


# NOTES

TO: Honorable Mayor and City Council Members  
FROM: Michael W. Cowin, City Manager   
DATE: September 3, 2025  
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 2024 Affirmative Action Program Annual Report
2. A memo from Richard Tyndall, Chief of Police, regarding Police Community Relations Committee 2025 Annual Report


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Attachments



*Find yourself in good company*

## Memorandum

**To:** Michael Cowin, City Manager  
**From:** Leah B. Futrell, Director of Human Resources   
**Date:** August 28, 2025  
**Subject:** **2024 Affirmative Action Program Annual Report**

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In accordance with our Equal Employment Opportunity Policy, the City utilizes personnel practices designed to ensure equal employment opportunity in all employment decisions. The attached 2024 Affirmative Action Program Annual Report ("Report") details the status of the City's efforts to develop and promote positive programs that reflect, encourage, and increase diversity in the employment and promotional opportunities at all levels of the City's workforce, while adhering to the City's policy of employing talent according to merit and fitness to perform job duties.

The Report illustrates that recruitment remained steady in 2024, with the number of applicants for full-time positions changing by less than 1% compared to 2023. The City continues to be an employer of choice, attracting well-qualified, diverse applicants for a variety of positions. Without question, many of the positions that the City recruits for are difficult-to-fill positions due to supply and demand. Skilled positions such as heavy equipment operator, professional positions such as civil engineer, and public safety positions such as police officer are examples of supply and demand challenges that the City and other employers face. Even in the face of such challenges, the City continues to attract and retain qualified personnel.

As in previous years, the City continued to focus on upskilling staff in 2024 which allowed employees to take on new responsibilities while continuing to grow in their career with the City. Of the employees promoted in 2023, over half (51%) were minorities and/or females. All employees are provided opportunities and resources to develop in their chosen careers. Benefits, such as the Employee Tuition Assistance Program which provides educational assistance to employees, internal training such as the Supervisory Training and Refresher program, and external training such as conferences, seminars, and networking events, allow employees to develop and compete for higher levels of responsibility within the City of Greenville.

The City continues its commitment to equal employment opportunity and maximizing the potential of all employees. Thank you for your commitment and support of the City's Affirmative Action Program.

## CITY OF GREENVILLE 2024 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)*

|   | <b>2020<br/>Census</b> | <b>2010<br/>Census</b> | <b>%<br/>Change</b> |
|---|------------------------|------------------------|---------------------|
| 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**

|                                   | <u>2020</u> | <u>2021</u> | <u>2022</u> | <u>2023</u> | <u>2024</u> |
|-----------------------------------|-------------|-------------|-------------|-------------|-------------|
| 1. Filled full-time positions     | 720         | 726         | 707         | 722         | 754         |
| 2. Percentage of Blacks           | 29%         | 30%         | 31%         | 30%         | 29%         |
| 3. Percentage of Black males      | 22%         | 23%         | 23%         | 23%         | 22%         |
| 4. Percentage of Black females    | 7%          | 7%          | 8%          | 6%          | 7%          |
| 5. Percentage of females          | 23%         | 24%         | 23%         | 22%         | 24%         |
| 6. Percentage of other minorities | 5%          | 5%          | 5%          | 5%          | 5%          |

#### C. **2024 Applicant Information**

|    |  |   |       |                |
|----|--|---|-------|----------------|
| 1. | Total number of applicants*                      | = | 5,899 |                |
|    | ▪ Number of White applicants                     | = | 2,425 | (41% of total) |
|    | ▪ Number of Black applicants                     | = | 2,806 | (48% of total) |
|    | ▪ Number of non-Black minority applicants        | = | 430   | (7% of total)  |
|    | ▪ Number of applicants who did not disclose race | = | 238   | (4% of total)  |
| 2. | Number of female applicants*                     | = | 2,131 | (36% 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>2020</u> | <u>2021</u> | <u>2022</u> | <u>2023</u> | <u>2024</u> | <u>5-Yr %<br/>Change</u> |
|---------------------------|-------------|-------------|-------------|-------------|-------------|--------------------------|
| Total applicants          | 3,437       | 4,425       | 3,950       | 5,927       | 5,899       | +72%                     |
| Total black applicants    | 1,704       | 1,978       | 1,948       | 3,013       | 2,806       | +65%                     |
| Black female applicants   | 833         | 947         | 877         | 1,358       | 1,152       | +38%                     |
| Black male applicants     | 861         | 1,059       | 1,062       | 1,642       | 1,614       | +87%                     |
| Female applicants         | 1,458       | 1,831       | 1,664       | 2,409       | 2,131       | +46%                     |
| Total minority applicants | 1,929       | 2,311       | 2,239       | 3,454       | 3,236       | +68%                     |

\*\*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 Departments visited several college BLET classes with an internal pool of employees attending various recruiting functions along with Fire/Rescue visiting some academies to promote the department.
  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 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 providing all employees with equal opportunity for training, promotion, and special assignments.
8. Continue to ensure that each advertisement for a vacant position states in clear, distinguishable type that the City of Greenville is an equal opportunity/affirmative action employer.

## V. ACCOMPLISHMENTS 2024

### A. An analysis of the 2024 applicant pool shows the following:

1. Compared to 2023, the City experienced a negligible decrease in the total number of applicants for 2024. The number of applicants decreased by only 28—from 5,927 in 2023 to 5,899 in 2024. As the labor market continues to recover from the aftermaths of COVID-19, the City has experienced a cumulative 72% increase in the total number of applicants for the five-year period of 2020-2024.

The combined recruitments of the Public Works and public safety departments (i.e., Fire/Rescue and Police) accounted for the majority (58%) of the applicant pool in 2024. The Police Department recruited for numerous positions, including but not limited to, Police Officer, Police Officer Trainee, Telecommunicator, Crime Analyst II, and Community Services Clerk, with 58% of the applicants identifying as minorities and 54% identifying as female. As in previous years, the Police Department continued to attract diverse applicants for sworn and civilian positions. Likewise, the Fire/Rescue Department recruited for EMTs, Paramedics, and entry-level Trainees, with 15% of the applicants identifying as female and 45% identifying as minorities.

The Public Works Department recruited for various positions in 2024, with many of the positions within the skilled craft workers job category which, includes Construction Worker, Senior Construction Worker, Equipment Operator, Heavy Equipment Operator, and Sanitation Crew Leader I. 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. Of the applicants who self-identified in 2024, 64% were minorities, and 9% were female.

2. The number of black applicants decreased slightly from the previous year, decreasing from 51% in 2023 to 48% in 2024. Non-Black minority applicants held steady at 7% in 2024. The number of female applicants declined slightly, from 41% in 2023 to 36% in 2024. The City maintains a continuous focus on increasing diversity in the applicant pools of recruitments. For example, the Police and Fire/Rescue Departments continue to utilize a diverse group of employees to serve as recruiters. These employees share their valuable work experiences with prospective applicants, ensuring open and transparent discussions about the rewarding careers available in public safety.
3. In summary, the City continued to attract a well-qualified and diverse applicant pool in 2024. Of the 5,899 applicants for full-time positions, 48% were Black, 7% were non-Black minorities, and 36% were female. These percentages reflect the diversity within the Pitt County labor force, which consists of 35% Blacks, 11% non-Black minorities,

and 50% females, according to the 2020 U.S. 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. One hundred and twenty (120) full-time employees were hired in 2024, compared to 118 full-time employees in 2023. Overall, 26% of new hires were females in 2024 and 25% in 2023. In total, 33% of new hires in 2024 were minorities compared to 38% of new hires in 2023. A breakdown of new hires by race and gender is shown below.

|             | <u>White<br/>male</u> | <u>White<br/>female</u> | <u>Black<br/>male</u> | <u>Black<br/>female</u> | <u>Non-Black<br/>Minority<br/>male</u> | <u>Non-Black<br/>Minority<br/>female</u> |
|-------------|-----------------------|-------------------------|-----------------------|-------------------------|--|--|
| <b>2024</b> | 61 (51%)              | 19 (16%)                | 21 (18%)              | 8 (7%)                  | 7 (6%)                                 | 4 (3%)                                   |
| <b>2023</b> | 52 (44%)              | 21 (18%)                | 34 (29%)              | 7 (6%)                  | 2 (2%)                                 | 2 (2%)                                   |

- C. Eighty-two (82) full-time employees (approximately 11% of the full-time workforce) were promoted in 2024 compared to the same total and percentage of the full-time workforce in 2023. Overall, 24% of promotions in 2024 were females, and 37% were minorities, with the breakdown by race and gender as follows:

|             | <u>White<br/>male</u> | <u>White<br/>female</u> | <u>Black<br/>male</u> | <u>Black<br/>female</u> | <u>Non-Black<br/>Minority<br/>male</u> | <u>Non-Black<br/>Minority<br/>female</u> |
|-------------|-----------------------|-------------------------|-----------------------|-------------------------|--|--|
| <b>2024</b> | 40 (49%)              | 12 (15%)                | 21 (26%)              | 5 (6%)                  | 1 (1%)                                 | 3 (4%)                                   |
| <b>2023</b> | 48 (59%)              | 11 (13%)                | 17 (21%)              | 4 (5%)                  | 2 (2%)                                 | 0 (0%)                                   |

- D. Retention of a diverse workforce is also a focus of this report. In 2024, the City had 100 full-time employee separations (approximately 13% of the full-time workforce). Of these, 15% (15) were due to retirement, and 9% (9) were due to discharge, disability, or death. Resignations comprised the remainder of the separations, accounting for 76% (76). Females accounted for 16% (16) of the overall separations, and 38% (38) 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 within the City.
- F. Departmental Accomplishments:

**City Attorney’s Office:**

- The City Attorney's Office filled the Assistant City Attorney position after advertising the vacancy using diverse law association group memberships such as the UNC School of Government local government listserv, the International Municipal Lawyers Association, law school career centers, and other associations.
- The City Attorney attended the 27<sup>th</sup> Annual Community Unity Breakfast commemorating Dr. Martin Luther King, Jr.'s birthday to celebrate and expand diversity initiatives in Greenville and Pitt County. This program is jointly sponsored by the Chamber of Commerce and the City of Greenville, and aims to promote community togetherness, goodwill, and peace.
- Attorneys attended the UNC School of Government conference for municipal attorneys and the N.C. Association of Municipal Attorneys conference.
- In response to a Council initiative, the City Attorney and City staff participated in a mock City Council meeting with middle school and high school students to explain how the Council conducts public hearings and makes decisions.

- An Assistant City Attorney serves as an adjunct professor at East Carolina University, where he teaches Political Science to aspiring pre-law students from diverse backgrounds.
- The City Attorney served a one-year term as President of the North Carolina Association of Municipal Attorneys and interacted with local government attorneys from diverse backgrounds, fostering camaraderie among municipal attorneys in North Carolina. Additionally, the City Attorney was elected to serve on the board of the North Carolina League of Municipalities in the attorney position.
- Continued its commitment to an open-door policy with City Attorney's Office employees to discuss any concerns, promoting a positive work environment and retention.

**City Clerk's Office:**

- Promoted one female to the Deputy City Clerk position.
- Hired one black female to Assistant City Clerk.
- Promoted employee development by encouraging professional development and participation in training, networking, and community events.
- Coordinated a Women in Municipal Government regional event and facilitated discussions on topics relevant to women in professional roles.
- Recognized professional milestones, such as service awards and achievements (ex. professional certification – North Carolina Certified Municipal Clerks).
- Encouraged participation and promoted memberships in professional organizations such as the North Carolina Association of Municipal Clerks and the International Institute of Municipal Clerks.

**City Manager's Office:**

The City Manager's Office employs a holistic approach to fostering and supporting a diverse workforce and community. The following activities occurred in 2024:

- 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.
- B. Reviewed vacant positions, recruitment and retention strategies, hiring practices, and on-boarding processes to determine effectiveness and opportunities for improvement.
- C. Assisted City departments with interviews for various positions.
- D. Continued coordinating with Greenville Utilities Commission on pay and benefits issues to assist in attracting, fairly compensating, and retaining a quality and diverse workforce.
- E. Partnered with Daily Drum Media Group for a Job Fair Street Summit on August 24, 2024. The event was held at J.H. Rose High School and included representatives from the City's Human Resources, Fire-Rescue, and Police Departments. Additionally, the City purchased advertising with the Daily Drum Media Group to promote the event and the City's career opportunities.
- F. 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 2024. 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 on Sunday mornings on ESPN 107.5 FM/1570 AM.

G. Offered bonuses to current employees for referrals, resulting in hires for hard-to-fill positions.

H. Promoted employee development and retention internally through the following means:

1. Created numerous opportunities for employee advancement within the City of Greenville organization through reorganizations, internal promotions, and succession planning.
2. Met with new employees during orientation.
3. Continued employee performance review process and merit pay program.
4. Scheduled monthly ride-a-longs with appropriate department heads and staff from Neighborhood and Business Services' Code Enforcement Division, Public Works' Sanitation Division, and Recreation and Parks to assess conditions, issues, projects, needs, etc.
5. Provided funding for employee Attendance Incentive Program, Employee Referral Bonus Program, Educational Tuition Assistance Program, Computer Purchase Program, and the new Wellness Equipment Purchase Program.
6. Continued to have an "open door policy" with employees to discuss issues of interest and/or concern.
7. Provided guidance, job tools/resources, and appropriate workspaces (relocating employees when feasible) to strengthen work teams and improve job performance.
8. Continued biweekly meetings with department heads to discuss issues, operations, projects, and concerns in their departments.
9. Selected two (2) employees (one (1) from Police and one (1) from Human Resources) to attend the 2024-2025 Greenville-Pitt County Chamber of Commerce Leadership Institute course and highlighted local government operations and opportunities to the class during the Local Government session on November 13, 2024; 2 employees (one (1) from Fire-Rescue and one (1) from the City Manager's Office) completed the 2023-2024 Leadership Institute in May 2024.
10. Provided visa sponsorship assistance to retain non-citizen female employee in the Neighborhood and Business Services Department.
11. Supported the City's in-house training program and attended STAR program graduation.
12. Included budgetary funds to allow for staff to attend outside professional training and conferences.
13. Posted information on SharePoint, formally Cognet, an internal City computer network communications tool, to enable more convenient access to information about City policies, procedures, and resources.
14. Held 4 Department/Division Heads meetings during the year to discuss various issues affecting the City organization and employees.
15. Provided free bus passes to employees to help with transportation issues.
16. Continued to provide the Employee Health Clinic and expanded services for employees to 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.
17. Provided a variety of employee wellness programs, incentives, and initiatives to educate them and encourage them to exercise and take steps to be healthy, including the new Wellness Equipment Purchase Program, which allows employees to purchase exercise equipment through a zero-interest, 24-month loan which is repaid through payroll deductions.
18. Conducted exit interviews with various employees who requested them to hear and address any issues of concern.
19. Sent Christmas card to all City employees with coupon for free ham or turkey.



- I. Promoted workforce diversity through the appointment of project teams to ensure leadership opportunities are available to employees in all departments. Examples in 2024 included the Personnel Advisory Review Committee, the City of Greenville United Way Campaign Committee, the Joint City/GUC Wellness Committee, the N.C. League of Municipalities Host City Planning Committee and the Little League Softball World Series Planning Committee.
- J. Promoted employee recognition through the following:
  - 1. Attended the Fire-Rescue Academy Graduation ceremony on February 9.
  - 2. Attended the Police Department Gala on February 23.
  - 3. Participated in Procurement Month events on March 18 and 19.
  - 4. Attended the Community Development Week luncheon on April 2.
  - 5. Attended the Fair Housing Month event on April 18.
  - 6. Attended the Safety Awards Luncheon on April 25 when several City departments were recognized by the N.C. Department of Labor.
  - 7. Participated in the MWBE Mix-n-Meet on May 21.
  - 8. Attended the Police Promotional Ceremony on July 2 and Police Veterans Luncheon on November 6.
  - 9. Sponsored and attended the Chamber of Commerce's First Responders Recognition Event on June 20.
  - 10. Police Department Promotion Ceremony on July 2.
  - 11. Attended the service award luncheon on July 24 in addition to service plaques, certificates, and monetary awards.
  - 12. MED Week events October 14-18.
  - 13. Blessing of the Badges event on October 15.
  - 14. Match & Market events on October 3 and December 18 to celebrate a unique program that Neighborhood and Business Services staff developed to pair an ECU student with a local business to assist with marketing.
  - 15. Provided planning assistance and attended the Women in Municipal Government event on November 20.
  - 16. Attended various departmental events, including employee service, promotional, and retirement recognition events; staff appreciation lunches; and holiday parties.
  - 17. Recognized new hires, promotions, retirements, and achievements at Department/Division Head meetings.
  - 18. Recognized employees at City Council meetings for significant achievements and retirement as well as City Manager's Shout Out for exemplary service.
  - 19. 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.
  - 20. Produced employee spotlight videos that aired on the City's government access channel – GTV-9.
- K. Continued partnership with Pitt County Manager for co-employment of a Lead for North Carolina Fellow through UNC (white female) to work on a sustainability project for the City and County from August 2023 – June 2024, which provided an opportunity for new college graduates to experience local government.
- L. Continued exposing students to the work of and opportunities with the City through the following:
  - 1. City Manager met with/was interviewed by individual students for various class assignments.
  - 2. City Manager spoke with ECU Honors College students on November 12.
  - 3. Offered summer internships to college students to give them exposure to real experience working in a local government environment. In 2024, materials were sent to 10 colleges/universities in North Carolina with MPA programs, and the City Manager's

Office brought four (4) interns on board – three (3) ECU students (one (1) undergraduate, one (1) working on MPA, and one (1) working on both bachelor's, and master's) and one (1) undergraduate student from New York University. They consisted of one (1) black male, one (1) white male, one (1) minority female, and one (1) white female. The interns worked on assignments and with staff in various departments, including Financial Services, Neighborhood and Business Services, Recreation and Parks, and the City Manager's Office.

4. Participated in and was a sponsor of the Chamber of Commerce's Grow Local program for middle and high school students, which exposes participants to specific careers, companies, and industries. In addition to the Public Information Office, the Human Resources, Information Technology, Fire/Rescue, and Police Departments participated. Information on the City organization, departments, events, services, and job opportunities was provided.
5. Met with youth field trip groups and student "Mayor for a Day" at City Hall.
6. Coordinated and carried out with the Fire-Rescue Department the Jr. Fire Marshal Academy from July 15-19.
7. Significant interaction with participants in the Little League Softball World Series from August 3-11 as well the Championship Celebration for the Pitt County team on August 21.
8. Coordinated and participated with ECU students and staff on the Good Neighbor Initiative student outreach event on August 30.
9. Visited Student Success Academies at Ayden Elementary and Grifton Elementary Schools in October.

M. Continued workforce development initiatives:

1. The 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 the construction training program.

N. Developed and received City Council approval of Title VI Program, which provides that "no person shall, on the grounds of race, color, or national origin, be excluded from participation in, denied the benefits of, or subjected to discrimination under any program or activity receiving Federal financial assistance".

O. The Special Events vendor application process allows us to recruit and include a wide variety and diversity of vendors for all events hosted by the City. Special Events also provide an opportunity to recruit and include diverse volunteers.

P. Developed programming that was cable casted on the City of Greenville's government access channel, GTV-9, which promotes diversity and fosters an inclusive community.

Q. Developed a plethora of print, radio, and visual features celebrating the City of Greenville's 250<sup>th</sup> Anniversary and highlighted a wide variety of significant events and people in Greenville's history; also planned and hosted the City's 250<sup>th</sup> Anniversary celebration for the public on October 4.

- R. 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 our local cable TV channel.
- S. Provided assistance for small business support through the MWBE program and American Rescue Plan funds; sponsored and attended the Chamber's Small Business Awards event on October 10.
- T. 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.
- U. Sponsored and attended the Community Unity Breakfast on Martin Luther King, Jr. Day, which promoted diversity and inclusiveness.
- V. Continued funding for and assisted with planning efforts for Greenville Grooves (African-American music festival), which has evolved into a Juneteenth weekend celebration.
- W. Participated in community events such as City Council Member Town Hall meetings, Chamber of Commerce Power Luncheons (Michael was featured speaker on January 16), Pitt Community College's Martin Luther King Tribute Breakfast on January 11, Citizens Police Academy Graduation on February 15, Inclusive Community Breakfast on September 26, National Night Out on October 1, and Greenville ENC Alliance Better Skills Better Jobs Job Fair on October 3.
- X. Continued efforts for utilization of the Lucille W. Gorham Intergenerational Center in West Greenville by working with the Boys & Girls Clubs of the Coastal Plain.
- Y. The City Manager and CMO staff serve on various other boards and committees and help foster fairness and inclusiveness in their work: Greenville Eastern North Carolina Alliance, Eastern North Carolina Regional Managers, Greenville Utilities Commission, Greenville-Pitt County Chamber of Commerce, Greenville Public Access Television, Partnership for Progress, Pitt County Arts Council, Downtown Greenville Partnership, Greenville Museum of Art, and ECU Homecoming Steering Committee.

**Engineering:**

- Promoted a black male to the position of Traffic Signal Supervisor.
- Hired one black male in the professional Civil Engineer I role.
- Partnered with Human Resources to ensure postings were advertised in various sources to attract a diverse pool of applicants.
- Participated in the City's Employee Tuition Assistance Program, thereby affording employees the opportunity to further their education and qualify for positions that may require higher levels of education.
- Continued to participate in courses and workshops to assist employees in maintaining certifications and professional licenses.

**Financial Services:**

- Hired two black females in the positions of Collections Technician II and Accounting Specialist.

**Fire/Rescue:**

- Hired 31 employees in various positions as follows: Fire/Rescue Trainee, Fire/Rescue Officer I, Paramedic, and Marketing & Community Risk Reduction Specialist. Nine of the new hires were minorities, and two were females.
- Thirty employees were promoted in 2024. The promotions included four females and eight black males earning promotions to various higher-ranking positions such as Fire/Rescue Officer II and EMS Specialist.
- 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 2024 resulted in receiving donations of more than \$70,000, which was turned over to the Pitt County Salvation Army and Pitt County Department of Social Services to support outreach for families in Greenville and Pitt County.
- Hosted the annual United Way Chili Cook-off at Fire/Rescue Station 1 and raised over \$5,100 to support inclusive community organizations throughout the City of Greenville and Pitt County.
- Continued implementation of EMS Squad Leader positions to recognize EMS Specialists in leadership roles and to serve as a career ladder.
- In 2024, a new Recruitment and Retention Committee, consisting of approximately 10 employees, was organized. This committee structure enables focus on recruitment and retention efforts by attending job fairs and meeting with community colleges and high schools to increase exposure to diverse communities.
- Participated in National Night Out 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 highlight firefighting and emergency medical services as potential career choices.
- Sponsored the 11<sup>th</sup> annual Jr. Fire Marshal Academy which included numerous minority participants and provided participants and their families with 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. The event was held at station 7 and resulted in a great turnout of participants.
- The department has 42 current officers who have participated in the City's Supervisory Training and Refresher (STAR) program. This program comprises of multiple classes completed over several months and includes training related to inclusiveness and equal employment opportunity practices.

#### **Human Resources:**

- One Hispanic female was hired to fill the position of Staff Support Specialist II.
- As a result of a retirement, promoted one female to the position of Staff Support Specialist III.
- The Director of Human Resources was invited to speak to a graduate ECU MPA class on September 26<sup>th</sup>. The topic, "The Challenges of Recruiting Public-Sector Employees in Rural Counties", was well-received by faculty and students.
- The Director of Human Resources attended the Women in Municipal Government regional event.
- 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.
- Director of Human Resources participated in the quarterly President's Diversity Committee Meetings/Luncheons held on campus at Pitt Community College.
- Partnered with Recreation & Parks to utilize billboard advertising to reach a larger and more diverse prospective applicant pool.

- Partnered with Recreation & Parks to co-host two in-person job fairs at the Drew Steele Center to fill their summer camp positions. Through billboard and various other outreach efforts, marketing was done to target a diverse prospective applicant pool.
- Director of Human Resources collaborated monthly with ECU Health management resulting in the expansion of employee health clinic services to include mental health services and prescription safety eyewear.
- 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.
- Director of Human Resources met with exiting employees to gain better insight into their reasons for leaving and to discuss areas needing improvement.
- 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 and other relevant training to employees to improve skillsets, enhance performance, and to keep employees up to date on best practices.
- Training and Development Manager 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.
- Training and Development Manager presented the Title VI Nondiscrimination Program to City Council and began implementing plan components across the City's programs and activities.
- Participated in the MWBE Mix-n-Meet program.
- 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.

- In observance of National Employee Appreciation Day on March 1, 2024, coordinated an employee appreciation event throughout the week to show appreciation and gratitude for employees' contributions.
- Spearheaded and coordinated activities and programs that boost employee recognition, engagement, comradery, and workplace satisfaction (e.g., Service Awards, Safety Awards).

#### **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 department's internship program prepares students for full-time positions in Information Technology.
- IT staff participated in approximately 20 training opportunities, both internal and external.

#### **Neighborhood and Business Services:**

- As a new and growing department, the primary focus was on internal recruitment to promote and/or transfer from within when feasible. Two black females were promoted to the positions of Business Development Manager and Neighborhood and Community Development Fiscal Specialist. One Hispanic female was promoted to Program Specialist.
- With external recruiting efforts, three females were hired for the positions of Staff Support Specialist II, Program Specialist, and Business Liaison.
- Partnered with Human Resources to ensure postings were advertised via various sources to attract a diverse pool of applicants.
- Attended the Inclusive Community Breakfast, sponsored by the Human Relations Council, to commemorate Dr. Martin Luther King Jr.'s Birthday, which represents a majority-minority community.
- Participated in the Culture & Commerce Expo sponsored by Business Development, which consists of many minority-owned businesses.
- Participated in the Senior Citizens Luncheon sponsored by the Human Relations Council.
- Participated in the Juneteenth Jamboree.

#### **Planning and Development Services:**

- One black male was hired as a Building Inspector Trainee. Trainee positions serve as pipelines to higher level, skilled positions.
- Two females were hired in the Staff Support Specialist II and Permit Officer positions for the Inspections Division.

#### **Police Department:**

- Diverse recruitment teams attended job/career fairs at various BLET programs.
- Participated in several job fairs throughout the area, including the ECSU Career Fair, 2024 Grow Local, Fort Liberty, Daily Drum, Seymour Johnson, ECU Fall Job & Internship Fair, PCC, and the Better Skills, Better Jobs Job Fair.
- Attended various career education luncheons, seminars, and meetings, including the Citizens' Academy, ECU Criminal Justice Honor Society Presentation, ECU Criminal Justice Class Presentation, Elmhurst Elementary Career Day, Wintergreen Career Day, Elmhurst, AMEXCAN-ECU, PCC Visions, etc.
- Continued 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 panels in all of the City's departments. The training emphasizes effective and legal interviewing techniques. After completion of interviewer training, employees serve on various interview panels for the City's hiring and promotion processes.

- Expanded on digital marketing to reach a broader demographic. With the continued use of Red Shark, a local marketing company, the department saw an increase in attracting applicants from areas that traditional recruitment methods did not typically reach.
- Hired 3 black females in the positions of Telecommunicator, Civilian Traffic Investigator, and Crime Analyst II; 2 black males filled the positions of Police Officer Trainee and Civilian Traffic Investigator; 2 Hispanic females filled the positions of Police Officer Trainee and Telecommunicator; 1 Hispanic male and 1 Asian/Pacific Islander male were hired as Police Officer Trainees.
- Promoted 2 black males to the Sergeant and Lieutenant ranks, 1 Asian/Pacific Islander male to the rank of Master Police Officer, and 1 Asian/Pacific Islander female to the position of Police Accreditation Coordinator.
- Maintained a career-focused website, [www.joiningpdnc.com](http://www.joiningpdnc.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-away, 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 11 black males and 1 black female to fill various positions within the department.
- Promoted 7 black males to the skilled Sanitation Crew Leader position. One black female was promoted to the position of Lead Transit Driver and 3 black males to the position of Transit Driver.
- Partnered with Manpower Staffing Solutions for seasonal labor, thus exposing individuals to a career in Public Works to obtain possible employees for future vacancies.
- 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 employees' job knowledge and prepare them 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:**

- A black male was hired as a Recreation Supervisor.
- Posted "Hiring Now" banners throughout the community for the advertisement of seasonal employment opportunities.
- Continued participation in Work Placement/Training program with HR and PCC.
- Continued to include PCC, ECU, and other diverse sources in the current list of advertising contacts for positions.
- Posted job announcements on "Hire a Pirate" via the East Carolina University website.
- Posted jobs online via [greenvillenc.gov](http://greenvillenc.gov), social media, and at all recreation centers for vacant positions and internships to increase awareness of employment opportunities.
- Continued to work with the North Carolina High School Association to recruit basketball officials.

- Cross-posted jobs on social media forums and on various community group pages.
- Filled internship opportunities in various facilities and program areas (e.g., Sports Connection, Eppes Recreation Center, South Greenville Recreation Center, Center for Arts & Crafts)
- Seven Recreation and Parks employees attended the North Carolina Recreation and Parks Association's State Conference.
- One Recreation and Parks employee attended the Athletic Director's Workshop.
- Four Recreation and Parks employees attended the National Recreation and Parks Conference.
- Two female Recreation and Parks employees attended the LeadHERship conference.
- 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 and attended career fairs 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.
- Continued the Lifeguard in Training program to recruit and train individuals to become lifeguards to assist with recruitment efforts.
- Advertised via billboards in various locations throughout the city to assist with recruitment and program participation efforts.
- Hosted a recruitment event for summer positions at Eppes Recreation Center.
- Partnered with Human Resources to host two job fairs for various summer positions.
- Worked with various staff at Pitt Community College and attended career fairs to share employment and volunteer opportunities with students.
- Incorporated staff and community organizations into the training curriculum for Summer Camp part-time staff and added additional hours of instruction.

## VI. PROGRAM FOR 2025

- 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 2025 applicant pool compared to 2024 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, X, 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 Attorney's Office:**

- Assistant City Attorney has developed and will facilitate the following program for City supervisors attending the 2025 Supervisory Training and Refresher (STAR) Program: *Leadership, Ethics & the Law: EEO, Discrimination, Workplace Harassment, Ethics & Conflicts of Interest* (this includes a review of City of Greenville Personnel Policies including Equal Employment Opportunity and Affirmative Action Statement).
- Continue to attend the Community Unity Day at ECU in honor of the Martin Luther King Jr. holiday.



- Continue to attend the winter UNC School Of Government conference for municipal attorneys and the N.C. Association of Municipal Attorneys.
- Continue to serve on the North Carolina League of Municipality (NCLM) board in the attorney position.
- Remain open to visiting local colleges and secondary schools (high schools, etc.) to share steps to becoming an attorney, specifically, a local government attorney.

**City Clerk's Office:**

- Continue to encourage staff to seek internal and external opportunities for professional development.
- Propose a lunch-and-learn centered around women and financial health.
- Encourage staff members in the City Clerk's Office to join advocacy groups focused on women's professional development.
- Continue to coordinate with Human Resources to find opportunities for training centered around communication and leadership style.

**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 work with the Human Resources Department to advertise open positions in areas that increase visibility for minority candidates.
- Continue to engage in education opportunities to comply with industry standards and achieve departmental goals.
- Continue to participate in the MWBE Mix-N-Meet program and attend the MWBE contractor orientation.

**Financial Services Department:**

- Partner with human resources to develop a diverse applicant pool for each job vacancy by identifying industry-specific and diverse locations to advertise.

**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 nontraditional Fire/Rescue candidates.
- Continue partnership with Pitt 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 additional recruitment and retention assistance.
- Continue to attend job fairs to attract diverse talent.
- Continue to attend the regional recruitment and retention officer meetings.
- Continue to partner with United Way and Operation Santa Claus to give back to our community while spreading the word about career opportunities within Fire/Rescue.

**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 reinvigorating LEAD (Leadership Enhancement and Development) for experienced managers and supervisors.
- Continue to provide training on a variety of topics and City personnel policies, including Equal Employment Opportunity and harassment to employees.
- Continue to collaborate and build upon partnerships with ECU, Pitt Community College, 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.
- Continue to promote and enhance employee recognition and appreciation programs.

**Information Technology Department:**

- Continue to partner with local colleges for an intern recruitment program 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.

**Neighborhood and Business Services Department:**

- Participate in Human Relations Council-sponsored events such as the Senior Citizens Luncheon, Inclusive Community Breakfast, and Annual Awards Ceremony.
- Participate in business development-sponsored events, including the EmpowHer Women in Business and the Culture & Commerce Expo.
- Provide a Homebuyers Education Workshop geared towards members of diverse backgrounds.
- Work on housing development projects as part of the West Greenville Revitalization project.
- Participate in the Homebuyers Education Workshop.
- Work on the Low to Moderate Income Housing Project.

**Planning and Development Services Department:**

- As positions become available, the department will provide job announcements to colleges and universities that offer planning degree programs, particularly those with a significant minority enrollment.
- Continue to work with communities, neighborhoods, and partners to provide information and outreach efforts to citizens who need assistance. The department will also provide outreach to minority contractors through development processes involving plan submittals and permit issuance.
- Fill current vacant positions by utilizing diverse recruitment resources.
- Continue updating the Unified Development Ordinance (UDO) and conducting multiple community meetings. These meetings provide public information and assist community members in understanding the purpose of the UDO. I-Pads and paper handouts were provided at these meetings so that community members could complete the survey for input on the UDO. Most of these meetings were located in lesser-served areas of the city; hoping for greater exposure to all community members.
- Continue participating in available activities, partnerships, and/or strategies to target minorities for educational opportunities, internships, and job recruitment in the City.

- Continue providing in-house training for all employees and partner with Human Resources for training on various topics.
- Continue engaging in educational opportunities to maintain compliance with industry standards and achieve departmental goals.
- Continue promoting career advancement by encouraging employees to participate in the City's Employee Tuition Assistance Program.

**Police Department:**

- Continue to use a diverse recruiting team to attend more events and career fairs.
- Maintain a diverse recruitment team to deploy to colleges with predominantly minority representation.
- Continue building relationships with minority-based churches and community leaders.
- Continue partnering with Cops and Barbers to provide recruitment material to future applicants
- Partner with the Army's Pay Program to recruit soldiers as they transition out of the Army.
- Contact local businesses and schools to post recruitment posters and brochures.
- Partner with local universities to continue our internship program and promote ride-a-longs for department exposure.
- Participate in online and in-person career fairs.
- Continue attending local and regional career fairs with increased potential for minority applicants.
- 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.
- Advertise vacancies on military DORS (Defense Outplacement Referral System) and TBB (Transition Bulletin Radio Board) websites.
- Continue developing recruitment videos to attract minorities and women.
- Continue developing 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 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 maintain industry standards and achieve departmental goals.
- Continue to work with ECU and other colleges/universities to increase recruiting efforts on campus.
- Continue to attend career fairs at military bases with a diverse population.
- Continue to maintain active social media accounts to attract a broader range of applicants.
- 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 the City-wide Supervisory Training Program.
- Continue to participate in the 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.

**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 community.

- Post jobs on relevant websites such as NCRPA, NRPA, greenvillenc.gov, and various educational institutions in North Carolina.
- Continue working with ECU intramurals.
- Continue to work with local newspapers and radio stations.
- Continue to partner with HR for departmental-specific job fairs to help recruit for our summer employment opportunities.
- Offer various internships throughout the department.
- Participate in public speaking engagements in the community and make audience members aware of our mission, along with job and volunteer opportunities.
- Host recruitment events for the Lifeguard-in-Training program and other positions.
- Ensure diverse panels for part-time and full-time employee interviews.
- Expand staff training opportunities by working with local colleges when possible and relevant.

## 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. Continued 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 | \$5,000         |
| 2. Radio/TV  | \$4,000         |
| 3. Job fairs and billboards                          | \$10,000        |
| 4. Recruitment brochures/flyers                      | \$2,000         |
| 5. Internet websites                                 | <u>\$18,000</u> |
| Total  | \$39,000        |

The above figures do not reflect the cost of postage, or the 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, 2025 by the Human Resources Director to determine whether any issues need to be addressed or changed, with the final report submitted in February, 2025. 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 12/31/24   |       |             |            |                  |            |                    |            |             |            |                  |            |                    |            |              |            |                          |            |
|--|-------|-------------|------------|------------------|------------|--------------------|------------|-------------|------------|------------------|------------|--------------------|------------|--------------|------------|--------------------------|------------|
|  | Total | 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 |
| <b>City Attorney</b>   |       |             |            |                  |            |                    |            |             |            |                  |            |                    |            |              |            |                          |            |
| Employees  | 4     | 3           | 75%        | 2                | 50%        | 1                  | 25%        | 1           | 25%        | 1                | 25%        | 0                  | 0%         | 1            | 25%        | 0                        | 0%         |
| Applicants   | 0     | 0           | 0%         | 0                | 0%         | 0                  | 0%         | 0           | 0%         | 0                | 0%         | 0                  | 0%         | 0            | 0%         | 0                        | 0%         |
| <b>City Clerk</b>  |       |             |            |                  |            |                    |            |             |            |                  |            |                    |            |              |            |                          |            |
| Employees  | 3     | 1           | 33%        | 0                | 0%         | 1                  | 33%        | 1           | 33%        | 0                | 0%         | 1                  | 33%        | 3            | 100%       | 1                        | 33%        |
| Applicants   | 234   | 87          | 37%        | 14               | 6%         | 73                 | 31%        | 115         | 49%        | 9                | 4%         | 106                | 45%        | 200          | 85%        | 19                       | 8%         |
| <b>City Manager</b>  |       |             |            |                  |            |                    |            |             |            |                  |            |                    |            |              |            |                          |            |
| Employees  | 11    | 7           | 64%        | 4                | 36%        | 3                  | 27%        | 3           | 27%        | 1                | 9%         | 2                  | 18%        | 5            | 45%        | 1                        | 9%         |
| Applicants   | 100   | 62          | 62%        | 14               | 14%        | 47                 | 47%        | 31          | 31%        | 9                | 9%         | 22                 | 22%        | 73           | 73%        | 4                        | 4%         |
| <b>Engineering</b>   |       |             |            |                  |            |                    |            |             |            |                  |            |                    |            |              |            |                          |            |
| Employees  | 33    | 19          | 58%        | 15               | 45%        | 4                  | 12%        | 13          | 39%        | 12               | 36%        | 1                  | 3%         | 5            | 15%        | 1                        | 3%         |
| Applicants   | 285   | 114         | 40%        | 104              | 36%        | 9                  | 3%         | 115         | 40%        | 102              | 36%        | 10                 | 4%         | 24           | 8%         | 2                        | <1%        |
| <b>Financial Services</b>  |       |             |            |                  |            |                    |            |             |            |                  |            |                    |            |              |            |                          |            |
| Employees  | 21    | 10          | 48%        | 4                | 19%        | 6                  | 29%        | 10          | 48%        | 1                | 5%         | 9                  | 43%        | 16           | 76%        | 1                        | 5%         |
| Applicants   | 176   | 57          | 32%        | 29               | 16%        | 28                 | 16%        | 80          | 45%        | 33               | 19%        | 44                 | 25%        | 83           | 47%        | 26                       | 15%        |
| <b>Fire/Rescue</b>   |       |             |            |                  |            |                    |            |             |            |                  |            |                    |            |              |            |                          |            |
| Employees  | 155   | 121         | 78%        | 111              | 72%        | 10                 | 6%         | 30          | 19%        | 27               | 17%        | 3                  | 2%         | 14           | 9%         | 4                        | 3%         |
| Applicants   | 525   | 274         | 52%        | 245              | 47%        | 28                 | 5%         | 185         | 35%        | 134              | 26%        | 48                 | 9%         | 81           | 15%        | 52                       | 10%        |
| <b>Human Resources</b>   |       |             |            |                  |            |                    |            |             |            |                  |            |                    |            |              |            |                          |            |
| Employees  | 11    | 5           | 45%        | 0                | 0%         | 5                  | 45%        | 2           | 18%        | 0                | 0%         | 2                  | 18%        | 10           | 91%        | 4                        | 36%        |
| Applicants   | 223   | 88          | 39%        | 16               | 7%         | 70                 | 31%        | 107         | 48%        | 14               | 6%         | 92                 | 41%        | 179          | 80%        | 17                       | 8%         |
| <b>Information Technology</b>  |       |             |            |                  |            |                    |            |             |            |                  |            |                    |            |              |            |                          |            |
| Employees  | 20    | 15          | 75%        | 10               | 50%        | 5                  | 25%        | 4           | 20%        | 3                | 15%        | 1                  | 5%         | 6            | 30%        | 1                        | 5%         |
| Applicants   | 0     | 0           | 0%         | 0                | 0%         | 0                  | 0%         | 0           | 0%         | 0                | 0%         | 0                  | 0%         | 0            | 0%         | 0                        | 0%         |
| <b>Neighborhood &amp; Business Services</b>  |       |             |            |                  |            |                    |            |             |            |                  |            |                    |            |              |            |                          |            |
| Employees  | 24    | 9           | 38%        | 7                | 29%        | 2                  | 8%         | 13          | 54%        | 6                | 25%        | 7                  | 29%        | 11           | 46%        | 2                        | 8%         |
| Applicants   | 327   | 134         | 41%        | 78               | 24%        | 55                 | 17%        | 160         | 49%        | 51               | 16%        | 109                | 33%        | 184          | 56%        | 29                       | 9%         |
| <b>Planning &amp; Development Services</b>   |       |             |            |                  |            |                    |            |             |            |                  |            |                    |            |              |            |                          |            |
| Employees  | 22    | 17          | 77%        | 10               | 45%        | 7                  | 32%        | 5           | 23%        | 4                | 18%        | 1                  | 5%         | 8            | 36%        | 0                        | 0%         |
| Applicants   | 317   | 182         | 57%        | 126              | 40%        | 56                 | 18%        | 96          | 30%        | 42               | 13%        | 54                 | 17%        | 124          | 39%        | 24                       | 8%         |
| <b>Police</b>  |       |             |            |                  |            |                    |            |             |            |                  |            |                    |            |              |            |                          |            |
| Employees  | 246   | 191         | 78%        | 135              | 55%        | 56                 | 23%        | 37          | 15%        | 25               | 10%        | 12                 | 5%         | 71           | 29%        | 18                       | 7%         |
| Applicants   | 1555  | 617         | 40%        | 331              | 21%        | 287                | 18%        | 781         | 50%        | 274              | 18%        | 494                | 32%        | 846          | 54%        | 118                      | 8%         |
| <b>Public Works</b>  |       |             |            |                  |            |                    |            |             |            |                  |            |                    |            |              |            |                          |            |
| Employees  | 141   | 55          | 39%        | 49               | 35%        | 6                  | 4%         | 82          | 58%        | 71               | 50%        | 11                 | 8%         | 17           | 12%        | 4                        | 3%         |
| Applicants   | 1330  | 436         | 33%        | 396              | 30%        | 38                 | 3%         | 756         | 57%        | 677              | 51%        | 66                 | 5%         | 115          | 9%         | 98                       | 7%         |
| <b>Recreation and Parks</b>  |       |             |            |                  |            |                    |            |             |            |                  |            |                    |            |              |            |                          |            |
| Employees  | 63    | 47          | 75%        | 33               | 52%        | 14                 | 22%        | 15          | 24%        | 14               | 22%        | 1                  | 2%         | 15           | 24%        | 1                        | 2%         |
| Applicants   | 827   | 374         | 45%        | 272              | 33%        | 101                | 12%        | 380         | 46%        | 269              | 33%        | 107                | 13%        | 222          | 27%        | 41                       | 5%         |
| <b>City of Greenville (all departments)</b>  |       |             |            |                  |            |                    |            |             |            |                  |            |                    |            |              |            |                          |            |
| Employees  | 754   | 500         | 66%        | 380              | 50%        | 120                | 16%        | 216         | 29%        | 165              | 22%        | 51                 | 7%         | 182          | 24%        | 38                       | 5%         |
| Applicants   | 5899  | 2425        | 41%        | 1625             | 28%        | 792                | 13%        | 2806        | 48%        | 1614             | 27%        | 1152               | 20%        | 2131         | 36%        | 430                      | 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 2024**

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, Deputy 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 2024, Officials and Administrators made up approximately 2% (17) of the City's 754 full-time employees. Females held 29% (5) of this category's positions and minorities held 41% (7) 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 12% (87) of the City's full-time employees. Females held 22 (25%) of all professional positions, while minorities held 23 (26%) 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 2024, approximately 22% (168) of the City's workforce was classified as Technicians. Minorities comprised 46 (27%) of the positions held and 26 (15%) were female.

4. Protective Service Workers

Protective service workers accounted for the largest occupational category of employees, representing approximately 30% (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 2024, females comprised 31 (14%) of the positions while minorities held 54 (24%) 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 Assistants and Accounting Generalist. There were 42 (6%) paraprofessionals at the end of 2024, of which 30 (71%) were female and 15 (36%) 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 62 (8%) of the total workforce in 2024. Females comprised 54 (87%) of the administrative support positions while minorities comprised 19 (31%).



7. Skilled Craft Workers

Skilled craft workers perform jobs which require special manual skills 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 91 (12%) skilled craft workers at the end of 2024, minorities held 54 (59%) positions, while females comprised 3 (3%).

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 2024. Eleven (19%) of this category were female and 36 (61%) were minorities.

**EEO JOB CATEGORIES**  
**Full-Time Employees**  
**As of 12/31/24**

| Job Category               | ALL EMPLOYEES |      |        | RACE/ETHNIC CATEGORIES |     |    |     |      |        |     |     |     |      |
|----------------------------|---------------|------|--------|------------------------|-----|----|-----|------|--------|-----|-----|-----|------|
|                            |               |      |        | MALE                   |     |    |     |      | FEMALE |     |     |     |      |
|                            | Total         | Male | Female | W                      | B   | H  | API | AIAN | W      | B   | H   | API | AIAN |
| Officials & Administrators | 17            | 12   | 5      | 9                      | 3   | 0  | 0   | 0    | 1      | 3   | 0   | 1   | 0    |
|                            | 2%            | 71%  | 29%    | 53%                    | 18% | 0% | 0%  | 0%   | 6%     | 18% | 0%  | 6%  | 0%   |
| Professionals              | 87            | 65   | 22     | 49                     | 14  | 1  | 0   | 1    | 15     | 6   | 0   | 1   | 0    |
|                            | 12%           | 75%  | 25%    | 56%                    | 16% | 1% | 0%  | 1%   | 17%    | 7%  | 0%  | 1%  | 0%   |
| Technicians                | 168           | 142  | 26     | 104                    | 32  | 4  | 2   | 0    | 18     | 4   | 4   | 0   | 0    |
|                            | 22%           | 85%  | 15%    | 62%                    | 19% | 2% | 1%  | 0%   | 11%    | 2%  | 2%  | 0%  | 0%   |
| Protective Service Workers | 228           | 197  | 31     | 148                    | 34  | 12 | 3   | 0    | 26     | 3   | 2   | 0   | 0    |
|                            | 30%           | 86%  | 14%    | 65%                    | 15% | 5% | 1%  | 0%   | 11%    | 1%  | <1% | 0%  | 0%   |
| Paraprofessionals          | 42            | 12   | 30     | 7                      | 5   | 0  | 0   | 0    | 20     | 9   | 0   | 1   | 0    |
|                            | 6%            | 29%  | 71%    | 17%                    | 12% | 0% | 0%  | 0%   | 48%    | 21% | 0%  | 2%  | 0%   |
| Administrative Support     | 62            | 8    | 54     | 7                      | 1   | 0  | 0   | 0    | 36     | 16  | 2   | 0   | 0    |
|                            | 8%            | 13%  | 87%    | 11%                    | 2%  | 0% | 0%  | 0%   | 58%    | 26% | 3%  | 0%  | 0%   |
| Skilled Craft Workers      | 91            | 88   | 3      | 37                     | 49  | 2  | 0   | 0    | 0      | 3   | 0   | 0   | 0    |
|                            | 12%           | 97%  | 3%     | 41%                    | 54% | 2% | 0%  | 0%   | 0%     | 3%  | 0%  | 0%  | 0%   |
| Service- Maintenance       | 59            | 48   | 11     | 19                     | 27  | 2  | 0   | 0    | 4      | 7   | 0   | 0   | 0    |
|                            | 8%            | 81%  | 19%    | 32%                    | 46% | 3% | 0%  | 0%   | 7%     | 12% | 0%  | 0%  | 0%   |
| TOTAL                      | 754           | 572  | 182    | 380                    | 165 | 21 | 5   | 1    | 120    | 51  | 8   | 3   | 0    |
|                            | 100%          | 76%  | 24%    | 50%                    | 22% | 3% | <1% | <1%  | 16%    | 7%  | 1%  | <1% | 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.

### 2024 Workforce Composition by EEO Job Category – Net Change from 2023

| OFFICIALS & ADMINISTRATORS |           |           |            |
|----------------------------|-----------|-----------|------------|
|                            | Dec. 2023 | Dec. 2024 | Net Change |
| Male                       | 11        | 12        | +1         |
| Female                     | 5         | 5         | 0          |
| Non-Minority               | 9         | 10        | +1         |
| Minority                   | 7         | 7         | 0          |
| Black                      | 6         | 6         | 0          |
| Hispanic                   | 0         | 0         | 0          |
| Asian/PI                   | 1         | 1         | 0          |
| AI/AN                      | 0         | 0         | 0          |
| TOTALS                     | 16        | 17        | +1         |

| PARAPROFESSIONALS |           |           |            |
|-------------------|-----------|-----------|------------|
|                   | Dec. 2023 | Dec. 2024 | Net Change |
| Male              | 16        | 12        | -4         |
| Female            | 23        | 30        | +7         |
| Non-Minority      | 27        | 27        | 0          |
| Minority          | 12        | 15        | +3         |
| Black             | 12        | 14        | +2         |
| Hispanic          | 0         | 0         | 0          |
| Asian/PI          | 0         | 1         | +1         |
| AI/AN             | 0         | 0         | 0          |
| TOTALS            | 39        | 42        | +3         |

| PROFESSIONALS |           |           |            |
|---------------|-----------|-----------|------------|
|               | Dec. 2023 | Dec. 2024 | Net Change |
| Male          | 65        | 65        | 0          |
| Female        | 21        | 22        | +1         |
| Non-Minority  | 65        | 64        | -1         |
| Minority      | 21        | 23        | +2         |
| Black         | 17        | 20        | +3         |
| Hispanic      | 2         | 1         | -1         |
| Asian/PI      | 1         | 1         | 0          |
| AI/AN         | 1         | 1         | 0          |
| TOTALS        | 86        | 87        | +1         |

| ADMINISTRATIVE SUPPORT |           |           |            |
|------------------------|-----------|-----------|------------|
|                        | Dec. 2023 | Dec. 2024 | Net Change |
| Male                   | 6         | 8         | +2         |
| Female                 | 51        | 54        | +3         |
| Non-Minority           | 38        | 43        | +5         |
| Minority               | 19        | 19        | 0          |
| Black                  | 17        | 17        | 0          |
| Hispanic               | 1         | 2         | +1         |
| Asian/PI               | 1         | 0         | -1         |
| AI/AN                  | 0         | 0         | 0          |
| TOTALS                 | 57        | 62        | +5         |

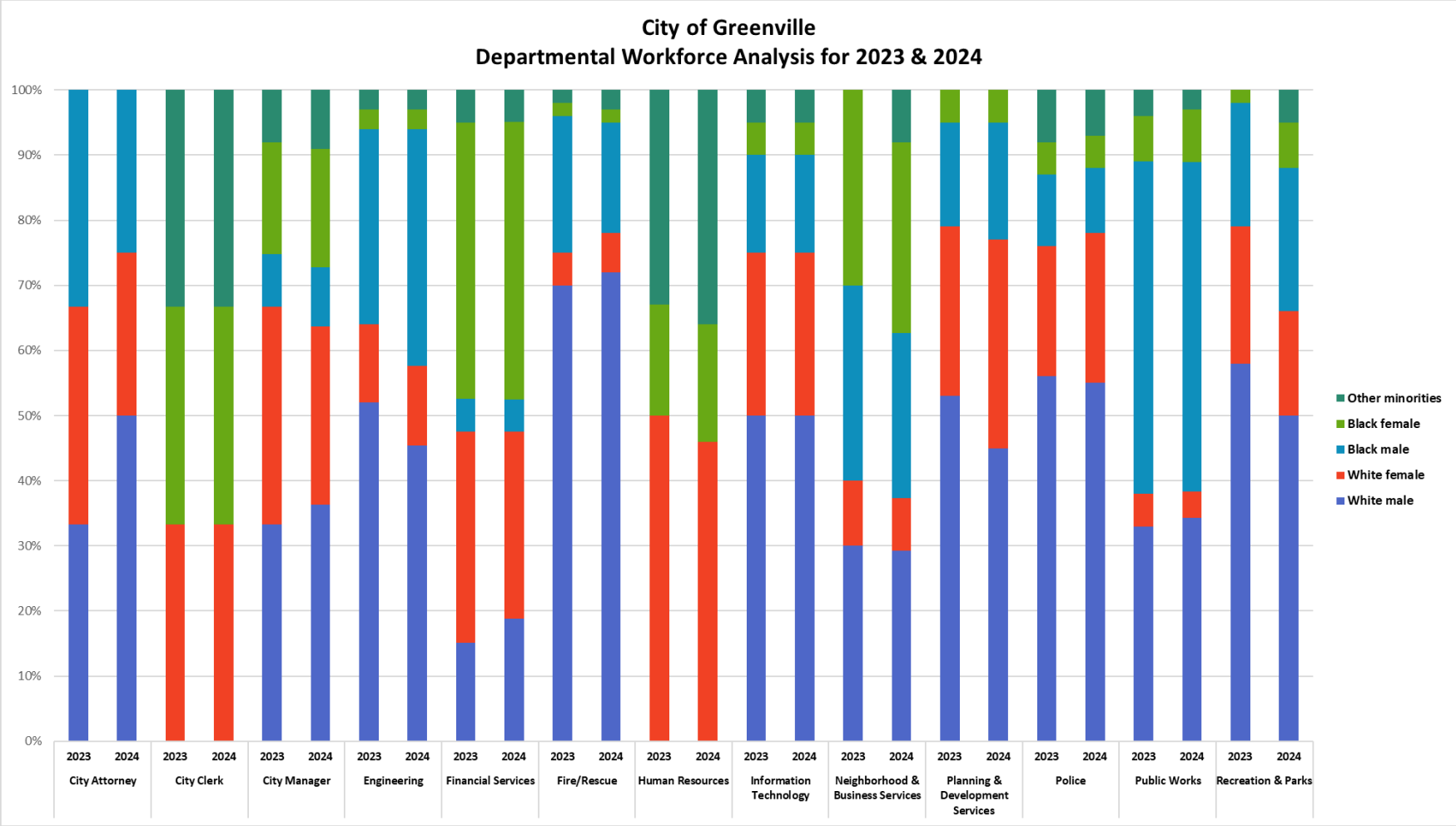
| TECHNICIANS  |           |           |            |
|--------------|-----------|-----------|------------|
|              | Dec. 2023 | Dec. 2024 | Net Change |
| Male         | 134       | 142       | +8         |
| Female       | 21        | 26        | +5         |
| Non-Minority | 117       | 122       | +5         |
| Minority     | 38        | 46        | +8         |
| Black        | 31        | 36        | +5         |
| Hispanic     | 6         | 8         | +2         |
| Asian/PI     | 1         | 2         | +1         |
| AI/AN        | 0         | 0         | 0          |
| TOTALS       | 155       | 168       | +13        |

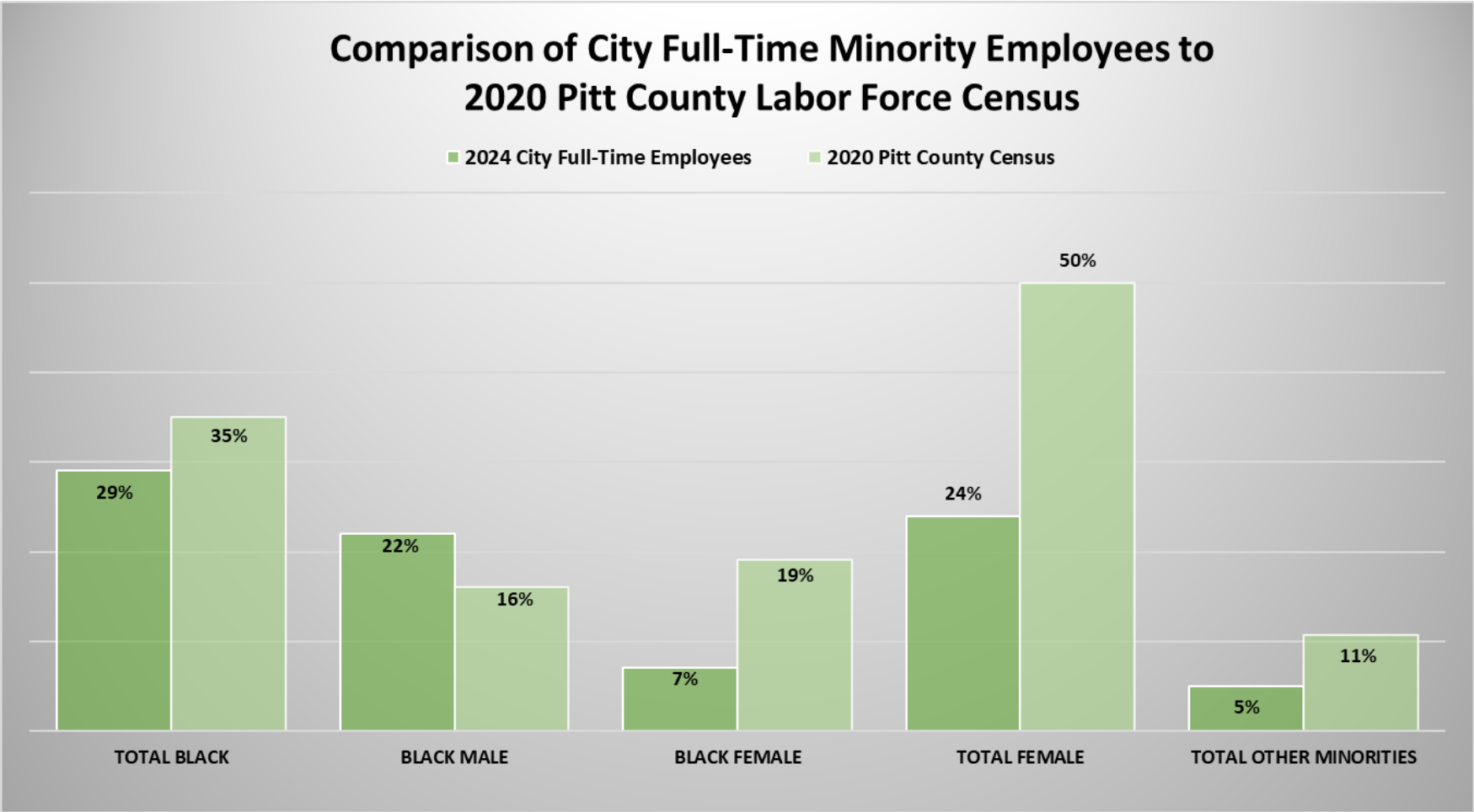
| SKILLED CRAFT WORKERS |           |           |            |
|-----------------------|-----------|-----------|------------|
|                       | Dec. 2023 | Dec. 2024 | Net Change |
| Male                  | 85        | 88        | +3         |
| Female                | 2         | 3         | +1         |
| Non-Minority          | 34        | 37        | +3         |
| Minority              | 53        | 54        | +1         |
| Black                 | 50        | 52        | +2         |
| Hispanic              | 3         | 2         | -1         |
| Asian/PI              | 0         | 0         | 0          |
| AI/AN                 | 0         | 0         | 0          |
| TOTALS                | 87        | 91        | +4         |

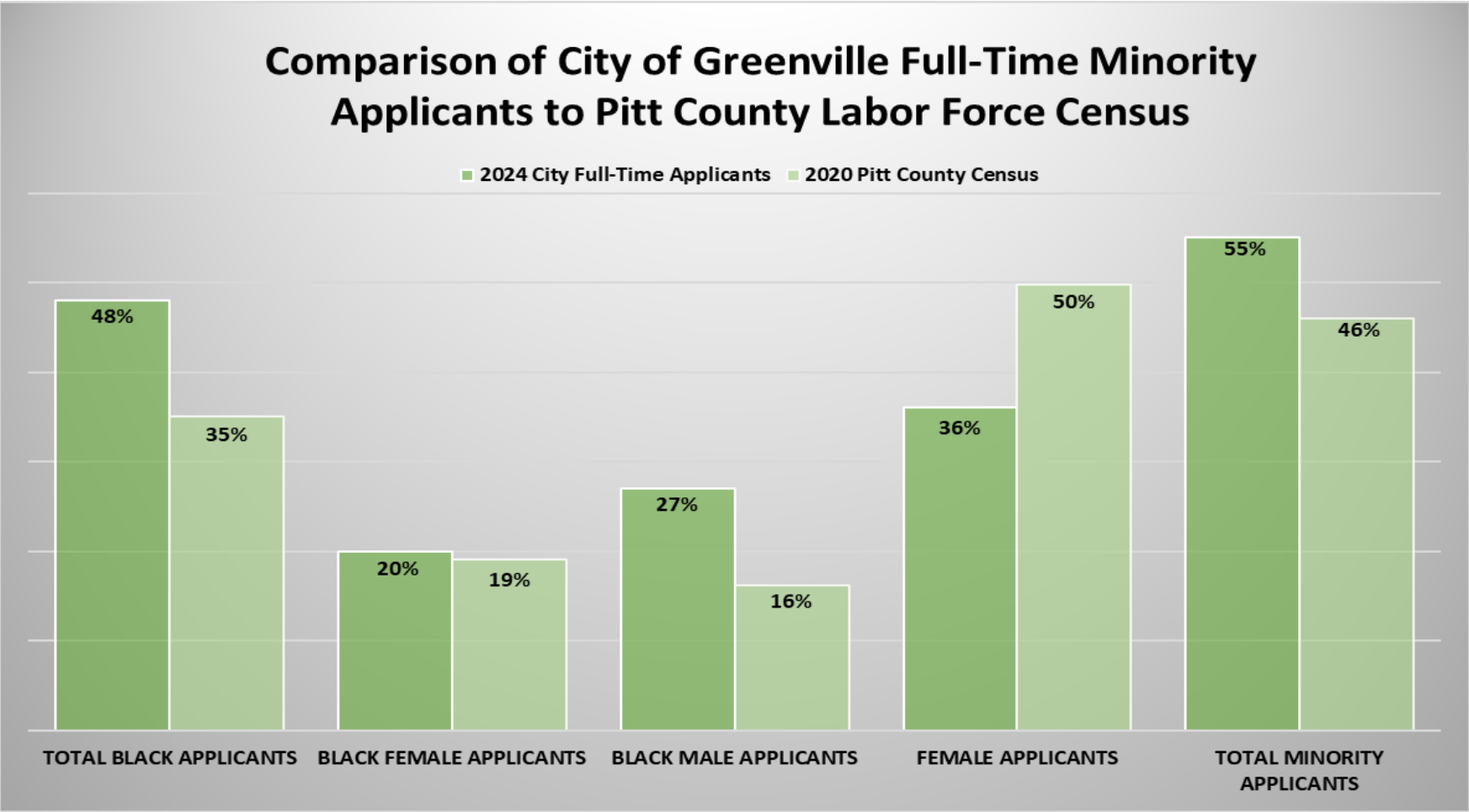
| PROTECTIVE SERVICE WORKERS |           |           |            |
|----------------------------|-----------|-----------|------------|
|                            | Dec. 2023 | Dec. 2024 | Net Change |
| Male                       | 199       | 197       | -2         |
| Female                     | 29        | 31        | +2         |
| Non-Minority               | 162       | 174       | +12        |
| Minority                   | 66        | 54        | -12        |
| Black                      | 50        | 37        | -13        |
| Hispanic                   | 14        | 14        | 0          |
| Asian/PI                   | 2         | 3         | +1         |
| AI/AN                      | 0         | 0         | 0          |
| TOTALS                     | 228       | 228       | 0          |

| SERVICE-MAINTENANCE |           |           |            |
|---------------------|-----------|-----------|------------|
|                     | Dec. 2023 | Dec. 2024 | Net Change |
| Male                | 45        | 48        | +3         |
| Female              | 9         | 11        | +2         |
| Non-Minority        | 21        | 23        | +2         |
| Minority            | 33        | 36        | +3         |
| Black               | 32        | 34        | +2         |
| Hispanic            | 1         | 2         | +1         |
| Asian/PI            | 0         | 0         | 0          |
| AI/AN               | 0         | 0         | 0          |
| TOTALS              | 54        | 59        | +5         |

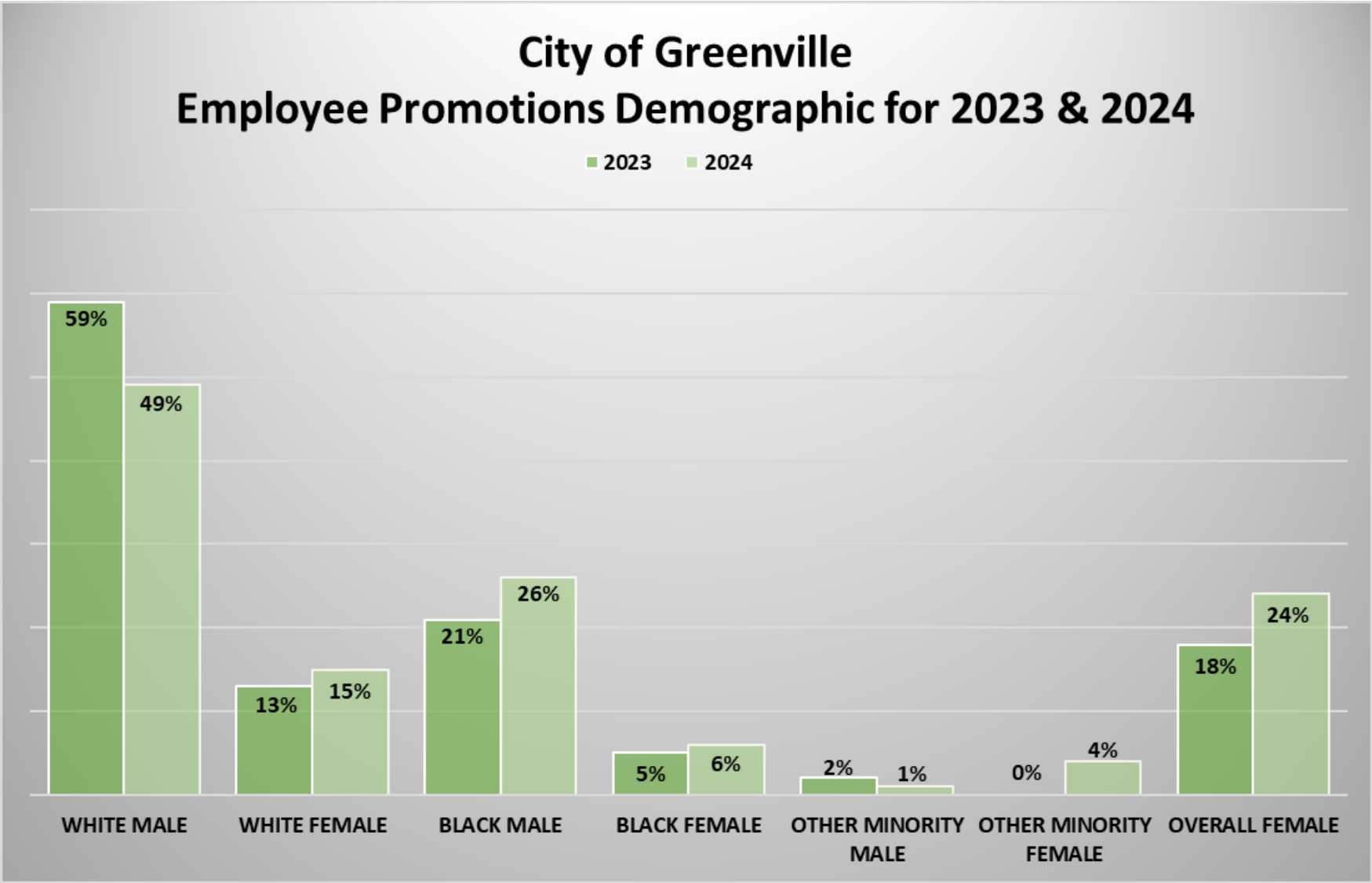
Appendix B: Charts





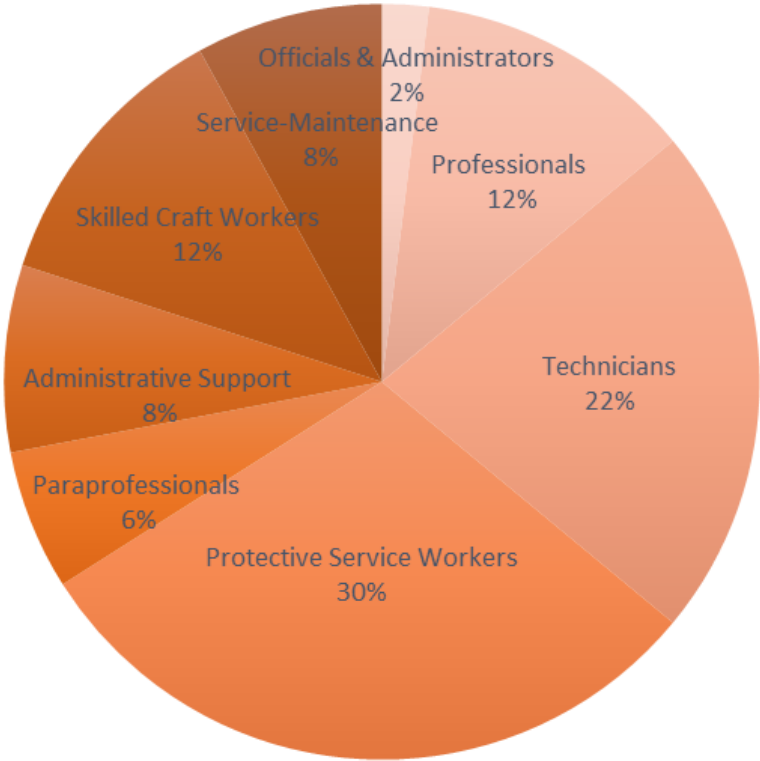




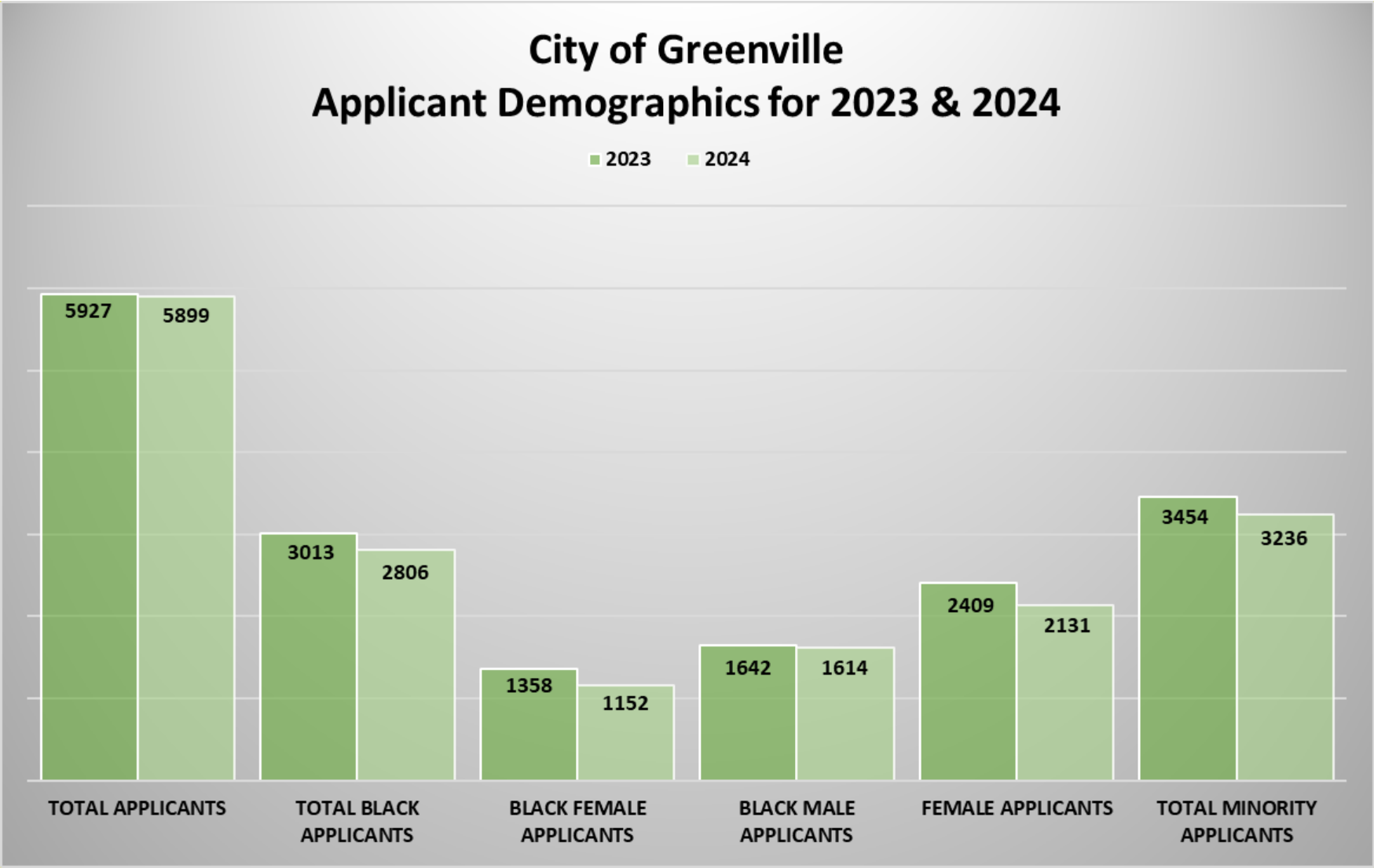


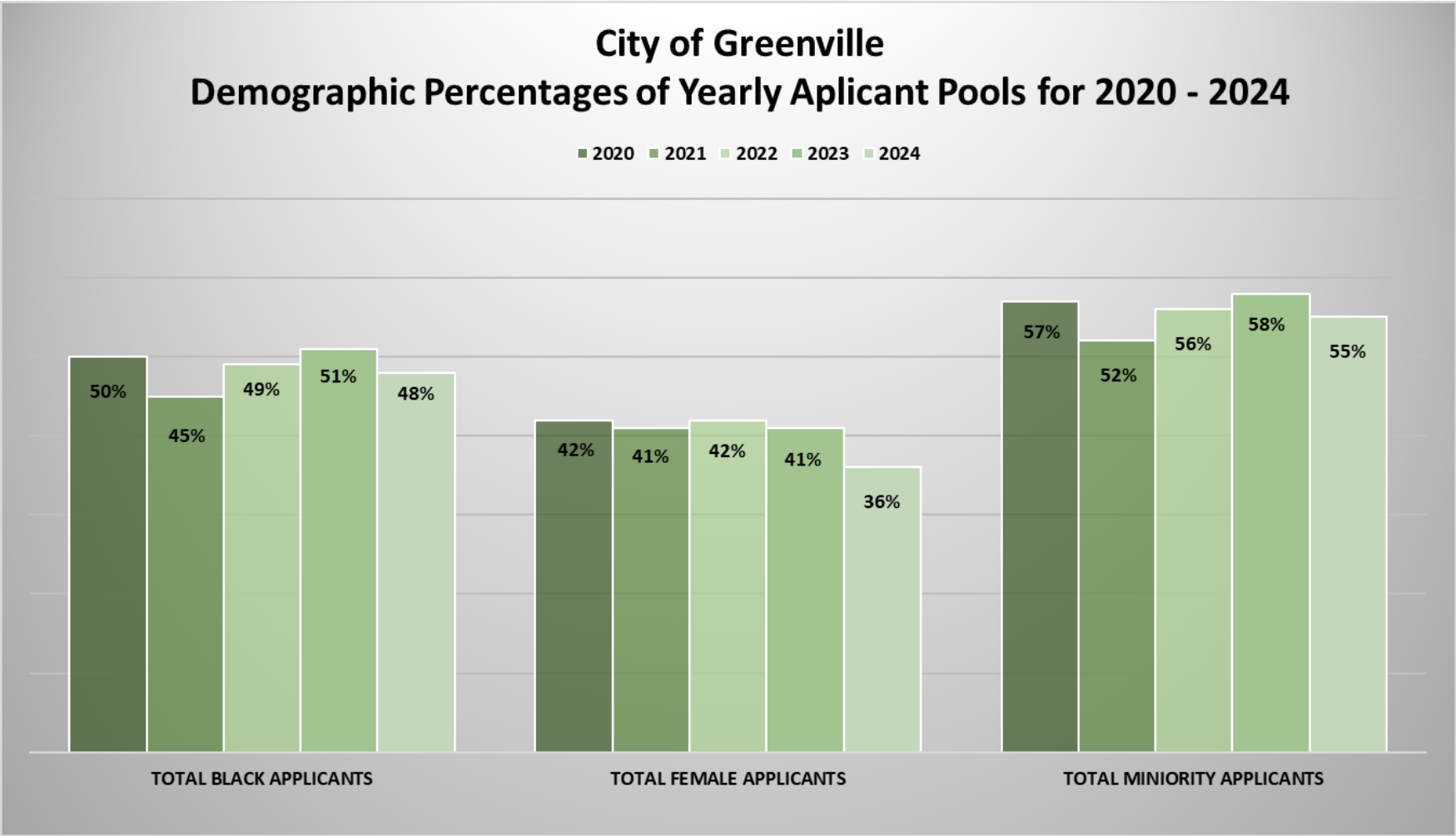


# City of Greenville EEO Job Categories for 2024



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







# Memorandum

**To:** Valerie Shiuwegar, City Clerk  
**From:** Richard Tyndall, Chief of Police  
**Date:** August 27, 2025  
**Subject:** Police Community Relations Committee 2025 Annual Report

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## **General Information**

|                                |  |
|--------------------------------|--|
| <b>Board/Commission:</b>       | <b>Police Community Relations Committee</b>                            |
| <b>Reporting Period:</b>       | <b>Annual Report – Sept. 2024 to August 2025</b>                       |
| <b>Report Submitted by:</b>    | <b>Devinder Culver, Staff Liaison on behalf of PCRC</b>                |
| <b>Board/Commission Chair:</b> | <b>Mr. Sonny Bass</b>  |
| <b>Number of meetings:</b>     | <b>7 of 10 - PLUS several members attended 2024 National Night Out</b> |

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The Police Community Relations Committee (PCRC) is a unique, active committee, that was created in September 1996 to act as a liaison between the community at large and the Greenville Police Department. The seven Council appointed volunteer members work diligently to stay abreast of current events, advocate for police programs, promote community safety awareness, provide citizens with educational opportunities, and at each meeting community members are afforded the chance to speak on any police related topic.

The PCRC meets monthly at 6:00 p.m. on the second Tuesday of the month, with the exception of July and August. In accordance with the PCRC bylaws the stated purpose of the committee is:

1. To serve as a liaison between the community and the police over issues of common interest.
2. To serve as an advocate for programs, ideas, and methods to promote working relationships between the community and the police.
3. To disseminate information to the community and the City with regard to the state of relations between the community and the Greenville Police Department.
4. To assist and promote community education efforts concerning safety awareness and community and individual awareness.

During the last twelve months PCRC met seven times. The following highlighted activities showcase how the activities met PCRC's purpose and how they are aligned with the City's goals and priorities as specified on the City of Greenville website: <https://www.greenvillenc.gov/home/showdocument?id=6256>

### **Highlight 1: Promote Community and Individual Safety Awareness**

On September 10, 2024, PCRC hosted a session on "Community & Student Safety" at the Towne Bank Tower at ECU. ECU Police Chief J. Sugg and Captain M. Montanye of the Greenville Police Department

were the speakers. They mentioned the importance of the mutual aid agreements between East Carolina University and the City of Greenville and the national campaign “If You See Something, Say Something.”



In addition to the general safety of the community, they spoke about the measures that individuals could take to protect themselves and their property. Measures, such as locking cars, securing windows and doors, as well as investing in personal safety tools like pepper spray and personal alarms.

The above activity not only met PCRC’s purpose area number four, but it also aligned with City goal number one which states “Enhance community engagement, safety, wellness, and environmental responsibility.” All four of the PCRC purpose areas work towards this City goal, as PCRC provides monthly opportunities for civic engagement and the sharing of information. All residents regardless of their race, gender or affiliation have an opportunity to voice their concerns at every meeting.

### **Highlight 2: Issues of Common Interest - “2024 Year in Review”**

On November 12, 2024 PCRC hosted a meeting “2024 Year in Review” where Deputy Chief R. Tyndall reviewed the crime statistics. He explained that based on the year-to-date statistics, violent crime, gunshot incidents, property crime and burglaries had all decreased. This sharing of data provides citizens with important information which contributes to their feeling of safety and security. Safety is a key factor when people are making the decision to visit Greenville or to make it their home.

PCRC contributes towards the city goal associated with making “Greenville a destination community and place for all people to call home” by helping to create a safe environment through education, advocacy and information sharing. Thus, the community can enjoy, experience and take part in the artistic, cultural and recreational opportunities afforded by the City. Ultimately, PCRC positively impacts the quality of life.

### **Highlight 3: Working Relationships**

PCRC provides the Greenville Police Department with an additional layer of transparency by offering residents and members of the Greenville Police Department with a monthly opportunity to interact, and share ideas, issues and concerns on any police related topic. It is a time for us to share our stories.

In the Spring of 2025, PCRC conducted a community survey with the purpose of gathering information on the state of relations between the citizens and the police department and to provide community members with the opportunity to have input regarding subjects that they wanted PCRC to address.

The survey was posted on the PCRC City webpage and shared widely by PCRC members and staff with their email lists. Community members had five (5) weeks to respond to the online survey. Sixty-six (66) responses were received. Ninety-two percent (92%) of the respondents rated the relationship with the police department and the community as “Fair” and above. Sixty-nine (69%) rated the relationship as “Good” to “Excellent.”

Survey respondents stated that they wanted PCRC to address the following topics, gun violence, substance use, mental health, and human trafficking. PCRC members continue to show their commitment to meeting the needs of the Greenville community by promising to address their areas of interest.

PCRC is looking forward to another successful year.

cc: Michael Cowin, Deputy City Manager  
Donald Phillips, Assistant City Attorney  
Sonny Bass, PCRC Board Chair  
Devinder Culver, Community Projects Coordinator