

**City of Virginia Beach
Department of Agriculture
Equal Employment Opportunity Plan (EEOP)
January 1, 2006 – December 31, 2006**

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**Department of Agriculture
Equal Employment Opportunity Plan (EEOP)
January 1 2006 – December 31, 2006**

Table of Contents

Section I. Introduction

Introduction	3-4
EEOC Job Categories	5

Section II. Workforce Utilization Analysis

Workforce Utilization Analysis – Charts and Graphs.	6-12
1. Chart A – Workforce Analysis (Race, Sex, Ethnic Group)	7
2. Chart B – Workforce by EEO Job Categories	8
3. Chart C – Workforce Analysis (Pie Chart)	9
4. Chart C-1 – RLM Census Data.	10
5. Chart D – Workforce Utilization Analysis/RLM	11
6. Graph A-1 – Female Representation in EEO Job Groups	12
7. Graph A-2 – Minority Representation in EEO Job Groups	12
Target Areas of Underutilization	13-14
Action Plans	15
Ads/Recruitment	15

Section III. Human Resources Development

Learning and Development	16
Staff Development	16

Section IV. EEOP Annual Review Criteria

Strategic Goals/Objectives	17
Anticipated Job Opportunities	17

Section V. Appendices

Department of Agriculture Organizational Chart	18
Workforce Statistical Data Reports	19

Introduction

The Department of Agriculture's community vision of the City of Virginia Beach is that the city is a beautiful, unique and diverse community with abundant, protected and well-managed natural resources. The city has a viable agriculture industry and our rural heritage is cherished by the community and is preserved for future generations.

Our citizens are well informed on issues pertaining to nutrition, food safety, financial management, family life, and environment horticulture. Our youth have abundant opportunities to grow up in a healthy and safe environment, where they learn leadership and citizenship skills to become successful members of society. By using researched-based information, citizens actively improve their quality of life and have a sustainable "Community For A Lifetime."

The Department of Agriculture's vision is to be recognized by the organization and community as a values resource in providing life long learning opportunities through diverse programs. The department has optimal funding, staff, marketing and technological resources. Collaborating with internal and external agencies results in a greater awareness of and increased citizen participation in educational opportunities and programs. The department is able to recruit, retain, and manage a knowledgeable, efficient, and effective volunteer base to assist in the implementation of educational programming. The success of our program is evident, and it is exemplified through the increased knowledge, awareness and satisfaction of our citizens.

The mission of the Department of Agriculture is to provide leadership, educational opportunities and resources, to conserve and enhance our environmental resources and provide life-long learning for all citizens.

The Department of Agriculture EEOP is presented as a comprehensive document that analyzes the department's workforce in comparison to the relevant labor market. The departmental EEOP is designed to assess the effectiveness of the recruitment, selection, and retention strategies to ensure that there is full and equal representation in the department of males and females regardless of their race, sex, or national origin. The departmental EEOP enables the Director of Agriculture to look critically at its workforce and practices to determine its effectiveness in supporting city initiatives.

The Department of Agriculture's workforce can be described as a group of experienced staff professionals possessing the knowledge, skills, abilities, and experience to effectively produce the desired results in guiding the City of Virginia Beach toward achieving its goals. The department is comprised of the following four divisions:

1. **Directors Office:** This division provides overall direction, coordination and administrative support to the department; provides leadership in developing and implementing the Agricultural Reserve Program; provides the agriculture community with technical assistance ensuring that agriculture is a viable segment of the city's economy; provides support to the Agricultural Advisory Commission; assists and provides recommendations to the Planning Department regarding the Comprehensive Plan, compliance with the Chesapeake Bay Area Preservation Mandates, Southern Watershed Ordinance, transition area, and open space; provide recommendations for the future direction of the Farmers Market; provide coordination of city services for

agricultural related special events (Strawberry Festival, Harvest Fair); install, maintain and manage the road side farm sign program; review site plans for projects in the southern portion of the city; assists in preserving the city's agricultural heritage to enhance our sense of community; provide leadership to the Wild Horse Committee and the Princess Anne Commons Task Force; manage Habitat Enhancement funds; and provide recommendations on rural drainage. Positions include the Director, Rural Community Coordinator, Executive Assistant II, and Administrative Specialist II.

2. **Cooperative Extension:** This division provides research based educational programs in the subject areas of agriculture, environmental horticulture, family and consumer sciences, and youth development. Positions include four Extension Agents (which are hired through the state) and two Administrative Assistants.
3. **Farmers Market:** This division provides for the management of the Farmers Market. Activities include rent/fee collection; planning and implementing special events, educational and interpretive programs; development and implementation of a promotional plan; customer relations; supervision of city and contractual staff; overseeing the cleanliness, maintenance, and security of the market; and working with the market's merchants. Positions include a Market Manager, Assistant Manager, and an Office Assistant II.
4. **Agricultural Reserve Program:** This division provides for the management of the Agricultural Reserve Program (ARP). ARP is the city's primary tool for preserving development rights from landowners, and holding them in perpetuity. It is a voluntary program in which a landowner may offer to sell an easement to the city, which restricts development. The objective of the program is to support the agricultural community, by helping to keep the land base available for farming, by minimizing the impact of residential development in agricultural areas, and reducing the cost of urban infrastructure and services. The goal is to preserve 20,000 acres in the southern portion of the city. Positions include a Planner II who services as the ARP Coordinator, and an Office Assistant II.

EEOC Job Categories

Based on the guidelines established by the Equal Employment Opportunity Commission (EEOC), all job titles for the City of Virginia Beach are assigned to a specific EEO job category/group. The following represents all fulltime job titles within the Department of Agriculture as of December 14, 2006:

Officials and Administrators – 1

1. Director of Agriculture

Professionals – 9

1. Extension Agent (4)
2. Farmers Market Assistant Manager
3. Farmers Market Manager
4. Planner II
5. Administrative Specialist II
6. Rural Community Coordinator

Administrative Support – 5

1. Administrative Assistant (2)
2. Executive Assistant
3. Office Assistant (2)

Protective Services - 0

Skilled Craft – 0

Service Maintenance – 0

Workforce Utilization Analysis - Charts and Graphs

As of December 14, 2006, the Department of Agriculture is divided into four divisional units with a total of fifteen fulltime employees.

The department's workforce is presented by organizational units (**Chart A**) and using EEOC job categories (**Chart B**) highlighting race, sex, and ethnic group/national origin. **Chart C** offers a visual display of the workforce statistics referenced in Chart B.

Statistics displayed in **Chart C-1** reflect workforce availability rates for females and minorities using Relevant Labor Market (RLM) data reflected in the Virginia Beach, Norfolk, Newport News, VA-NC metropolitan statistical area (MSA). Percentages include the following ethnic groups for females and minorities: Black/African American, Hispanic, Asian/Pacific Islanders, and American Indian/Alaskan Native.

Chart D highlights workforce utilization by race, sex, ethnic group/national origin, and EEO job category with the relevant labor market and offers a detailed analysis regarding areas of underutilization. A narrative assessment is also provided.

When determining areas of female and minority underutilization, the information used for comparison includes the fulltime employee population (effective 12/14/06) and census data for the year 2000 published by the U.S. Census Bureau.

Availability estimates indicated in **Graph A-1** and **Graph A-2** compare utilization percentages for the Department of Agriculture's past and present female and minority fulltime employee populations with the relevant labor market. This comparison is designed to highlight areas of underutilization within job groups. Additionally, the comparison of availability estimates displayed in **Graphs A-1** and **A-2** offer a way of translating Equal Employment Opportunity (EEO) indicators into concrete numerical terms. By using an estimate of the proportion of each sex and race/ethnic group available and qualified for employment within a given job category, comparisons can be made to determine a percentage of individuals that could reasonably be expected to be employed with the existing workforce.

The data in Chart C-1 is used in Chart D, Graphs A-1 and A-2 to identify areas of underutilization in female and minority groups within the department.

Chart A

City of Virginia Beach Department of Agriculture Workforce Analysis by Race, Sex, and Ethnic Group/National Origin

As of 12/14/06, the fulltime employee workforce for the City of Virginia Beach Department of Agriculture totaled 15. The workforce is divided into 4 organizational units displayed in the Workforce Analysis matrix below by race, sex, and ethnic group/national origin. Percentages are included in the totals reflecting overall representation of female and minority groups.

Organizational Unit	Total				Male					Female				
	F/T	Male	Female	Min	W	B/AA	H	A/PI	AI/AN	W	B/AA	H	A/PI	AI/AN
1. Agriculture Reserve Program (14310)	2	0	2	0	0	0	0	0	0	2	0	0	0	0
2. Cooperative Extension Program (14010)	6	1	5	2	1	0	0	0	0	3	2	0	0	0
3. Directors Office (14001)	4	3	1	0	3	0	0	0	0	1	0	0	0	0
4. Farmer's Market (14110)	3	0	3	0	0	0	0	0	0	3	0	0	0	0
Total #	15	4	11	2	4	0	0	0	0	9	2	0	0	0
Total %		26.7	73.3	13.3	26.7	0.0	0.0	0.0	0.0	60.0	13.3	0.0	0.0	0.0

Legend:

- Min Minority
- W White
- B/AA Black/African American
- H Hispanic
- A/PI Asian/Pacific Islander
- AI/AN American Indian or Alaskan Native

Chart B

City of Virginia Beach Department of Agriculture Workforce Analysis by Race, Sex, and Ethnic Group/National Origin

As of 12/14/06, the fulltime employee workforce for the City of Virginia Beach Department of Agriculture totaled 15. The workforce is divided into 4 organizational units displayed in the Workforce Analysis matrix below by race, sex, and ethnic group/national origin. Percentages are included in the totals reflecting overall representation of female and minority groups.

EEO Job Category	Total				Male					Female				
	F/T	Male	Female	Min	W	B/AA	H	A/PI	AI/AN	W	B/AA	H	A/PI	AI/AN
Officials and Administrators %	1	1 100.0	0	0	1 100.0	0	0	0	0	0	0	0	0	0
Professionals %	9	3 33.3	6 66.7	1 11.1	3 33.3	0	0	0	0	5 55.6	1 11.1	0	0	0
Technicians %	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Protective Services %	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Administrative Support %	5	0	5 100.0	1 20.0	0	0	0	0	0	4 80.0	1 20.0	0	0	0
Skilled Craft %	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Service Maintenance %	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Total #	15	4	11	2	4	0	0	0	0	9	2	0	0	0
Total %		26.7	73.3	13.3	26.7	0.0	0.0	0.0	0.0	60.0	13.3	0.0	0.0	0.0

- Legend:**
- Min Minority
 - W White
 - B/AA Black/African American
 - H Hispanic
 - A/PI Asian/Pacific Islander
 - AI/AN American Indian or Alaskan Native

**Chart C: Department of Agriculture
Workforce Distribution by EEO Category
Effective 12/14/06**

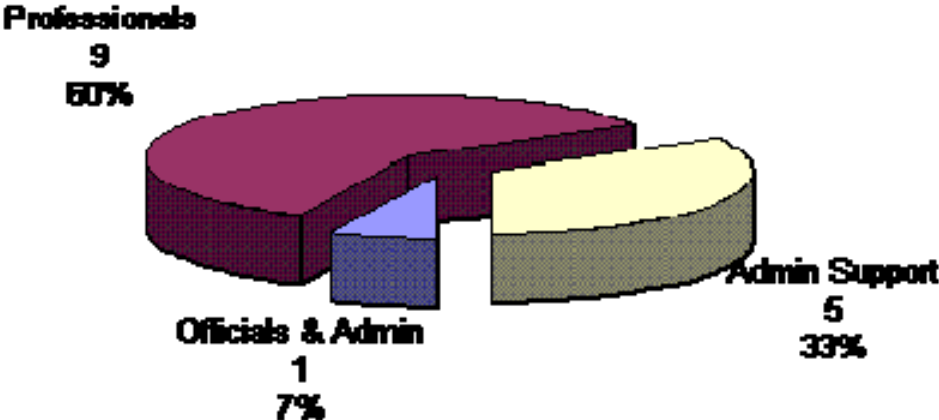


Chart C-1
RLM Availability Rates – Females and Minorities
(Based on 2000 U.S. Census Data)

Job Group	% Female	% Minority
Officials/Managers	38.1	16.2
Professionals	51.9	19.0
Technicians	53.1	32.2
Protective Services	21.4	27.5
Administrative Support	71.5	35.9
Skilled Craft	7.1	27.8
Service Maintenance	45.5	47.6

Chart D
City of Virginia Beach Department of Agriculture Workforce Utilization Analysis
By Race, Sex, Ethnic/Group/National Origin, and EEO Job Category

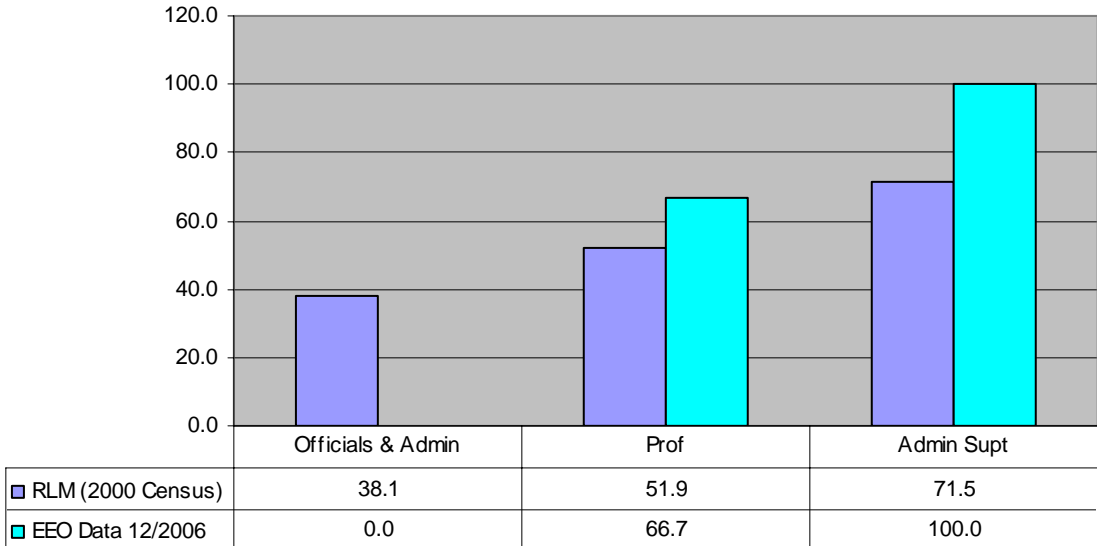
Figures in Chart D reflect the total number of fulltime City employees by race, sex, and ethnic group/national origin within each EEO job category as of December 14, 2006. Population percentages for the workforce, relevant labor market (RLM), and utilization of the total employee population by gender within each job category are also indicated. Areas of underutilization for females and minorities are in parentheses.

EEO Category	Total				Male					Female				
	F/T	Male	Female	Min	W	B/AA	H	A/PI	AI/AN	W	B/AA	H	A/PI	AI/AN
Officials & Administrators	1	1	0	0	1	0	0	0	0	0	0	0	0	0
Workforce %		100.0	0.0	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
RLM %		60.3	38.1	16.2	51.5	2.9	3.5	2.2	0.2	30.7	3.4	2.5	1.3	0.2
Utilization %		39.7	(38.1)	(16.2)	48.5	(2.9)	(3.5)	(2.2)	(0.2)	(30.7)	(3.4)	(2.5)	(1.3)	(0.2)
Professionals	9	3	6	1	3	0	0	0	0	5	1	0	0	0
Workforce %		33.3	66.7	11.1	33.3	0.0	0.0	0.0	0.0	55.6	11.1	0.0	0.0	0.0
RLM %		46.5	51.9	19.0	38.1	3.8	1.2	3.3	0.1	41.3	7.0	1.3	2.2	0.1
Utilization %		(13.2)	14.8	(7.9)	(4.8)	(3.8)	(1.2)	(3.3)	(0.1)	14.3	4.1	(1.3)	(2.2)	(0.1)
Administrative Support	5	0	5	1	0	0	0	0	0	4	1	0	0	0
Workforce %		0.0	100.0	20.0	0.0	0.0	0.0	0.0	0.0	80.0	20.0	0.0	0.0	0.0
RLM %		27.2	71.5	35.9	17.4	7.7	0.7	0.8	0.1	44.9	22.6	1.9	1.8	0.3
Utilization %		(27.2)	28.5	(15.9)	(17.4)	(7.7)	(0.7)	(0.8)	(0.1)	35.1	(2.6)	(1.9)	(1.8)	(0.3)
TOTAL #	15	4	11	2	4	0	0	0	0	9	2	0	0	0
TOTAL %		26.7	73.3	13.3	26.7	0.0	0.0	0.0	0.0	60.0	13.3	0.0	0.0	0.0

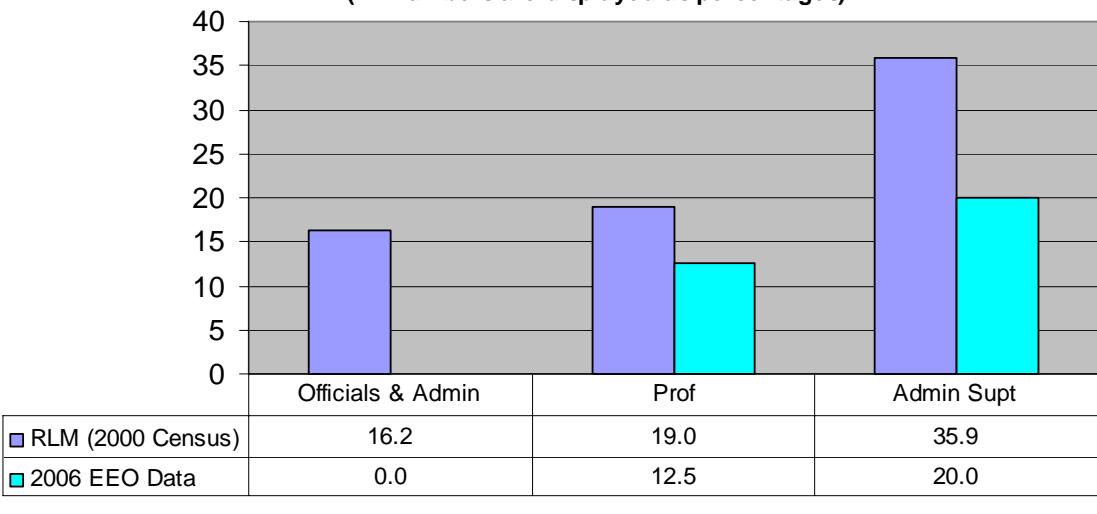
Legend:

- | | |
|-------|-----------------------------------|
| Min | Minority |
| W | White |
| B/AA | Black/African American |
| H | Hispanic |
| A/PI | Asian/Pacific Islander |
| AI/AN | American Indian or Alaskan Native |

Graph A-1
Comparison: Department of Agriculture
Female Workforce by EEO Category with the Relevant Labor Market
(All numbers are displayed as percentages)



Graph A-2
Comparison: Department of Agriculture
Minority Workforce by EEO Category with the Relevant Labor Market
(All numbers are displayed as percentages)



Target Areas: Identification of Areas of Underutilization

Statistics used for the identification of areas of underutilization will be based on workforce availability rates in the relevant labor market and EEOC job groupings of the department's fulltime staff (15 employees).

A statistical analysis is conducted comparing the department's workforce demographics with the U.S. 2000 Census availability rates. Only three of the seven EEOC job categories are used within the Department of Agriculture. Overall female and minority representation, as of December 14, 2006 is provided in the following analysis:

Officials and Administrators

Overall underutilization of females (-38.1%) based on the availability rate of 38.1%; overall underutilization of minorities (-16.2%) based on the availability rate of 16.2%.

Race and gender underutilization within specific ethnic groups:

- Black/African American males: -2.9% based on an availability rate of 2.9%
- Hispanic males: -3.5% based on an availability rate of 3.5%
- Asian/Pacific Islander males: -2.2% based on an availability rate of 2.2%
- American Indian/Alaskan Native males: -0.2% based on an availability rate of 0.2%
- White females: -30.7% based on an availability rate of 30.7%
- Black/African American females: -3.4% based on an availability rate of 3.4%
- Hispanic females: -2.5% based on an availability rate of 2.5%
- Asian/Pacific Islander females: -1.3% based on an availability rate of 1.3%
- American Indian/Pacific Islander females: -0.2% based on an availability rate of 0.2%

Professionals

Overall utilization of females (14.8%) is above the availability rate of 51.9%; overall underutilization of minorities (-7.9%) based on the availability rate of 19.0%

Race and gender underutilization within specific ethnic groups:

- White males: -4.8% based on an availability rate of 38.1%
- Black/African males: -3.8% based on an availability rate of 3.8%
- Hispanic males: -1.2% based on an availability rate of 1.2%
- Asian/Pacific Islander males: -3.3% based on an availability rate of 3.3%
- American Indian/Alaskan Native males: -0.1 based on an availability rate of 0.1%
- Hispanic females: -1.3% based on an availability rate of 1.3%
- Asian/ Pacific Islander females: -2.2% based on an availability rate of 2.2%
- American Indian/Pacific Islander females: -0.1% based on an availability rate of 0.1%

Administrative Support

Overall utilization of females (28.5%) is above the availability rate of 71.5%; overall underutilization of minorities (-15.9%) based on an availability rate of 35.9%.

Race and gender underutilization within specific ethnic groups:

- White males: -17.4% based on an availability rate of 17.4%
- Black/African American males: -7.7% based on an availability rate of 7.7%
- Hispanic males: -0.7% based on an availability rate of 0.7%
- Asian/Pacific Islander males: -0.8% based on an availability rate of 0.8%
- American Indian/Alaskan males: -0.1% based on an availability rate of 0.1%
- Black/African/American: -2.6% based on availability rate of 22.6%
- Hispanic females: -1.9% based on an availability rate of 1.9%
- Asian/Pacific Islander females: -1.8% based on an availability rate of 1.8%
- American Indian/Pacific Islander females: -0.3% based on an availability rate of 0.3%

Action Plans

Recruitment and selection guidelines established for identified target areas and designed to remedy underutilization should be reasonably attainable by means of: 1) developing realistic departmental objectives (based on anticipated job vacancies), 2) conducting aggressive recruitment and advertising efforts within the relevant labor market, 3) using a well defined job related selection job placement system.

Through the implementation of existing/ongoing and new action oriented programs outlined in the city's EEOP, these efforts should serve to enhance the appeal of municipal employment.

In establishing target areas for the elimination of underutilization in recruitment, promotion, transfers, etc. the Director of Agriculture will recognize and support the results of management activity that could reasonably be expected from putting forth good faith efforts to achieve the objectives of the department's EEOP.

As stated in the city's EEOP guidelines, applicant selection for the elimination of underutilization will occur only from among qualified individuals and the use of valid selection criteria/procedures. Additionally, target areas do not require the hiring or job placement of persons when there are no job vacancies, or the hiring/job placement of an individual who is less likely to do well on the job ("less qualified") over a person more likely to do well on the job ("better qualified"). Job placement/selection will occur only for among qualified individuals along with the applicant of valid selection criteria/procedures.

Ad/Recruitment

Based on trends and historical data when recruiting for job vacancies, the Department of Agriculture does not foresee a need to develop media advertising to recruit female and minority candidates for job openings.

Human Resources Development

Learning and Development

Knowledge, skills, abilities, and competencies empower employees to accomplish the vision, mission, and strategies of an organization through the alignment of training needs and activities with organizational goals and objectives.

The Department of Agriculture staff consists of long-term professional employees with appropriate educational credentials. No specific developmental needs have been identified for calendar year 2007.

Staff Development

Knowledge management is vital for the continued success of any dynamic organization. Participation by managers on an annual basis in external learning opportunities will assist in the management of their current knowledge base and serve to expand existing departmental expertise.

It is incumbent upon the Department Director/Division Managers to remain up-to-date regarding twenty-first century innovations in their field of expertise. It is imperative to encourage employees to take advantage of the internal learning and development programs provided by the city each year. Opportunities to attend external seminars and workshops geared toward enhancing and updating professional disciplines is strongly encouraged.

Employee participation in learning opportunities can be in the form of correspondence courses, telecommunication courses, webinars, distance learning/online courses, or attendance at colleges and universities as long as all eligibility requirements are met.

Continual participation in both internal and external learning opportunities will serve to leverage employee knowledge, skills, and abilities for the competitive job market.

EEOP Annual Review Criteria

Support of the City's Strategic/Operational Goals & Objectives

The need for periodic self-assessment of problems encountered, corrective action taken, and progress made when reviewing the Department of Agriculture's EEOP is necessary in order to ensure sensitivity and awareness of workplace activity.

The Department of Agriculture's annual review criteria used to monitor and report workforce activity is based on the review criteria established for the City's comprehensive EEOP.

Periodic reports from supervisors, division managers, and other designated personnel within the department will be required each year in order to:

- Measure the effectiveness of the department's EEOP program within each division
- Identify areas of underutilization where greater diversity efforts are needed
- Assess the degree to which established goals and objectives have been accomplished

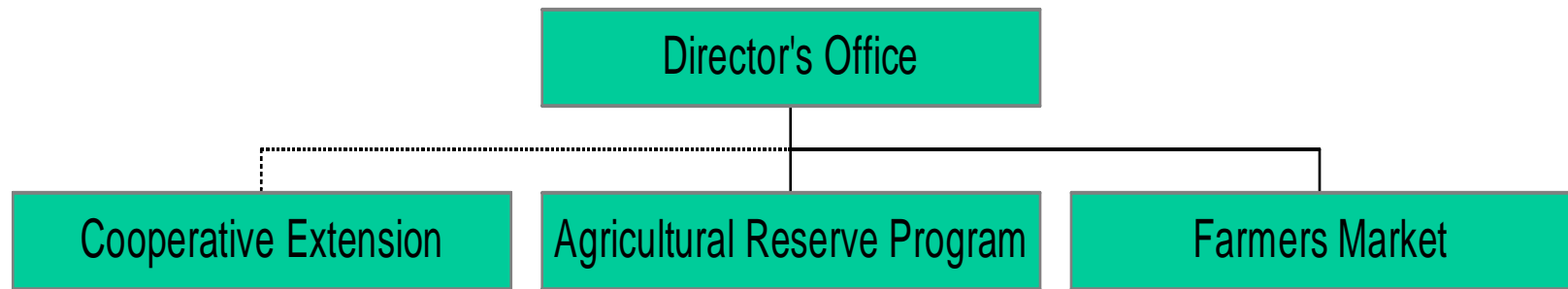
Successful monitoring and reporting of activities keeps managers informed of areas in need of review and are considered when assessing the overall job performance of individuals in leadership positions.

Anticipated Job Opportunities

The Department of Agriculture's Workforce Planning and Development (WFPD) program will be used to identify current and future turnover activity. Additionally, the human resources data system (WorkPAD) provides reports that identify terminations, vacancies, projected retirements, gap analysis, etc. These resources are available to assist the department in analyzing data for anticipated job opportunities.

Based on current WorkPAD data reports, projected turnover activity for the department in calendar year 2007 reveals that one city employee eligible to retire and one state employee is eligible to retire. This will give the department an opportunity to maintain or improve the female and/or minority representation within existing EEO job groups.

Department of Agriculture



**Department of Agriculture
Total Workforce = 15**

WorkPAD 11/2006

Bureau Name and Code	Gender	Race	EEO Category	Job Title
COOPERATIVE EXTENSION PROGRAM (14010)	F	Black	Administrative Support	ADMINISTRATIVE ASSISTANT
COOPERATIVE EXTENSION PROGRAM (14010)	F	White	Administrative Support	ADMINISTRATIVE ASSISTANT
DIRECTOR'S OFFICE (14001)	F	White	Administrative Support	EXECUTIVE ASSISTANT II
AGRICULTURAL RESERVE PROGRAM (14310)	F	White	Administrative Support	OFFICE ASSISTANT II
FARMERS' MARKET (14110)	F	White	Administrative Support	OFFICE ASSISTANT II
DIRECTOR'S OFFICE (14001)	M	White	Officials/Administrators	DIRECTOR OF AGRICULTURE
COOPERATIVE EXTENSION PROGRAM (14010)	F	Black	Professionals	EXTENSION AGENT
COOPERATIVE EXTENSION PROGRAM (14010)	F	White	Professionals	EXTENSION AGENT
COOPERATIVE EXTENSION PROGRAM (14010)	F	White	Professionals	EXTENSION AGENT
FARMERS' MARKET (14110)	F	White	Professionals	FARMER'S MARKET ASSISTANT MANAGER
FARMERS' MARKET (14110)	F	White	Professionals	FARMER'S MARKET MANAGER
AGRICULTURAL RESERVE PROGRAM (14310)	F	White	Professionals	PLANNER II
DIRECTOR'S OFFICE (14001)	M	White	Professionals	ADMINISTRATIVE SPECIALIST II
COOPERATIVE EXTENSION PROGRAM (14010)	M	White	Professionals	EXTENSION AGENT
DIRECTOR'S OFFICE (14001)	M	White	Professionals	RURAL COMMUNITY COORDINATOR