RESOLUTION No. 44 2010

Whereas, the City of Reading worked with People Click to develop an Affirmative Action Plan for the City of Reading; and

Whereas, the City of Reading desires to make public the 2009 Year-End Monitoring and Impact Ratio Analysis and the 2010 Affirmative Action Plan; now therefore,

The Council of the City of Reading hereby resolves as follows:

The attached 2009 Year-End Monitoring and Impact Ratio Analysis and the 2010 Affirmative Action Plan are hereby adopted by the City of Reading.

Passed Council ____, 2010

President of Council

Attest:

City Clerk

I, LINDA A. KELLEHER, City Clerk of the City of Reading, Pa., do hereby certify, that the foregoing is a true and correct copy of the original Resolution passed by the Council of the City of Reading, on the 22 day of ____ A. D. 2010. Witness my hand and seal of the said City this 22 day of ____ A. D. 2010

CITY CLERK

CITY OF READING, PENNSYLVANIA

MEMORANDUM

TO: City Council
FROM: Joe Ayala, Diversity Officer
DATE: March 17, 2010
SUBJECT: 2010 Affirmative Action Plan

EXECUTIVE SUMMARY

The 2010 Affirmative Action Plan (based on 2009 year-end monitoring and impact ratio analysis) describes the deficiencies inherent within the racial and gender makeup of the City of Reading's workforce. This Plan was developed by Peopleclick Authoria, a national corporation that helps integrate diversity goals and compliance into the hiring process. Placement goals were ascertained based on the identified deficiencies and solutions were devised to help the City reach those placement goals. This report provided data based on 47 Departments (as grouped together by Peopleclick Authoria) and 811 City of Reading employees. In addition, the Affirmative Action Plan includes several summaries and supporting reports that show detailed information used for this Plan. What follows is the process used to identify current deficiencies and established placement goals as well as solutions for reaching these goals.

DEFICIENCIES/PLACEMENT GOALS

In an effort to identify any deficiencies within the racial and gender makeup of employees in the City of Reading, Peopleclick Authoria conducted a work force analysis in which they looked at the current job groupings and the employees who fill those positions. This analysis was based on the following information: roster of names, gender, ethnicity and job title[1]. Using this information, Peopleclick Authoria was able to develop a Job Groupings Summary which identified the number of females and minorities for each job grouping. Peopleclick Authoria then performed an analysis of incumbency versus availability to determine if there are any job groups where underutilization existed for females and minorities. Placement Goals were set for those areas where a significant shortfall was identified. Using this methodology, the City of Reading was found to be deficient in three categories as listed below. Peopleclick Authoria has suggested that the City increase the corresponding Class by the Goal Placement Rate percentage as enumerated below.

[1] The information for the Affirmative Action Plan was provided to People Click by the City of Reading Department of Human Resources & IT. This information was supplied as of December 31, 2009. Very few discrepancies exist within the reported data.

Job Group	Class	Goal Placement Rate %
Officials & Administrators – First/Mid	Female	26.95
Skilled Craft Workers	Female	14.99
	Minority	23.46
Service Maintenance	Female	40.04
	Minority	36.96

SOLUTIONS

Peopleclick Authoria identified the following solutions to achieve the desired Goal Placement Rates. For job groups that have Placement Goals, the following steps will be taken to encourage and increase the percentage of qualified females and/or minorities applying for positions both externally and internally:

- Recruiting at colleges and universities with a significant percentage of minority and female students;
- Publishing job advertisements in newspapers and/or magazines that target females and/or minorities;
- Offering mentorship programs for female and minority employees;
- Offering job training to females and minorities currently employed by City of Reading in order to increase their chances of advancing within City of Reading;
- Offering tuition reimbursement to employees to obtain training that will increase their chances of advancing within City of Reading;
- Using recruitment companies that specifically target females and minorities; and
- Continuing to use the services of their State Employment Service.

RECRUITMENT DEVICES

What devices the Human Resources Department currently make use of:

1. Job Fairs at local universities and colleges promoting internships
   - Albright College
   - Alvernia University
   - Kutztown University
   - Penn State University, Berks County Campus
   - Reading Area Community College (internship by appointment only)

2. Advertisements in local and nationally distributed newspapers and periodicals.
   - The Reading Eagle
   - The Morning Call
   - The Wall Street Journal

3. Local and State-wide governmental advertising
   - Pennsylvania League of Cities and Municipalities (PLCM)

4. Positions appointed by and through the City of Reading
   - Positions filled internally through promotions
   - Positions filled through bidding

5. How can The City of Reading elaborate on Peopleclick Authoria's advisement?
   - Advertise in more publications aimed towards ethnicities such as El Hispano, and periodicals aimed towards minorities.
   - Utilize the internet more by using such websites as PACareerLink.com, Berks Works or even the general career oriented websites like Monster.com, Jobster.com, Yahoo! Hot Jobs, Pennsylvaniajobs.com or CareerBuilder.com
   - Solicit Minority Agencies such as Spanish American Civic Association (SACA), Crispus Attucks, Brightside, Urban League, etc.
   - Utilize certain Community Centers and YMCA's posting boards which are high traffic areas for the immediate community.
   - Conduct Job Fairs at Reading High School for upper classmen for degree level and non degree level positions.
   - Offer tuition reimbursement for current employees still attending colleges or universities while working for the city concurrently.
   - Contract with a staffing agency that can target, find, and hire qualified ethnic and female employees for the City of Reading, such as New Beginnings Recruiting and Staffing, America at
   - Work, Tempstar Staffing, etc. (all examples given are local agencies).
   - Offer mentorship programs for the female and minority employees to give them insight into their chosen field and show them what advancement opportunities are available.