



## TOWN OF LEESBURG TOWN COUNCIL INFORMATION ITEM

**Date:** November 25, 2013

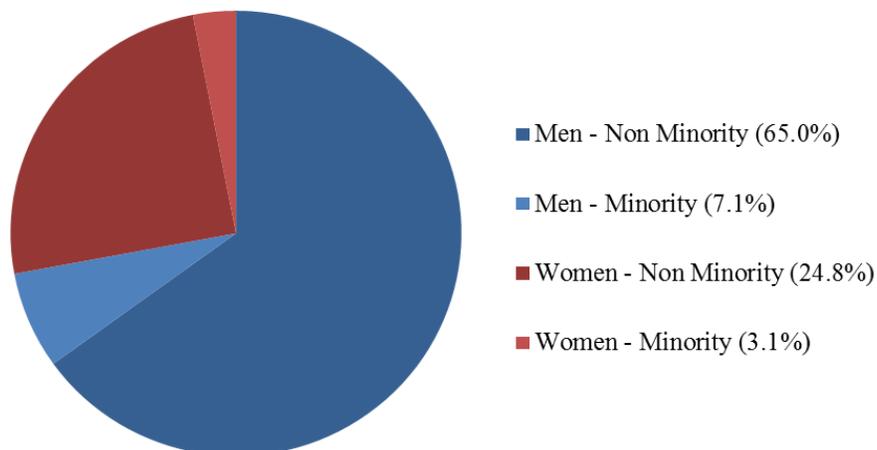
**Subject:** Workforce Diversity

**Staff Contact:** Karen Dilley, Human Resources Manager  
Betsy Fields, Research and Communications Manager  
Kaj Dentler, Deputy Town Manager

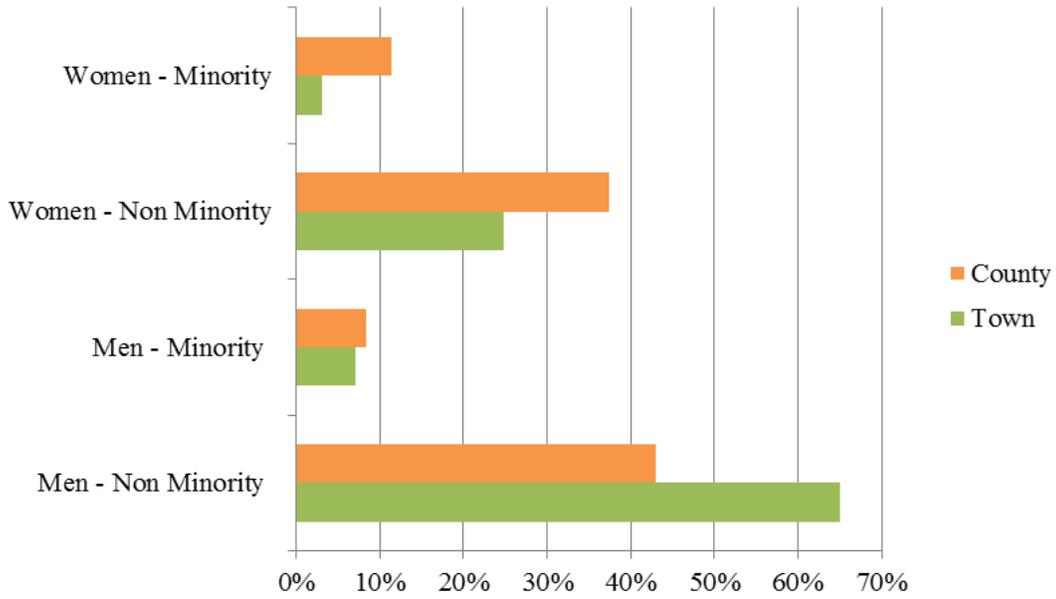
The below listed statistical information is provided for your review in regards to the diversity of the Town's current full-time workforce. Data is from the Town's HR Department, the County's HR Department and the 2010 U.S. Census.

### *Full Time Employees*

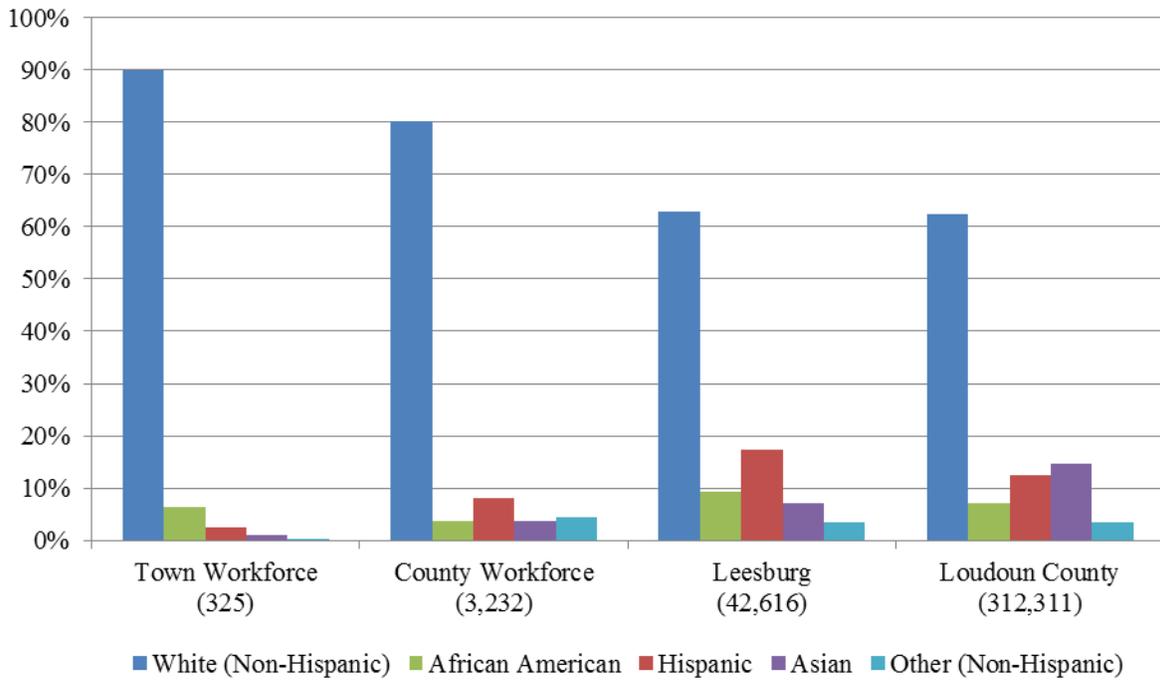
	Men	Women	Total
White	212	81	293
African American	15	6	21
Hispanic	5	3	8
Asian/Pacific	2	1	3
Other	1	0	1
Total	235	91	326



**Comparison to Loudoun County Full Time Employees**

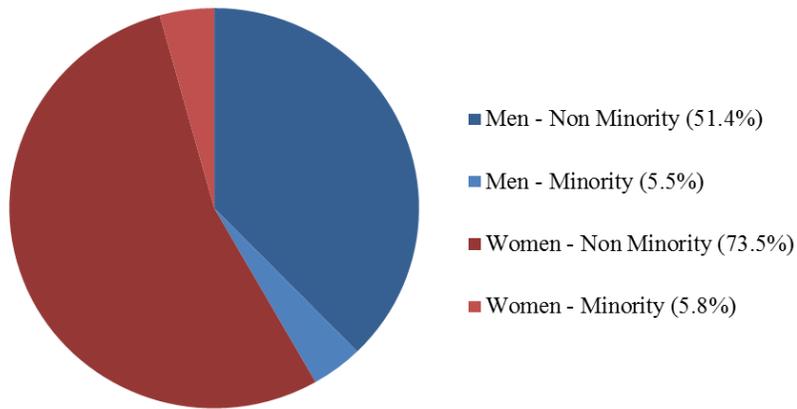


**Racial & Ethnic Comparison to Town & County Populations (2010 Census)**



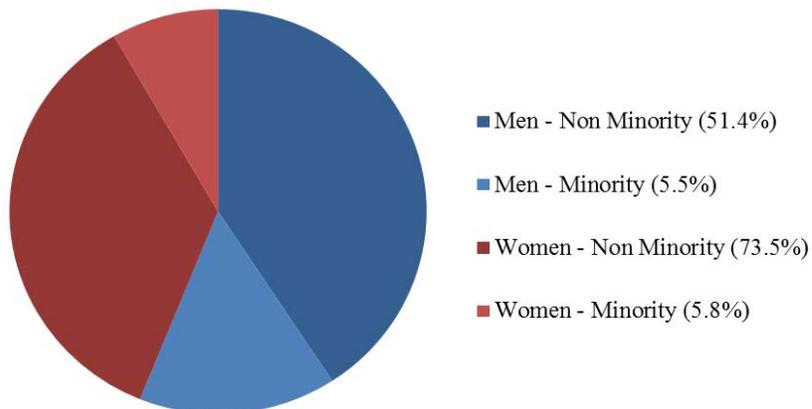
***Part Time Employees at Parks & Recreation***

	Male	Female	Total
White	167	239	406
African American	9	9	18
Hispanic	7	3	10
Asian/Pacific	0	6	6
Other	2	1	3
<b>Total</b>	<b>185</b>	<b>258</b>	<b>443</b>



***Full Time Applications Received in 2013***

	Male	Female	Total
White	314	274	588
African American	50	24	74
Hispanic	28	22	50
Asian/Pacific	23	11	34
Other	17	7	24
<b>Total</b>	<b>432</b>	<b>338</b>	<b>770</b>



## *Observations*

The key to the Town's efforts to attract a workforce that is diverse and representative of our local population is to take active steps to seek out and recruit a more diverse pool of qualified applicants. A number of steps have been taken to increase our recruitment efforts in attracting a more diverse workforce. In January 2013, the Town launched a new online job announcement and application module that allows a broader audience to not only view job announcements, but apply for jobs regardless of where they live. For those who do not own or have access to a computer, there is a terminal in the lobby of Town Hall that is designated solely for the purpose of applying for jobs.

Since January 2013, the Town has increased our minority recruitment efforts by using agencies such as La Voz of Loudoun, which reaches out into the Hispanic community, to attract applicants. We post job openings on the Virginia Employment Commission website where people receiving unemployment insurance are required to register. Other recruitment sources include Leesburg Today, the Winchester Star, the Loudoun Times, Craig's List and VML (Virginia Municipal League). These publications cover a wide area and are accessible both online and in a paper format. We advertise at local high schools in Loudoun County and participate in local job fairs, including the Loudoun County Schools Diversity Job Fair.

The Town will continue to increase and expand efforts in attracting and hiring a more diverse workforce. We recently hired an African American manager in our Planning and Zoning Department. We also made an offer in our Streets Division to an Asian American gentleman, who unfortunately declined our offer. We are looking into more diversity advertising opportunities, including job networks such as DiversityWorking.com, Latpro.com and Diversity-Job.com. The Town remains committed to being an employer of choice in an environment that encourages and promotes diversity.