversity through the appointment of project teams to ensure opportunities are available to employees.
- N. Continue to promote workforce development by (1) offering training opportunities to employees at all levels of the organization to help advance their knowledge, skills, and abilities; (2) selecting employees from various departments to attend the Municipal Administration Course at the UNC School of Government and the Greenville-Pitt County Chamber of Commerce Leadership Institute course; (3) supporting the City of Greenville's in-house training program; (4) budgeting funds to allow for staff to attend outside professional training and conferences; and (5) continuing to offer the Employee Tuition Assistance Program and the Employee Computer Purchase Program to employees; and (6) recognizing employee successes and achievements.
- O. Continue to use various methods to recruit diverse pools of applicants for the Citizens Academy and the City's boards and commissions.
- P. Continue membership in the National Forum for Black Public Administrators and use this organization to post appropriate managerial and executive level vacancies.

- Q. Continue to identify other opportunities to promote the City's Affirmative Action Program.
- R. Continue to partner with East Carolina University and Pitt Community College to promote work study, internship, and volunteer opportunities including involvement in advisory committees.
- S. Continue to reach applicants from the community and within the City's workforce by posting vacancies in various City locations such as recreation facilities.
- T. Continue to ensure compliance with City policy with oversight of hiring and promotional processes with multiple layers of oversight.
- U. Continue to support efforts that foster workforce development, diversity, and inclusiveness by event participation.
- V. Continue to advertise, hold workshops and information sessions to inform the community of programs and services provided by the City.
- W. Continue involvement in ECU and PCC advisory committees.
- X. Continue participation in community events that foster workforce development, diversity, and inclusiveness.

VIII. BUDGET ESTIMATES

A. **Media advertisements**

1. Newspapers/publications/professional associations	\$3,000
2. Radio/TV	\$0
3. Job fairs and billboards	\$4,000
4. Recruitment brochures/flyers	\$0
5. Internet websites	<u>\$25,000</u>
Total	\$32,000

The above figures do not reflect the cost of postage or total hours spent preparing and disseminating literature and ads, nor the number of hours involved in attending job fairs.

IX. PROGRAM EVALUATION

This program will be evaluated in January, 2023 by the Human Resources Director to determine whether any issues need to be addressed or changed, with the final report submitted in February, 2023. Program strategies will be continued or revised as necessary to meet the City of Greenville's affirmative action mission statement.

City of Greenville Workforce Analysis as of 12/31/22

	Total White		Total White Male		Total White Female		Total Black		Total Black Male		Total Black Female		Total Female		Total Non-Black Minority		
	#	% of total	#	% of total	#	% of total	#	% of total	#	% of total	#	% of total	#	% of total	#	% of total	
City Attorney																	
Employees	4	50%	1	25%	1	25%	2	50%	1	25%	1	25%	2	50%	0	0%	
Applicants	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	
City Clerk																	
Employees	3	0%	0	0%	0	0%	2	67%	0	0%	2	67%	3	100%	1	33%	
Applicants	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	
City Manager																	
Employees	12	9	75%	4	33%	5	42%	2	16%	1	8%	1	8%	6	50%	1	8%
Applicants	21	11	52%	9	43%	2	9%	5	24%	4	19%	1	5%	4	19%	5	24%
Engineering																	
Employees	33	23	70%	19	58%	4	12%	9	27%	8	24%	1	3%	5	15%	1	3%
Applicants	83	35	42%	32	39%	3	4%	42	51%	39	47%	3	4%	6	7%	3	4%
Financial Services																	
Employees	20	10	50%	2	10%	8	40%	10	50%	1	5%	9	45%	17	85%	0	0%
Applicants	85	42	50%	21	25%	21	25%	37	44%	11	13%	26	31%	50	59%	3	4%
Fire/Rescue																	
Employees	161	115	71%	107	66%	8	5%	43	27%	37	23%	6	4%	15	9%	3	2%
Applicants	301	166	55%	145	48%	20	7%	105	35%	85	28%	20	7%	48	16%	21	7%
Human Resources																	
Employees	9	4	44%	0	0%	4	44%	2	22%	0	0%	2	22%	8	89%	3	33%
Applicants	378	119	31%	23	6%	96	25%	221	58%	33	9%	188	49%	311	82%	26	7%
Information Technology																	
Employees	18	14	78%	9	50%	5	28%	4	22%	3	17%	1	5%	6	33%	0	0%
Applicants	91	47	52%	41	45%	5	5%	22	24%	15	16%	6	7%	15	16%	12	13%
Planning & Development Services																	
Employees	37	20	54%	14	38%	6	16%	16	43%	8	22%	8	22%	15	41%	1	3%
Applicants	244	118	48%	74	30%	42	17%	99	41%	50	20%	49	20%	101	41%	21	9%
Police																	
Employees	224	167	75%	123	55%	44	20%	39	17%	26	11%	13	6%	61	27%	18	8%
Applicants	1308	555	42%	258	20%	296	22%	595	45%	192	15%	400	30%	769	59%	126	42%
Public Works																	
Employees	130	46	35%	39	30%	7	5%	79	61%	69	53%	10	8%	17	13%	5	4%
Applicants	860	249	29%	216	25%	33	4%	546	63%	463	54%	81	9%	125	15%	42	5%
Recreation and Parks																	
Employees	56	44	79%	33	59%	11	20%	12	21%	11	19%	1	2%	8	14%	0	0%
Applicants	579	260	45%	141	24%	116	20%	276	48%	170	29%	103	18%	235	41%	32	6%
City of Greenville (all departments)																	
Employees	707	454	64%	351	50%	103	14%	220	31%	165	23%	55	8%	163	23%	33	5%
Applicants	3950	1602	40%	960	24%	634	16%	1948	49%	1052	27%	877	22%	1664	42%	291	7%

Note: Application total figures may not equal sums from category totals due to some applicants not disclosing gender and/or race

Appendix A: Analysis of EEO Job Categories For Calendar Year 2022

The following eight job categories have been established by the Equal Employment Opportunity Commission (EEOC) and are used by the City of Greenville. All City of Greenville job titles are placed into one of these categories.

1. Officials and Administrators

This group is of particular importance in affirmative action planning in that these employees exercise overall responsibility for execution of broad policies or direct individual departments or special phases of the City's operations. Positions in this category include City Manager, Assistant City Manager, City Attorney, City Clerk, and department heads. Persons in this category are generally at the upper end of the pay classification system. At the end of calendar year 2022, Officials and Administrators made up approximately 2% (15) of the City's 707 full-time employees. Females held 27% (4) of this category's positions and minorities held 40% (6) of the positions.

2. Professionals

Employees in this category are required to have specialized and theoretical knowledge which is usually acquired through college training or through work experience and other training which provides comparable knowledge. This category includes a variety of professions, such as systems analysts, engineers, Police Captains, and Fire/Rescue Captains. Professionals comprised approximately 11% (80) of the City's full-time employees. Females held 22 (28%) of all professional positions, while minorities held 17 (21%) of the positions.

3. Technicians

Employees in this category are required to have a combination of basic scientific or technical knowledge and manual skills which can be obtained through specialized post-secondary school education or through equivalent on-the-job training. Police Sergeants, Fire/Rescue Lieutenants, and Building Inspectors are among the occupations in this category. At the end of calendar year 2022, approximately 22% (154) of the City's workforce was classified as Technicians. Minorities comprised 38 (25%) of the positions held and 18 (12%) were female.

4. Protective Service Workers

Protective service workers accounted for the largest occupational category of employees, representing approximately 32% (228) of the City's full-time workforce. Employees in this category are entrusted with public safety, security, and protection from destructive forces. Police and Fire/Rescue Officers are among the occupations in this category. At the end of 2022, females comprised 36 (16%) of the positions while minorities held 73 (32%) of the positions.

5. Paraprofessionals

Employees in this category perform some of the duties of a professional or technician in a supportive role, which usually require less formal training and/or experience normally required for professional or technical status. Examples of paraprofessional positions include Recreation and Parks program assistants. There were 42 (6%) paraprofessionals at the end of 2022, of which 25 (60%) were female and 16 (38%) were minorities.

6. Administrative Support

This category consists of employees responsible for internal and external communication, recording and retrieval of data and/or information and other paperwork required in an office. Included in this category are Staff Support Specialists, Administrative Assistants, Telecommunicators, and Communications Technicians. Administrative support employees accounted for 59 (8%) of the total workforce in 2022. Females comprised 51 (86%) of the administrative support positions while minorities comprised 21 (36%).

7. Skilled Craft Workers

Skilled craft workers perform jobs which require special manual skill and a thorough and comprehensive knowledge of the processes involved in the work which is acquired through on-the-job training and experience or through apprenticeship or other formal training programs. Included in this occupational category are skilled Equipment Operators, Master Mechanics, and Welders. Of the 70 (10%) skilled craft workers at the end of 2022, minorities held 42 (60%) positions while females comprised 1 (1%).

8. Service-Maintenance

Included in the Service-Maintenance category are positions such as Animal Protective Services Officers, Custodians, Laborers, Refuse Collectors, and Transit Drivers. These and other service-maintenance workers perform duties which result in or contribute to the comfort, convenience, hygiene, or safety of the general public or which contribute to the upkeep and care of buildings, facilities, or grounds of public property. There were 59 (8%) employees in this category at the end of 2022. Ten (17%) of this category were female and 40 (68%) were minorities.

EEO JOB CATEGORIES
Full-Time Employees
As of 12/31/22

Job Category	ALL EMPLOYEES		RACE/ETHNIC CATEGORIES											
			MALE						FEMALE					
			Total	Male	Female	W	B	H	API	AIAN	W	B	H	API
Officials & Administrators	15	11	4	7	4	0	0	0	2	1	0	0	1	0
Professionals	80	58	22	47%	27%	0%	0%	13%	6.5%	0%	0%	6.5%	0%	0%
Technicians	11%	72%	28%	60%	9%	2%	0%	19%	9%	0%	0%	0%	0%	0%
Protective Service	154	136	18	105	27	4	0	11	5	2	0	0	0	0
Workers	22%	88%	12%	68%	18%	3%	0%	7%	3%	1%	0%	0%	0%	0%
Paraprofessionals	228	192	36	132	46	11	3	23	9	4	0	0	0	0
Administrative Support	32%	84%	16%	58%	20%	5%	1%	10%	4%	2%	0%	0%	0%	0%
Skilled Craft	42	17	25	10	7	0	0	16	9	0	0	0	0	0
Workers	6%	40%	60%	24%	17%	0%	0%	38%	21%	0%	0%	0%	0%	0%
Service-Maintenance	59	8	51	5	3	0	0	33	16	1	1	0	0	0
TOTAL	100%	76%	24%	50%	23%	3%	<0%	15%	8%	<0%	<0%	<0%	<0%	0%

Race/Ethnic Categories:

White (not of Hispanic origin): All persons having origins in any of the original peoples of Europe, North Africa, or the Middle East.

Black (not of Hispanic origin): All persons having origins in any of the Black racial groups of Africa.

Hispanic: All persons of Mexican, Puerto Rican, Cuban, Central or South American, or other Spanish culture or origin, regardless of race.

Asian or Pacific Islander: All persons having origins in any of the original peoples of the Far East, Southeast Asia, the Indian Subcontinent, or the Pacific Islands.

American Indian or Alaskan Native: All persons having origins in any of the original peoples of North America, and who maintain cultural identification through tribal affiliation or community recognition.

2022 Workforce Composition by EEO Job Category – Net Change from 2021

OFFICIALS & ADMINISTRATORS			
	<i>Dec. 2021</i>	<i>Dec. 2022</i>	<i>Net Change</i>
Male	9	11	+2
Female	4	4	0
Non-Minority	8	9	+1
Minority	5	6	+1
Black	4	5	+1
Hispanic	0	0	0
Asian/PI	1	1	0
AI/AN	0	0	0
TOTALS	13	15	+2

PARAPROFESSIONALS			
	<i>Dec. 2021</i>	<i>Dec. 2022</i>	<i>Net Change</i>
Male	16	17	+1
Female	23	25	+2
Non-Minority	26	26	0
Minority	13	16	+3
Black	13	16	+3
Hispanic	0	0	0
Asian/PI	0	0	0
AI/AN	0	0	0
TOTALS	39	42	+3

PROFESSIONALS			
	<i>Dec. 2021</i>	<i>Dec. 2022</i>	<i>Net Change</i>
Male	53	58	+5
Female	25	22	-3
Non-Minority	60	63	+3
Minority	18	17	-1
Black	15	14	-1
Hispanic	2	2	0
Asian/PI	0	0	0
AI/AN	1	1	0
TOTALS	78	80	+2

ADMINISTRATIVE SUPPORT			
	<i>Dec. 2021</i>	<i>Dec. 2022</i>	<i>Net Change</i>
Male	7	8	+1
Female	53	51	-2
Non-Minority	39	38	-1
Minority	21	21	0
Black	17	19	+2
Hispanic	3	1	-2
Asian/PI	0	1	+1
AI/AN	1	0	-1
TOTALS	60	59	-1

TECHNICIANS			
	<i>Dec. 2021</i>	<i>Dec. 2022</i>	<i>Net Change</i>
Male	138	136	-2
Female	21	18	-3
Non-Minority	122	116	-6
Minority	37	38	+1
Black	34	32	-2
Hispanic	3	6	+3
Asian/PI	0	0	0
AI/AN	0	0	0
TOTALS	159	154	-5

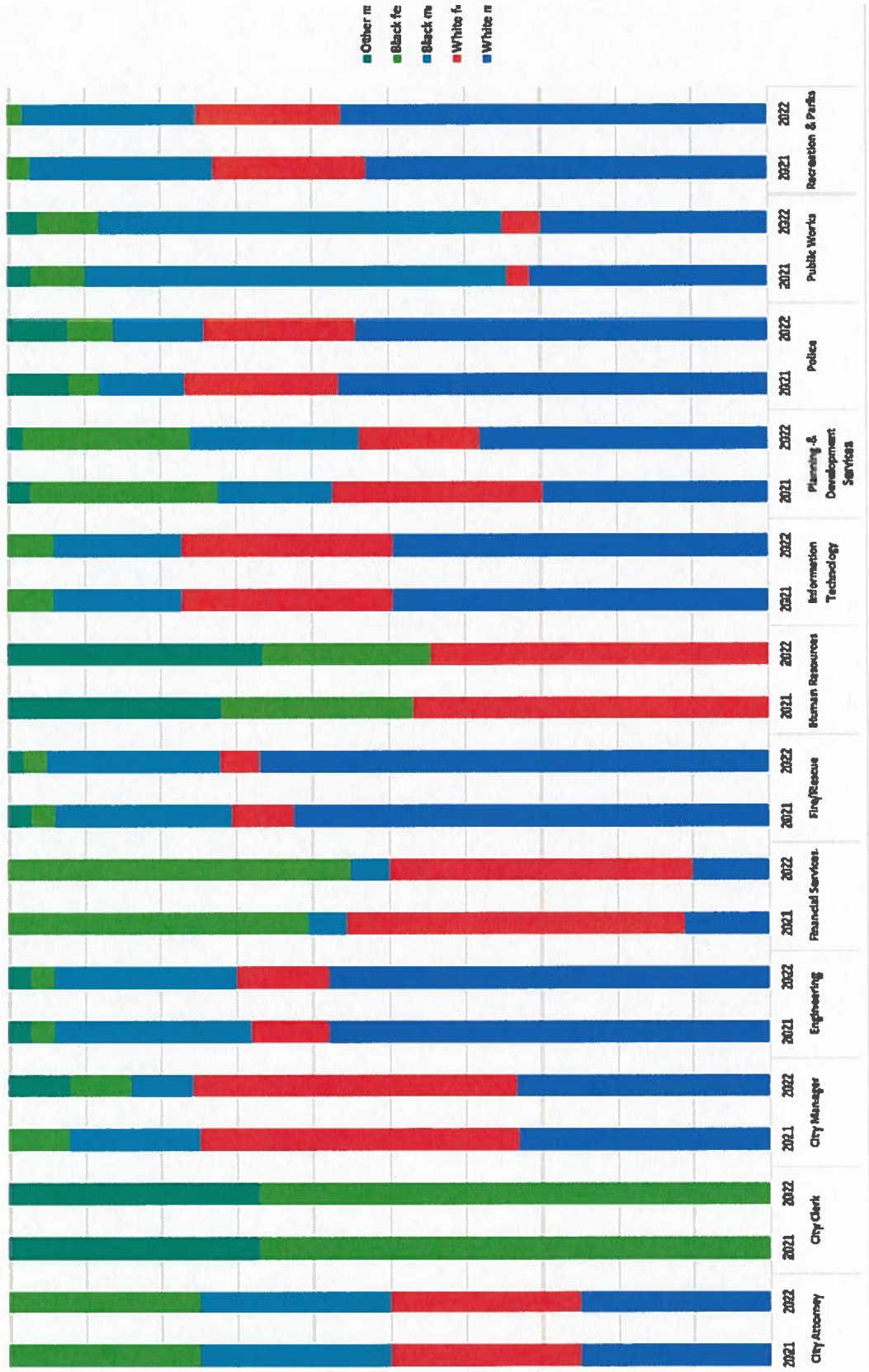
SKILLED CRAFT WORKERS			
	<i>Dec. 2021</i>	<i>Dec. 2022</i>	<i>Net Change</i>
Male	61	69	+8
Female	1	1	0
Non-Minority	24	28	+4
Minority	38	42	+4
Black	37	40	+3
Hispanic	1	2	+1
Asian/PI	0	0	0
AI/AN	0	0	0
TOTALS	62	70	+8

PROTECTIVE SERVICE WORKERS			
	<i>Dec. 2021</i>	<i>Dec. 2022</i>	<i>Net Change</i>
Male	210	192	-18
Female	41	36	-5
Non-Minority	172	155	-17
Minority	79	73	-6
Black	58	55	-3
Hispanic	17	15	-2
Asian/PI	1	3	+2
AI/AN	3	0	-3
TOTALS	251	228	-23

SERVICE-MAINTENANCE			
	<i>Dec. 2021</i>	<i>Dec. 2022</i>	<i>Net Change</i>
Male	57	49	-8
Female	7	10	+3
Non-Minority	21	19	-2
Minority	43	40	-3
Black	42	39	-3
Hispanic	1	1	0
Asian/PI	0	0	0
AI/AN	0	0	0
TOTALS	64	59	-5

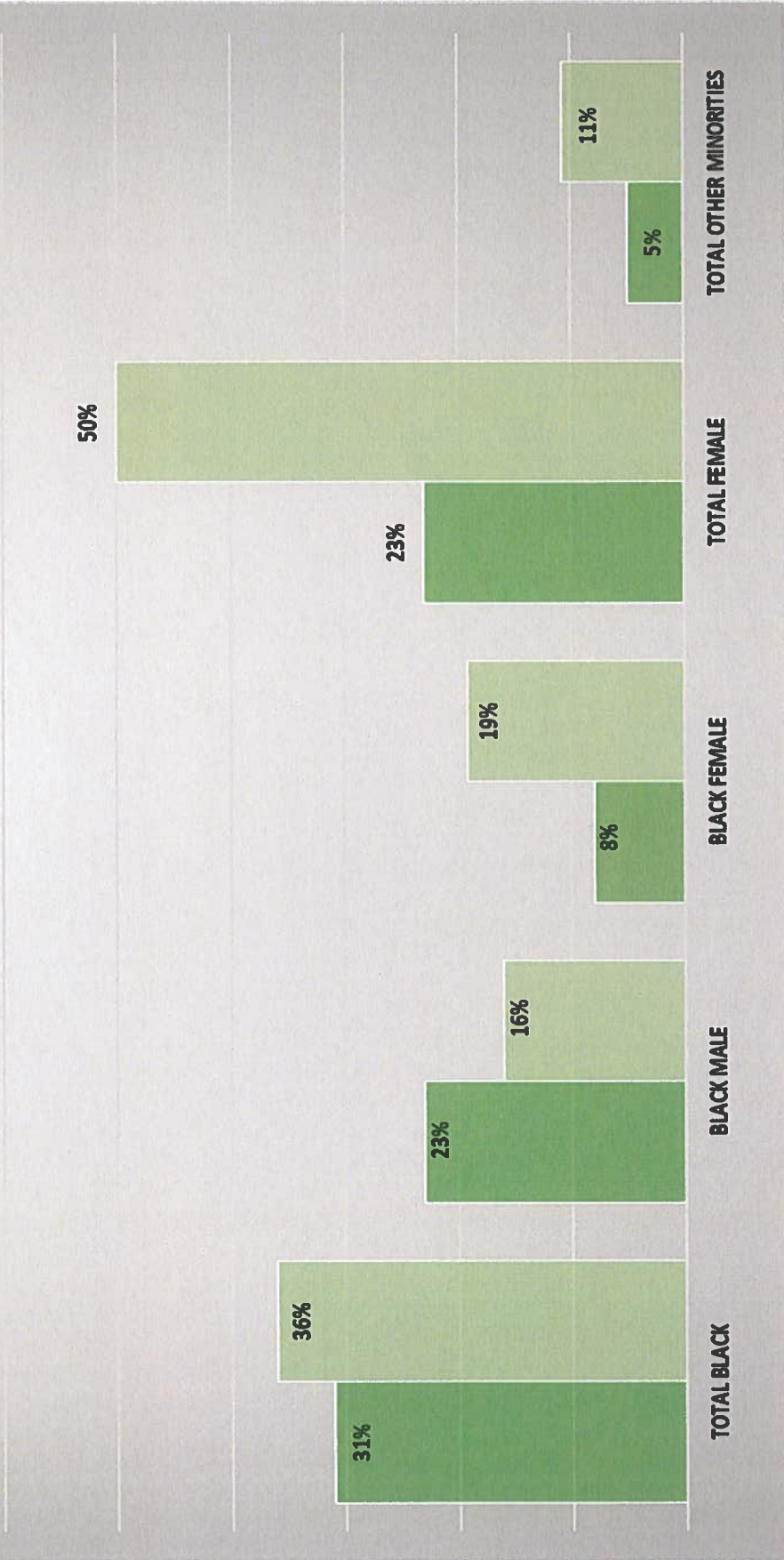
Appendix B: Charts

City of Greenville
 Departmental Workforce Analysis for 2021 & 2022



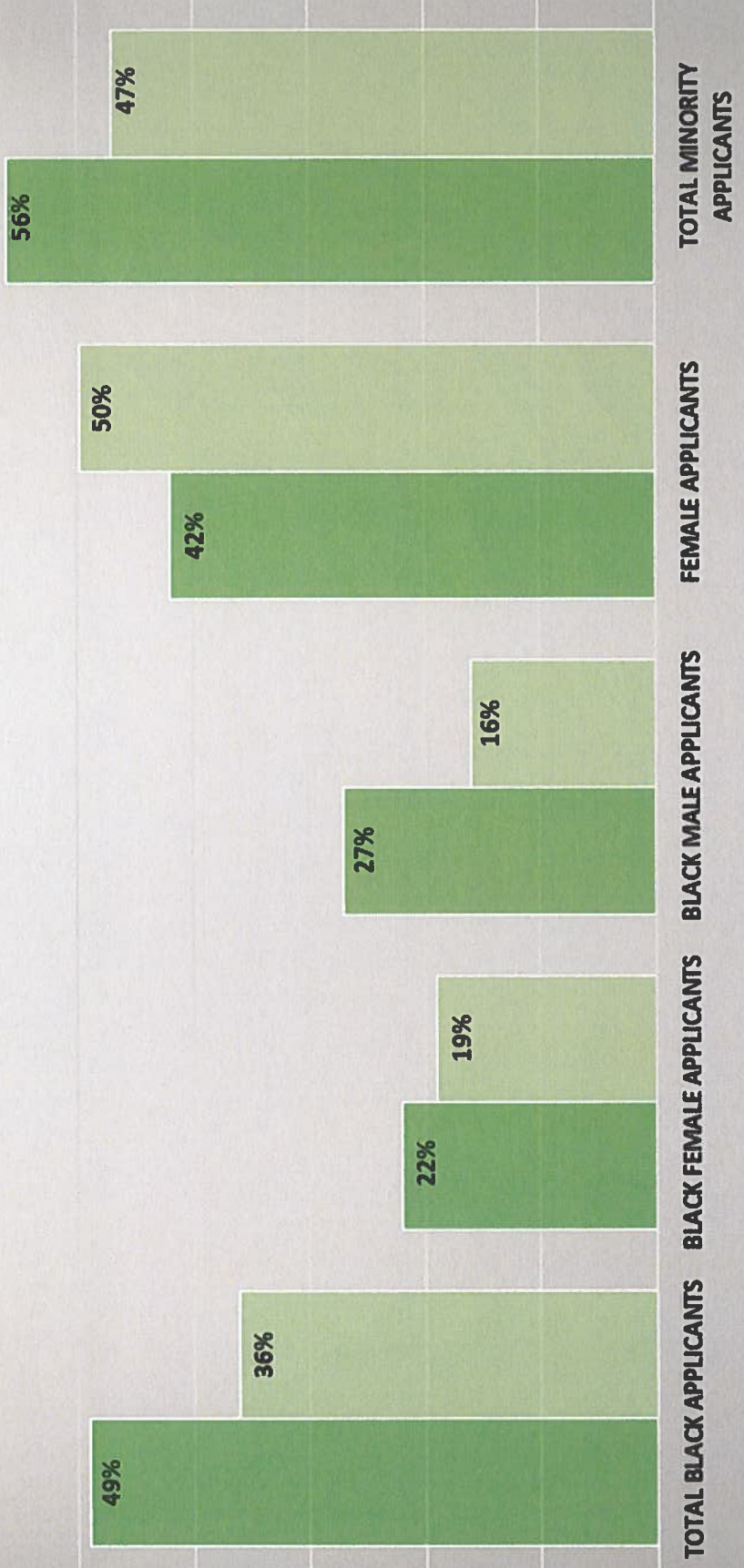
Comparison of City Full-Time Employees to 2020 Pitt County Labor Force Census

■ 2022 City Full-Time Employees ■ 2020 Pitt County Census

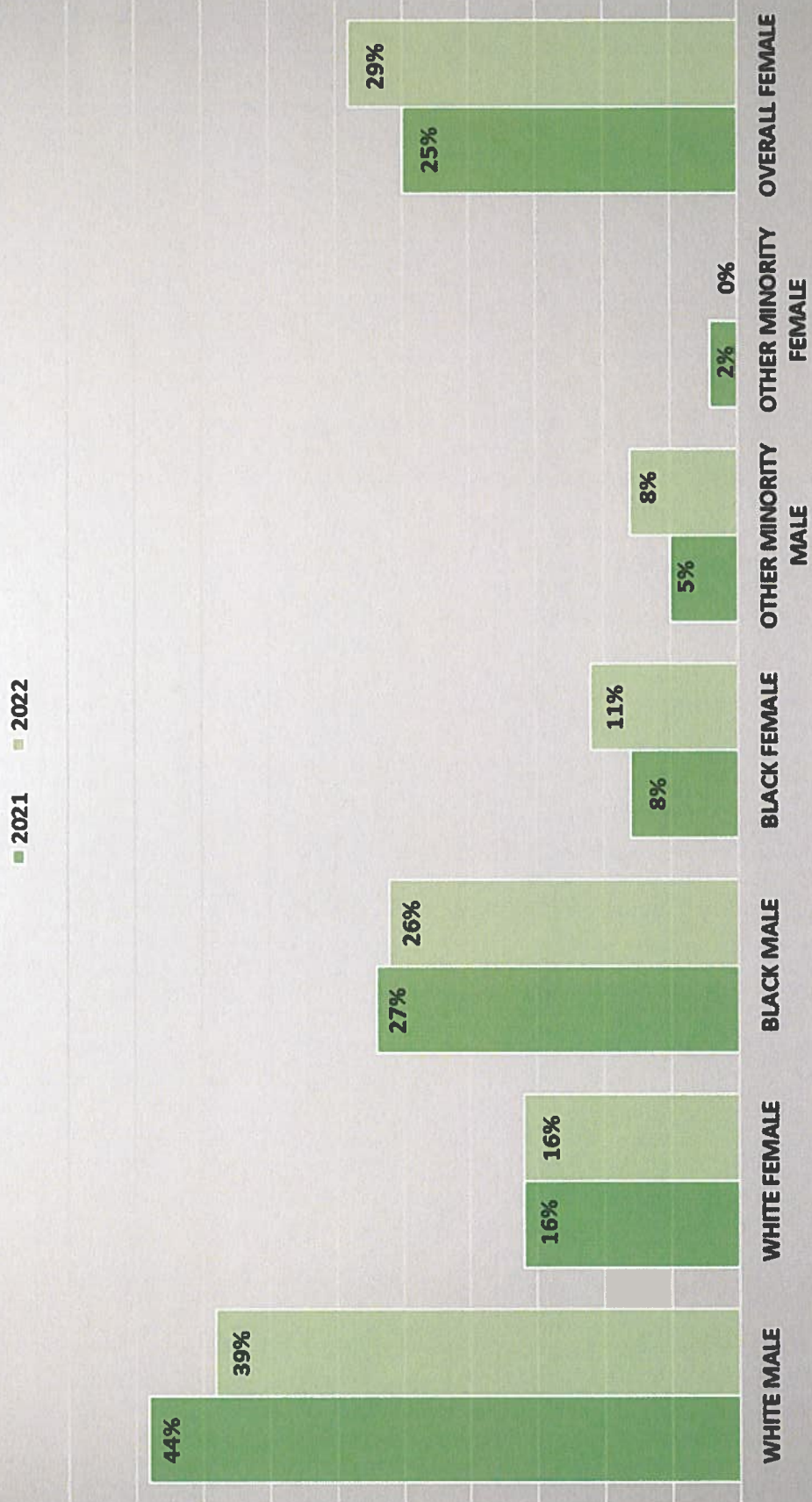


Comparison of City of Greenville Full-Time Applicants to Pitt County Labor Force Census

■ 2022 City Full-Time Applicants ■ 2020 Pitt County Census

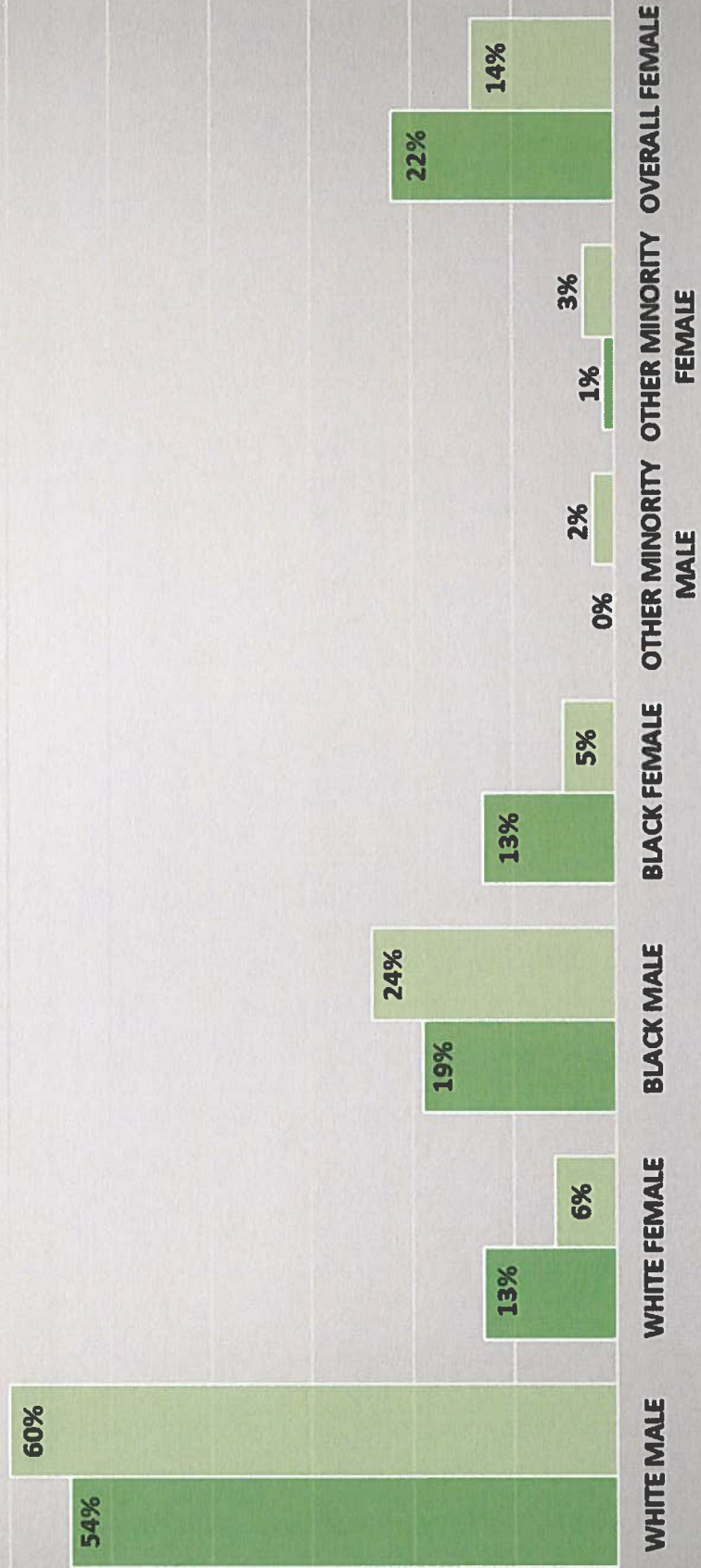


City of Greenville New Hire Demographics for 2021 & 2022

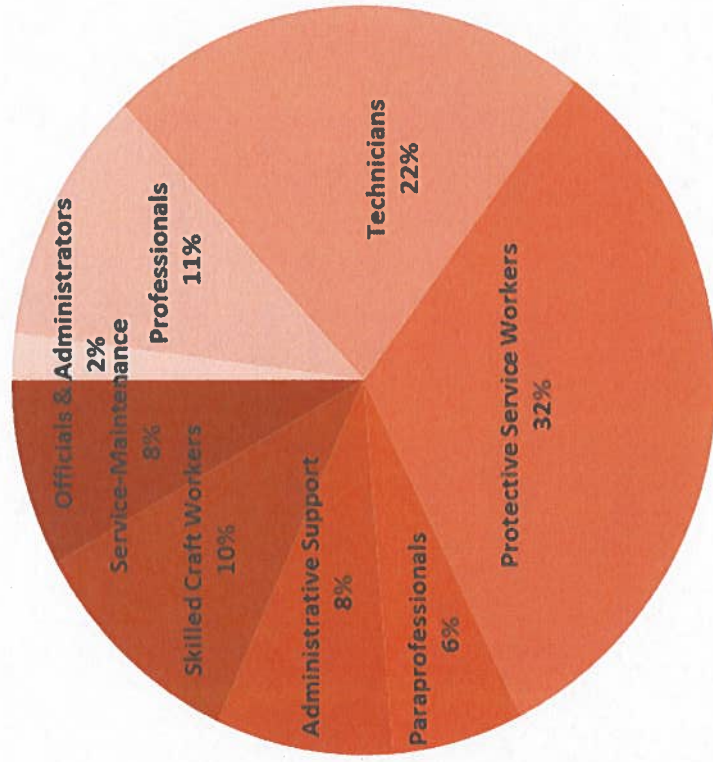


City of Greenville Employee Promotions Demographic for 2021 & 2022

■ 2021 ■ 2022



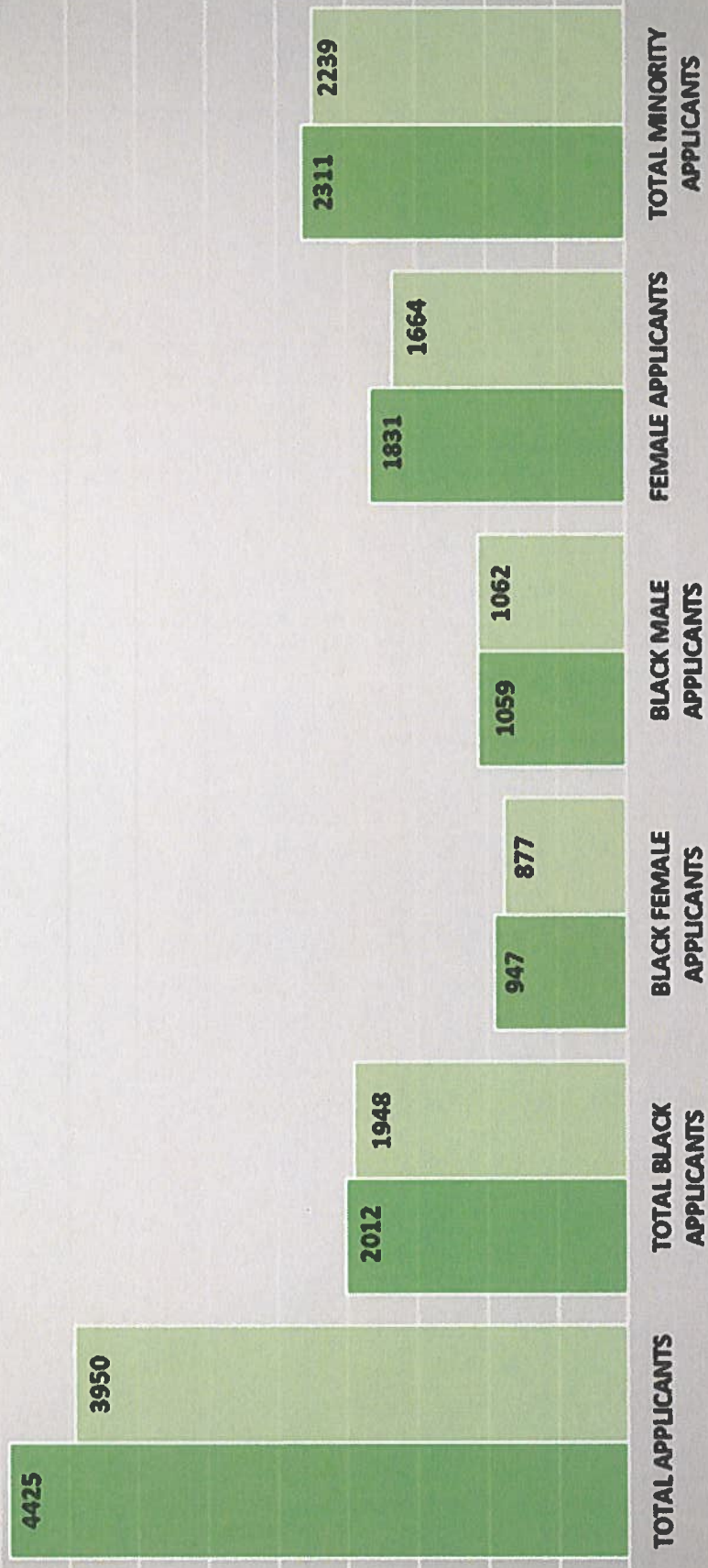
City of Greenville EEO Job Categories for 2022



- Officials & Administrators
- Paraprofessionals
- Professionals
- Administrative Support
- Administrative Support
- Skilled Craft Workers
- Technicians
- Protective Service Workers
- Service-Maintenance

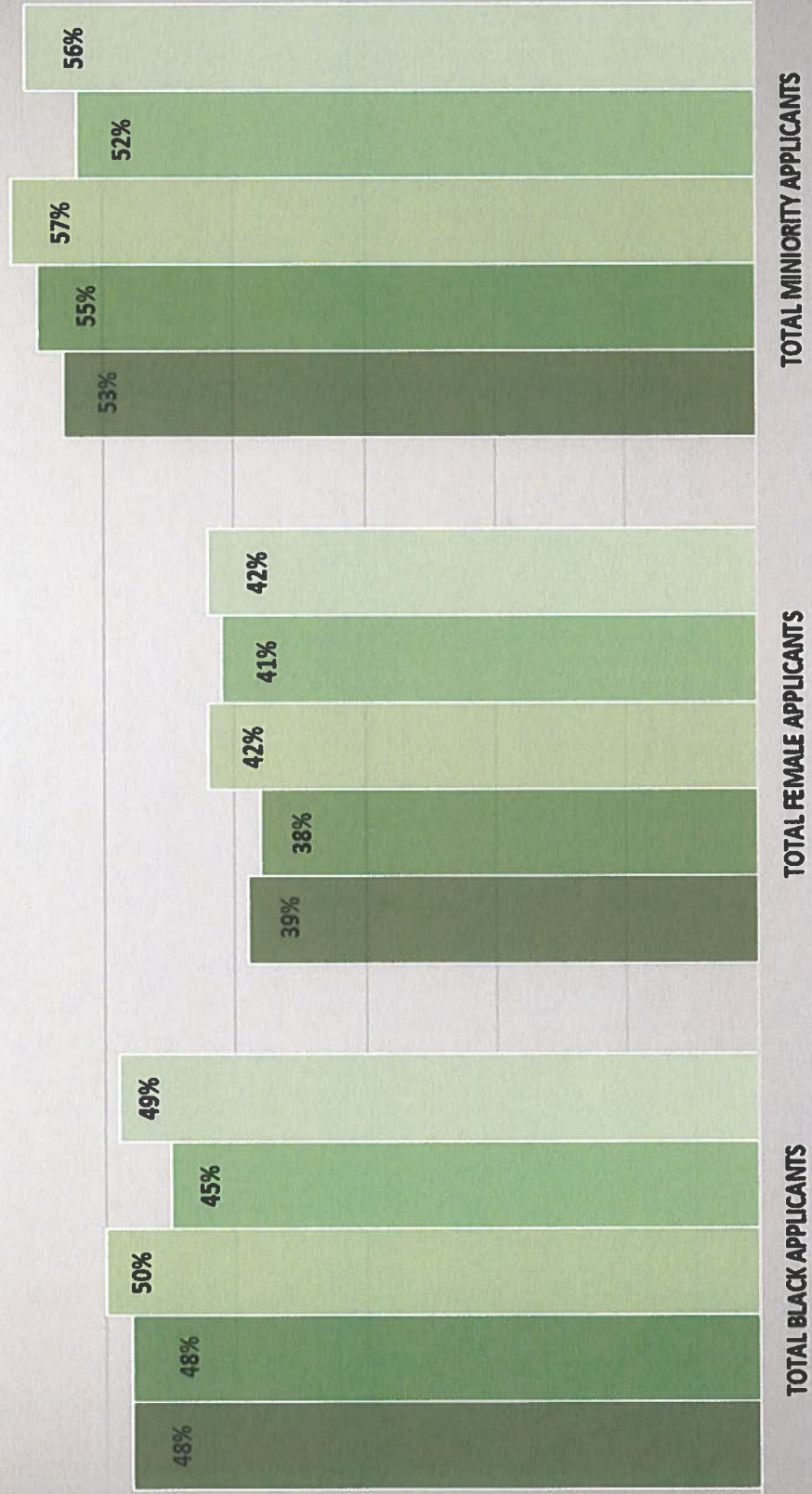
City of Greenville Applicant Demographics for 2021 & 2022

■ 2021 ■ 2022



City of Greenville Demographic Percentages of Yearly Applicant Pools for 2018 - 2022

■ 2018 ■ 2019 ■ 2020 ■ 2021 ■ 2022





Find yourself in good company®

To: Ann Wall, City Manager
From: Don Octigan, Director of Recreation and Parks *DO*
Date: April 12, 2023
Re: 2023 Spring Pickleball Tournament

Recreation and Parks athletics staff are gearing up for the City of Greenville's first pickleball tournament held at the newly converted Elm Street Park pickleball courts. Staff quickly secured a \$400 title sponsor from First Bank for the tournament. The tournament, to be held April 29th – 30th, will host six different divisions:

- Women's Doubles – Beginner
- Men's Doubles – Beginner
- Mixed Doubles – Beginner
- Women's Doubles – Intermediate & Advanced
- Men's Doubles – Intermediate & Advanced
- Mixed Doubles – Intermediate & Advanced

With registration still ongoing, there are currently twenty teams registered with the potential of seventy-two total teams. Beginner divisions will take place on Saturday, April 29th beginning at 9 a.m., while intermediate & advanced takes place on Sunday, April 30th. Revenue potential for a tournament of this size has a potential of \$4,320. To date, the tournament revenue is \$1,200 from the twenty teams not including sponsorship. Other in-kind donations have also been accepted for the tournament to be placed in bags and given away to participants.

Please let me know if there are any questions.

cc: Michael Cowin, Deputy City Manager
Heather White, Recreation and Parks Superintendent

Elm Street Park – 1055 S. Elm St

GREENVILLE



PICKLEBALL OPEN

Presented By: **FIRST BANK**

Register February 23rd – April 20th

April 29th & 30th

April 29th: Men's, Women's, & Mixed Beginner

April 30th: Men's, Women's, & Mixed Intermediate/Advanced

More Information Contact Will Strickland at:
(252) 329-4272 or
wstrickland@greenvillenc.gov

Registration:

At any facility, online at GreenvilleNC.gov, or
scan the QR code



 **Greenville**
NORTH CAROLINA
RECREATION AND PARKS



To: Ann Wall, City Manager
From: Don Octigan, Director of Recreation and Parks *DO*
Date: April 12, 2023
Re: Upcoming Recreation & Parks Special Events

Find yourself in good company®

Following a successful Egg Rush, hosting 218 registered participants, our Special Events Division is preparing for a busy spring and summer with special events, community outreach initiatives, live performances, and holiday remembrances. This memo is to provide an overview of the activities being planned, but does not encompass all events being supported by Recreation and Parks staff.

Below are details outlining a few opportunities the community can participate this spring and summer:

- **May 6th: Wild about Mom at Wildwood Park** – Let us help you plan the perfect day out for mom. Go on a guided hike through Wildwood Park and enjoy a picnic lakeside. This year the hike will be centered on the theme of “Year of the Trail” and each mom will receive a t-shirt as a gift. The fee is \$10.00 per person.
- **May 20th: National Trails Day at Wildwood Park** – Come and explore the park by going on a scavenger hunt! This year’s theme is “Year of the Trails” and after each child completes the hunt, they will receive a t-shirt. This is a free event.
- **May 29th: Memorial Day Celebration** – Recreation and Parks staff are working with the Veteran’s Council to plan a commemoration for Memorial Day. This year’s annual remembrance will be held at the Town Common War Memorial and begin at 11:00AM.
- **June 1st: Party in the Park at Wildwood Park** – The City of Greenville will host the ribbon cutting for Wildwood Park’s Welcome Center and the Playground. During the event there will be food trucks, live music, and more!
- **June 4th: National Trails Day at WWP – Treasure Hunt** – Go on a treasure hunt for a golden boot at Wildwood Park. Wildwood Park staff will hide a golden boot on one of the trails at the park and clues will be give once a day on Facebook starting June 1st. This will be a self-guided free hunt starting June 4th in honor of National Trails Day. The lucky Treasure Hunter that finds the boot will win a prize pack in return of the boot at River Park North.
- **June 4th-July 30th Sunday in the Park at Town Common** – Sunday in the Park Concert Series is back for the 50th season. Bring a blanket, chairs, friends, and family to enjoy a Sunday evening of music by the river. This free, fun family-friendly summer concert series will feature a variety of artists including:
 - June 4th Tar River Community Band
 - June 11th Boneyard
 - June 18th The Monitors
 - June 25th Hank Pattie & The Current
 - July 9th Panyelo

- July 16th Molasses Creek w/Green Grass Cloggers
- July 23rd Monterio Experience
- July 30th Love Tribe

- **July 4th: Independence Day Celebration** – The City of Greenville Recreation & Parks Department presents the Annual Independence Day Celebration at Town Common. The event provides an evening of festivities, music and a brilliant firework show. This fun, free, family event will be hosted on July 4th starting at 3pm. At the start of the event, come out to enjoy a show and shine car show. There will be food trucks on site as well as bounce houses for individuals to enjoy for a small fee. There will be live music performed by The Switch & fireworks will hit the skies after the national anthem performance a little after 9pm.
- **July 20th: Bites on the Bridge at Town Commons (Pedestrian Bridge)** – We are excited for the return of Bites on the Bridge. This event aims to attract families, couples, and friends of all ages to come explore the Town Common Park while enjoying food underneath the lights on the pedestrian bridge. This event will feature food trucks, beverages, and a beer garden.
- **August 25th: Movie in the Park at Wildwood Park** – The City of Greenville Recreation and Parks Department will host a back-to-school kickoff with a Movie in the Park. Grab your picnic blankets, chairs, and enjoy an evening of family fun, food, and entertainment under the stars. The event is free to the community.

Events will be promoted throughout the community via social media, local media, and the City's webpage. Staff are also seeking partnership and sponsorship opportunities for future events and outreach efforts. Additional information can be found online at Greenvillenc.gov or by calling 252.329.4567.

Please let me know if there are any questions.

cc: Michael Cowin, Deputy City Manager
Heather White, Recreation and Parks Superintendent