

FY 2020 Affirmative Action Performance Report and  
FY 2021 Affirmative Action Plan

Corporation for Public Broadcasting

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## **AFFIRMATIVE ACTION POLICIES AND IMPLEMENTATION**

### **A. Equal Employment Opportunity Policy**

The Corporation for Public Broadcasting, a private, nonprofit corporation established in the District of Columbia, takes affirmative action to ensure it provides equal employment opportunity in recruiting, hiring, promoting and compensating employees without regard to race, color, religion, sex (including pregnancy), sexual orientation, age, gender identity, national origin, genetic information, or any other legally protected basis under applicable federal and District of Columbia laws.

CPB's Affirmative Action Performance Report, is issued annually as part of CPB's commitment to diversity, equity and inclusion. Further, the Corporation takes steps necessary to ensure nondiscriminatory treatment of all persons in its workforce, does not tolerate any form of harassment, and will not retaliate against any person who files a charge of discrimination.

### **B. Affirmative Action Plan**

CPB creates an annual Affirmative Action Plan for adoption by the Board of Directors. The Affirmative Action Plan is designed to ensure that all applicants receive an equal opportunity for employment at CPB.

The Affirmative Action Plan is available to all employees and to the public on CPB's website. CPB employment postings, advertisements, and application forms note the Corporation's status as an Equal Opportunity/Affirmative Action employer.

### **C. Individual Staff Responsibilities**

The President and Chief Executive Officer (CEO) is responsible for implementing and providing an annual report to the Board of Directors on CPB's Affirmative Action Plan.

CPB's Vice President of Human Resources serves as the Corporate EEO Officer and makes recommendations to the President and CEO for affirmative action, as necessary; advises on the resolution of affirmative action/EEO issues; maintains policies and procedures to ensure EEO compliance; keeps current on EEO laws and regulations; informs CPB employees of such changes; and maintains corporate EEO files.

All department heads with supervisory authority are required to abide by EEO corporate policies and procedures. They are responsible for ensuring that employees in their unit(s) are free from all forms of discrimination, harassment, and retaliation. To support these responsibilities, CPB provides annual harassment prevention training which all employees are required to complete.

**D. Complaints**

Any CPB employee who believes that he or she has been discriminated against should contact the Corporate EEO Officer to seek informal resolution of the complaint. Any formal complaint must be filed in accordance with the procedures outlined in the Corporation's Personnel Policies Manual (see policy 405, Equal Employment Opportunity Complaints).

Nothing in the CPB process for resolving EEO complaints is intended to limit or prohibit any CPB employee from exercising his or her right to seek redress with federal or local government agencies.

## FY 2020 AFFIRMATIVE ACTION PERFORMANCE REPORT

To evaluate the composition of our workforce, CPB's Human Resources Department analyzes the corporation's employment levels by gender and minority status and compares them to the region's job market. This same type of analysis is performed for major job groups relevant to CPB positions. Where females and minorities are underrepresented in comparison to the region's job market, CPB establishes placement goals consistent with those provided in Executive Order 11246 Equal Employment Opportunity<sup>1</sup>.

### A. Summary of CPB Workforce

This year, the number of employees at CPB decreased from 93 to 85. As shown in Table I, the representation of females and minorities in the number of employees at CPB was essentially unchanged from the prior fiscal year.

The percentage of females at CPB (66%), continues to significantly exceed the availability of females in the relevant job groups for our region as identified in the 2010 U.S. Census (49%). The percentage of minorities in CPB's workforce was 7% less than the 47% availability in the region.

#### Table I – CPB's Total Workforce Profile

The table below compares CPB's 2019 and 2020 workforce profile at the end of each reporting period to 2010 U.S. Census availability statistics for the Washington-Baltimore Metropolitan Area for the job groups represented at CPB.

| Table I      | Corporation for Public Broadcasting Workforce Profile |      |                    |      | 2010 U.S. Census<br>(Wash.– Balt.) |
|--------------|---|------|--------------------|------|------------------------------------|
|              | September 30, 2019                                    |      | September 30, 2020 |      |                                    |
| Total Staff  | 93  | 100% | 85                 | 100% | 100%                               |
| Females      | 64  | 69%  | 56                 | 66%  | 49%                                |
| Minorities   | 38  | 41%  | 34                 | 40%  | 47%                                |
| Males        | 29  | 31%  | 29                 | 34%  | 51%                                |
| Non-Minority | 55  | 59%  | 51                 | 60%  | 53%                                |

### B. FY 2020 Employment Activities

Employment activities are defined as hiring new employees, promoting existing CPB employees and separating or terminating employment at CPB.

<sup>1</sup>Although not applicable to CPB, Executive Order 11246 reporting guidelines are utilized in this report.

While the overall representation of females and minorities remained stable between 2019 and 2020, more than half of all promotions during 2020 were of minority employees, (55%, or 6 of the 11 employees promoted).

The table below provides numbers and percentages by the three employment activity categories.

| Corporation for Public Broadcasting FY 2020 Employment Activities |       |         |           |            |              |
|---|-------|---------|-----------|------------|--------------|
| Table II  | Total | Females | % Females | Minorities | % Minorities |
| New Hires   | 5     | 1       | 20%       | 2          | 40%          |
| Promotions  | 11    | 7       | 64%       | 6          | 55%          |
| Separations   | 13    | 9       | 69%       | 6          | 46%          |

### C. CPB Workforce by Census Job Group

While profile data for total employment provides a snapshot of CPB's representation by females and minorities, Executive Order 11246 provides for the additional measurement of positions by relevant regional job market labor pools. Below are the four job groups that have been identified as best fitting the profile of positions at CPB with corresponding CPB positions in italics:

**Executive/Senior Officials & Managers** – *Senior Vice President and above*

**First/Mid Officials & Managers** – *Vice President, Executive, and Senior Director*

**Professionals** – *Director and below, non-administrative support*

**Administrative Support** – *administrative and technical*

Employment statistics for females are provided in Table III and for minorities in Table IV for each job group. Percentage representation can be compared to the 2010 U.S. Census availability percentage, which is provided in the last column on the right.<sup>2</sup>

For FY 2020, CPB's percentage representation of women employees exceeded the U.S. Census availability data in all but the Administrative Support job group. In total, female representation exceeded regional representation, 66% at CPB versus 49% for the region.

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<sup>2</sup> An **Addendum** at the end of the report expands the information provided in Tables III and IV to include non-minority representation.

**Table III – CPB’s Female Workforce Profile by Job Group**

| Table III                             | CPB Female Staff Representation by Job Group |     |                    |     | 2010 U.S. Census<br>(Wash.- Balt.) |
|---------------------------------------|--|-----|--------------------|-----|------------------------------------|
|                                       | September 30, 2019                           |     | September 30, 2020 |     |                                    |
| Executive/Senior Officials & Managers | 8  | 67% | 7                  | 64% | 38%                                |
| First/Mid Officials & Managers        | 18   | 75% | 17                 | 77% | 43%                                |
| Professionals                         | 30   | 64% | 25                 | 58% | 42%                                |
| Administrative Support                | 8  | 80% | 7                  | 78% | 87%                                |
| Total                                 | 64   | 69% | 56                 | 66% | 49%                                |

Overall minority representation at CPB remained level in FY 2020. CPB exceeded or met representation in the Professional and Administrative Support job groups, but fell below the regional representation levels for the Executive/Senior Officials & Managers and the First/Mid Officials & Managers.

**Table IV – CPB’s Minority Workforce Profile by Job Group**

| Table IV                              | CPB Minority Staff Representation by Job Group |     |                    |     | 2010 U.S. Census<br>(Wash.- Balt.) |
|---------------------------------------|--|-----|--------------------|-----|------------------------------------|
|                                       | September 30, 2019                             |     | September 30, 2020 |     |                                    |
| Executive/Senior Officials & Managers | 2  | 17% | 2                  | 18% | 26%                                |
| First/Mid Officials & Managers        | 6  | 25% | 6                  | 27% | 33%                                |
| Professionals                         | 23   | 49% | 21                 | 49% | 36%                                |
| Administrative Support                | 5  | 45% | 5                  | 56% | 46%                                |
| Total                                 | 36   | 39% | 34                 | 40% | 47%                                |

#### **D. Comparison of Incumbency to Availability**

Under Executive Order 11246, when an organization's female or minority representation is less than 80 percent of the census availability data, it is required to set a "placement goal" for that job group. A placement goal is a quantifiable benchmark. Accordingly, CPB has measured CPB's current percentage of female and minority incumbents within each job group against the 2010 U.S. Census availability data percentages.

The results of our comparison of incumbency to availability are summarized on the charts below for FY 2019 and FY 2020. The last column of each chart indicates if a goal is required under the 80 percent rule.

For female employment, CPB exceeded the level of representation in all job groups for both FY 2019 and FY 2020.

#### **CPB COMPARISON OF FEMALE INCUMBENCY TO AVAILABILITY**

| <b><u>EEO Job Group</u></b>           | <b><u>2010 Census Availability</u></b> | <b>FY 2020 Female Statistics</b> |                |                  | <b>Incumbency Compared to Availability</b> | <b>80% Goal Required YES/NO</b> |
|---------------------------------------|--|----------------------------------|----------------|------------------|--|---------------------------------|
|                                       |  | <b>Total Incumbents</b>          | <b>Females</b> | <b>% Females</b> |  |                                 |
| Executive/Senior Officials & Managers | 38%                                    | 11                               | 7              | 64%              | 168%                                       | NO                              |
| First/Mid Officials & Managers        | 43%                                    | 22                               | 17             | 77%              | 179%                                       | NO                              |
| Professionals                         | 42%                                    | 43                               | 25             | 58%              | 138%                                       | NO                              |
| Administrative Support                | 87%                                    | 9                                | 7              | 78%              | 90%  | NO                              |
| <b>TOTALS</b>                         |  | <b>85</b>                        | <b>56</b>      | <b>66%</b>       |  |                                 |

| <b><u>EEO Job Group</u></b>            | <b><u>2010 Census Availability</u></b> | <b>FY 2019 Female Statistics</b> |                      |                  | <b>Incumbency Compared to Availability</b> | <b>80% Goal Required YES/NO</b> |
|--|--|----------------------------------|----------------------|------------------|--|---------------------------------|
|  |  | <b>Total Incumbents</b>          | <b>Total Females</b> | <b>% Females</b> |  |                                 |
| Executives/Senior Officials & Managers | 38%                                    | 12                               | 8                    | 67%              | 176%                                       | NO                              |
| First/Mid Officials & Managers         | 43%                                    | 24                               | 18                   | 75%              | 174%                                       | NO                              |
| Professionals                          | 42%                                    | 47                               | 30                   | 64%              | 152%                                       | NO                              |
| Administrative Support                 | 87%                                    | 10                               | 8                    | 80%              | 92%  | NO                              |
| <b>TOTALS</b>                          |  | <b>93</b>                        | <b>64</b>            | <b>69%</b>       |  |                                 |



Based on the 80 percent criteria, there is no need for placement goals to increase the number of female employees at CPB for FY 2019 and FY 2020.

In FY 2020, minority employment representation by job group improved over FY 2019.

### CPB COMPARISON OF INCUMBENCY TO AVAILABILITY

| <u>EEO Job Group</u>                             | <u>2010 Census Availability</u> | <b>FY 2020 Minority Statistics</b> |                   |                     | <b>Incumbency Compared to Availability</b> | <b>80% Goal Required YES/NO</b> |
|--|---------------------------------|------------------------------------|-------------------|---------------------|--|---------------------------------|
|  |                                 | <b>Total Incumbents</b>            | <b>Minorities</b> | <b>% Minorities</b> |  |                                 |
| <b>Executive/Senior Officials &amp; Managers</b> | 26%                             | 11                                 | 2                 | 18%                 | 69%  | YES                             |
| First/Mid Officials & Managers                   | 33%                             | 22                                 | 6                 | 27%                 | 82%  | NO                              |
| Professionals                                    | 36%                             | 43                                 | 21                | 49%                 | 136%                                       | NO                              |
| Administrative Support                           | 46%                             | 9                                  | 5                 | 56%                 | 122%                                       | NO                              |
| <b>TOTALS</b>                                    |                                 | 85                                 | 34                | 40%                 |  |                                 |

| <u>EEO Job Group</u>                             | <u>2010 Census Availability</u> | <b>FY 2019 Minority Statistics</b> |                   |                     | <b>Incumbency Compared to Availability</b> | <b>80% Goal Required YES/NO</b> |
|--|---------------------------------|------------------------------------|-------------------|---------------------|--|---------------------------------|
|  |                                 | <b>Total Incumbents</b>            | <b>Minorities</b> | <b>% Minorities</b> |  |                                 |
| <b>Executive/Senior Officials &amp; Managers</b> | 26%                             | 12                                 | 2                 | 17%                 | 65%  | YES                             |
| <b>First/Mid Officials &amp; Managers</b>        | 33%                             | 24                                 | 6                 | 25%                 | 76%  | YES                             |
| Professionals                                    | 36%                             | 47                                 | 25                | 53%                 | 147%                                       | NO                              |
| Administrative Support                           | 46%                             | 10                                 | 5                 | 50%                 | 109%                                       | NO                              |
| <b>TOTALS</b>                                    |                                 | 93                                 | 38                | 41%                 |  |                                 |

Based on the 80 % criteria, for FY 2020, CPB met placement goals for all categories except the Executive/Senior Officials & Managers. This is an improvement over FY 2019, when a placement goal was also required in the First/Mid Officials and Managers Group.

CPB expects to meet this goal in FY 2021.

## **E. Performance of Specific FY 2020 Affirmative Action Objectives**

Last year, CPB set the following objective to improve minority representation for FY 2020:

*Continue to focus on increasing minority representation in the two underrepresented job groups through an internal and external recruitment process designed to attract minority applicants.*

To address this objective In FY 2020, CPB continued to expand outreach and recruitment efforts to make good faith efforts to identify candidates, employ, and promote qualified minorities, as stated in CPB's Equal Opportunity Policy and Affirmative Action Plan. As a result, CPB met its minority representation goal for one of the two job group classifications in FY 2020.

As part of our efforts to increase the diversity of our applicant pool, CPB removed the public broadcasting experience requirement from all job postings and advertised vacant positions to attract diversified candidates.

CPB utilized the following resources:

- **Professional Associations** (i.e., Grants Managers Network, PMBA, National Black MBA Association)
- **Online Publications** (i.e., Washington Post, Indeed.com, DCJobs.com, the Job Boards for the National Association of Black Journalists, and the National Association of Hispanic Journalists, Current, LinkedIn Employer Job Board, Media Bistro, WorkplaceDiversity.com – *which includes, VeteransConnect.com, DisabilityConnect.com, HispanicDiversity.com, OutandEqual.com, AllDiversity.com*)
- **Colleges and Universities with diverse minority representation** (i.e., Howard University)

In addition, CPB's Human Resources Department documented all recruitment sources for future recruitment activities, posted open positions internally to encourage current staff to apply (pursuant to CPB's internal promotions policy), and offered professional development opportunities for all staff to enhance their experience and qualifications.

## **FY 2021 AFFIRMATIVE ACTION PLAN**

Based on analysis of CPB's workforce and employment activities, the following objective and measure of success has been developed for FY 2021. CPB's Human Resources Department will track activities and report results to CPB management.

*Continue to focus on increasing minority representation in the Executive/Senior Officials and Managers job group through an internal and external recruitment process designed to attract minority applicants.*

Resources/Activities: CPB will continue to review all current recruitment resources to ensure they are effective tools in attracting a diverse, qualified applicant pool. CPB will also continue to expand our reach to minority candidates through virtual opportunities as COVID-19 has eliminated gatherings such as job fairs and other professional networking events.

As we conduct external searches for minority candidates, we will continue to give preferential treatment to qualified internal applicants to provide upward mobility opportunities for employees. To ensure successful inclusion in new positions, we are providing Leadership Development Training.

CPB has a diverse workforce, and current staff will be encouraged to identify their professional contacts for open positions that would further increase that diversity.

When CPB retains external recruitment firms to assist with CPB's executive level searches, these firms will be required to demonstrate their experience and track record not only presenting a highly diverse candidate pool but successful job placement.

*Measures of Success: Obtaining minority representation within the CPB workforce that is at or above census availability data.*

## ADDENDUM

### CPB FY 2020 Employment Numbers by Job Group Detailing Minority and Non-Minority Data

#### CPB FY 2020 Employee Count by Job Group

| Job Groups             | Total Employees | Females   |          |              | Males     |          |              |
|------------------------|-----------------|-----------|----------|--------------|-----------|----------|--------------|
|                        |                 | Total     | Minority | Non-Minority | Total     | Minority | Non-Minority |
| <b>Total</b>           | <b>85</b>       | <b>56</b> | 29       | 27           | <b>29</b> | 7        | 22           |
| <b>Executive</b>       | <b>11</b>       | <b>7</b>  | 2        | 5            | <b>4</b>  | 0        | 4            |
| <b>First/Mid Mgrs.</b> | <b>22</b>       | <b>17</b> | 5        | 12           | <b>5</b>  | 1        | 4            |
| <b>Professionals</b>   | <b>43</b>       | <b>25</b> | 15       | 10           | <b>18</b> | 6        | 12           |
| <b>Admin. Support</b>  | <b>9</b>        | <b>7</b>  | 5        | 2            | <b>2</b>  | 0        | 2            |

#### CPB FY 2020 Employee Percentage by Job Group

| Job Groups             | Total Employees | Females    |          |              | Males      |          |              |
|------------------------|-----------------|------------|----------|--------------|------------|----------|--------------|
|                        |                 | Total      | Minority | Non-Minority | Total      | Minority | Non-Minority |
| <b>Total</b>           | <b>100%</b>     | <b>66%</b> | 51%      | 48%          | <b>34%</b> | 24%      | 76%          |
| <b>Executive</b>       | <b>13%</b>      | <b>64%</b> | 29%      | 71%          | <b>36%</b> | 0%       | 100%         |
| <b>First/Mid Mgrs.</b> | <b>26%</b>      | <b>77%</b> | 29%      | 71%          | <b>23%</b> | 20%      | 80%          |
| <b>Professionals</b>   | <b>51%</b>      | <b>58%</b> | 60%      | 40%          | <b>42%</b> | 33%      | 67%          |
| <b>Admin. Support</b>  | <b>11%</b>      | <b>78%</b> | 71%      | 29%          | <b>22%</b> | 0%       | 100%         |

## CPB FY 2019 Employment Numbers by Job Group Detailing Minority and Non-Minority Data

### CPB FY 2019 Employee Count by Job Group

| Job Groups      | Total Employees | Females   |          |              | Males     |          |              |
|-----------------|-----------------|-----------|----------|--------------|-----------|----------|--------------|
|                 |                 | Total     | Minority | Non-Minority | Total     | Minority | Non-Minority |
| <b>Total</b>    | <b>93</b>       | <b>64</b> | 29       | 35           | <b>29</b> | 8        | 23           |
| Executive       | 12              | 8         | 2        | 6            | 4         | 0        | 4            |
| First/Mid Mgrs. | 24              | 18        | 6        | 12           | 6         | 0        | 6            |
| Professionals   | 47              | 30        | 18       | 12           | 17        | 7        | 10           |
| Admin. Support  | 10              | 8         | 4        | 4            | 2         | 1        | 1            |

### CPB FY 2019 Employee Percentage by Job Group

| Job Groups      | Total Employees | Females    |          |              | Males      |          |              |
|-----------------|-----------------|------------|----------|--------------|------------|----------|--------------|
|                 |                 | Total      | Minority | Non-Minority | Total      | Minority | Non-Minority |
| <b>Total</b>    | <b>100%</b>     | <b>69%</b> | 45%      | 55%          | <b>31%</b> | 28%      | 72%          |
| Executive       | 13%             | 67%        | 25%      | 75%          | 33%        | 0%       | 100%         |
| First/Mid Mgrs. | 26%             | 75%        | 33%      | 67%          | 25%        | 0%       | 100%         |
| Professionals   | 51%             | 64%        | 60%      | 40%          | 36%        | 41%      | 59%          |
| Admin. Support  | 11%             | 80%        | 50%      | 50%          | 20%        | 50%      | 50%          |