



Midpeninsula Regional
Open Space District

R-12-61
Meeting 12-20
June 27, 2012

AGENDA ITEM 9

AGENDA ITEM

Reclassification of Media Communications Specialist Job Classification in District's Classification and Compensation Plan

GENERAL MANAGER'S RECOMMENDATION

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Approve the reclassification of the Media Communications Specialist job classification in the Public Affairs Department and the corresponding update to the District's Classification and Compensation Plan.

SUMMARY

As a result of an evaluation of the Public Affairs Department's staffing and organizational structure, it is recommended that the Media Communications Specialist position be reclassified to a Media Communications Supervisor. This would result in a salary range increase of 22.5% and requires Board approval to amend the District's Fiscal Year (FY)2012-13 Classification and Compensation Plan.

DISCUSSION

As part of the Classification and Compensation Study conducted by Koff and Associates and approved by the Board on December 14, 2011 (see Report R-11-115), the Communications Specialist position was re-titled to Media Communications Specialist in January 2012 and its salary range was increased by 10.6% effective April 2, 2012, to be consistent with positions in comparator agencies (see Report R-12-45).

In February 2012, the incumbent in the Media Communications Specialist position resigned. The position was filled briefly by another staff member in an acting capacity but, due to the staffing needs of the Operations Department, the employee had to return to her regular job. The next two attempts to fill the position temporarily were unsuccessful and recruitment for a permanent full-time position began in April.

Currently, the Public Affairs Manager (PA Manager) has seven direct reports which will increase to eight when the Outreach Coordinator position for the Strategic Plan is filled. Given the PA Manager's critical lead role on the funding measure, management re-evaluated the Public Affairs organizational structure in order to find ways to provide more capacity to the PA Manager.

Management recommends reclassifying the Media Communications Specialist to a Media Communications Supervisor who would supervise the Public Affairs Specialist, the Public Affairs Administrative Assistant, and the Outreach Coordinator. This would reduce the PA Manager's direct reports to five enabling him to focus more time on Strategic Plan implementation. Other duties of the Media Communications Supervisor would include:

- **Media Relations** – Promote media coverage, respond to media inquiries, cultivate and maintain relationships with reporters, write and distribute media materials, and create advertisements;
- **Outreach for District Projects** – Examples include outreach to specific stakeholders and the public for master plans, property purchases, and resource management;
- **Public Education and Outreach** – Provide information and materials to increase the public's awareness and understanding of the District and its mission;
- **Develop Partnerships** – Work with sister organizations like POST and the Open Space Authority and with local community groups to involve them in protecting open space and educating the public about the benefits of land preservation.

The revised position duties were sent to Koff and Associates who updated the position description and conducted a comparison with similar positions in benchmark agencies. The addition of the supervisory duties places the Media Communications position in salary range 42 which is 22.5% higher than the current range (range 33).

BOARD COMMITTEE REVIEW

This agenda item did not receive Committee review.

FISCAL IMPACT

The annual cost of the Media Communications Specialist position at top step is \$118,000 (salary and benefits) and the Media Communications Supervisor at top step is \$147,000. The additional \$29,000 for the Supervisor will be covered through vacancy savings.

PUBLIC NOTICE

Notice was provided pursuant to the Brown Act. No additional notice is necessary.

CEQA COMPLIANCE

No compliance is required as this action is not a project under the California Environmental Quality Act (CEQA).

NEXT STEP

If approved, the Media Communications Supervisor recruitment process will commence in July.

Attachment

1. Amended FY2012-13 District Classification and Compensation Plan
2. Public Affairs Department Organizational Chart

Responsible Department Manager:
Rudy Jurgensen, Public Affairs Manager

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Prepared by:
Rudy Jurgensen, Public Affairs Manager
Kate Drayson, Administrative Services Manager
Annetta Spiegel, Human Resources Supervisor

Contact person:
Rudy Jurgensen, Public Affairs Manager

ATTACHMENT 1:
Midpeninsula Regional Open Space District
Revised Classification and Compensation Plan
Fiscal Year 2012/2013 - Effective 6/27/2012
(last revised 4/01/12, 1/25/12)

Classification Title	Step Range		Hourly Range \$		Monthly Range \$		Annual Range \$		Time Base
	Minimum	Maximum	Minimum	Maximum	Minimum	Maximum	Minimum	Maximum	
Seasonal Open Space Technician	Range 6		16.829	21.017	2,917	3,643	35,004	43,716	Part-time
Farm Maintenance Worker	267.50	292.50	23.219	29.795	4,025	5,164	48,296	61,974	Full-time
Open Space Technician*	267.50	292.50	23.219	29.795	4,025	5,164	48,296	61,974	Full-time
Lead Open Space Technician*	277.50	302.50	25.655	32.921	4,447	5,706	53,362	68,476	Full-time
Ranger	278.50	303.50	25.912	33.251	4,491	5,764	53,897	69,162	Full-time
Equipment Mechanic/Operator	286.50	311.50	28.065	36.013	4,865	6,242	58,375	74,907	Full-time
Administrative Assistant	Range 20		23.683	29.573	4,105	5,126	49,260	61,512	Full-time
Accounting Technician	Range 22		24.865	31.050	4,310	5,382	51,720	64,584	Full-time
Human Resources Technician	Range 22		24.865	31.050	4,310	5,382	51,720	64,584	Full-time
GIS Technician	Range 23		25.488	31.829	4,418	5,517	53,016	66,204	Full-time
Senior Administrative Assistant	Range 24		26.106	32.602	4,525	5,651	54,300	67,812	Full-time
Public Affairs Program Coordinator	Range 25		26.758	33.421	4,638	5,793	55,656	69,516	Full-time
Information Technology Technician	Range 25		26.758	33.421	4,638	5,793	55,656	69,516	Part-time
Executive Assistant	Range 27		28.096	35.088	4,870	6,082	58,440	72,984	Full-time
Resource Management Specialist I	Range 29		29.504	36.848	5,114	6,387	61,368	76,644	Full-time
Planner I	Range 29		29.504	36.848	5,114	6,387	61,368	76,644	Full-time
Docent Program Manager	Range 30		30.225	37.742	5,239	6,542	62,868	78,504	Full-time
Volunteer Program Manager	Range 30		30.225	37.742	5,239	6,542	62,868	78,504	Full-time
Planner II	Range 31		30.981	38.688	5,370	6,706	64,440	80,472	Full-time
Management Analyst I	Range 31		30.981	38.688	5,370	6,706	64,440	80,472	Full-time
Accountant	Range 31		30.981	38.688	5,370	6,706	64,440	80,472	Full-time
Resource Management Specialist II	Range 33		32.527	40.621	5,638	7,041	67,656	84,492	Full-time
Media Communications Specialist	Range 33		32.527	40.621	5,638	7,041	67,656	84,492	Full-time
Public Affairs Specialist	Range 33		32.527	40.621	5,638	7,041	67,656	84,492	Full-time
Training and Safety Specialist	Range 35		34.154	42.652	5,920	7,393	71,040	88,716	Full-time
Real Property Specialist	Range 35		34.154	42.652	5,920	7,393	71,040	88,716	Full-time
Management Analyst II	Range 35		34.154	42.652	5,920	7,393	71,040	88,716	Full-time
Supervising Ranger	Range 35		34.154	42.652	5,920	7,393	71,040	88,716	Full-time
Maintenance, Construction & Resource Supervisor	Range 35		34.154	42.652	5,920	7,393	71,040	88,716	Full-time
Website Administrator	Range 36		34.985	43.696	6,064	7,574	72,768	90,888	Full-time
Information Technology Administrator	Range 36		34.985	43.696	6,064	7,574	72,768	90,888	Full-time
Planner III	Range 39		37.656	47.025	6,527	8,151	78,324	97,812	Full-time
GIS Administrator	Range 40		38.573	48.173	6,686	8,350	80,232	100,200	Full-time

ATTACHMENT 1:

Classification Title	Step Range		Hourly Range \$		Monthly Range \$		Annual Range \$		Time Base
	Minimum	Maximum	Minimum	Maximum	Minimum	Maximum	Minimum	Maximum	
Senior Management Analyst	Range 41		39.537	49.379	6,853	8,559	82,236	102,708	Full-time
District Clerk	Range 41		39.537	49.379	6,853	8,559	82,236	102,708	Full-time
Media Communications Supervisor	Range 42		40.500	50.579	7,020	8,767	84,240	105,204	Full-time
Senior Resource Management Specialist	Range 42		40.500	50.579	7,020	8,767	84,240	105,204	Full-time
Area Superintendent	Range 43		41.515	51.842	7,196	8,986	86,352	107,832	Full-time
Human Resources Supervisor	Range 43		41.515	51.842	7,196	8,986	86,352	107,832	Full-time
Senior Planner	Range 43		41.515	51.842	7,196	8,986	86,352	107,832	Full-time
Assistant General Counsel I	Range 46		44.654	55.765	7,740	9,666	92,880	115,992	Full-time
Assistant General Counsel II	Range 48		46.887	58.552	8,127	10,149	97,524	121,788	Full-time
Administrative Services Manager	Range 51		50.458	63.017	8,746	10,923	104,952	131,076	Full-time
Natural Resources Manager (<i>Acting</i>)	Range 51		50.458	63.017	8,746	10,923	104,952	131,076	Full-time
Operations Manager	Range 51		50.458	63.017	8,746	10,923	104,952	131,076	Full-time
Planning Manager	Range 51		50.458	63.017	8,746	10,923	104,952	131,076	Full-time
Public Affairs Manager	Range 51		50.458	63.017	8,746	10,923	104,952	131,076	Full-time
Real Property Manager	Range 51		50.458	63.017	8,746	10,923	104,952	131,076	Full-time
Assistant General Manager	Range 61		64.402	80.429	11,163	13,941	133,956	167,292	Full-time

Notes:

* OST will receive an additional 1% stipend for Class A or B license; Lead OST 1% for Class A.

The Classification and Compensation Plan does not include the Board Appointee Group. Compensation for this Group is set out below.

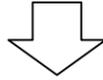
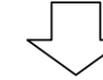
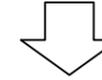
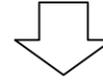
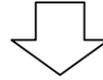
Board Appointee Group	Hourly Salary	Monthly Salary	Annual Salary	Effective Date	Last Revised
General Manager	\$87.093	\$15,096	\$181,153	4/1/2010	7/8/2009
Controller - <i>Part-time position</i>	\$39.424	\$6,833	\$82,002	4/1/2010	7/8/2009
General Counsel	\$83.204	\$14,422	\$173,064	4/1/2010	7/8/2009

ATTACHMENT 2

**PUBLIC AFFAIRS DEPARTMENT
Structure and Areas of Responsibility**

Public Affairs Manager

- State and federal legislation
- Vision plan
- Mount Umunhum
- Diversity outreach
- Legislative, Funding & Public Affairs Committee



Media Communications Specialist

- Media relations
 - Promote coverage
 - Respond to inquiries
 - Write & distribute materials
 - Create ads
- Outreach for District projects (master plans, property purchases, resource management)
- Increase public's awareness & understanding
- Develop partnerships

Website Administrator

- Design, implement all Web site features
- Keep site design and content current
- Special, Web-based projects: videos, photo contest, Twitter, Preserve Finder, online donations

Docent Program Coordinator

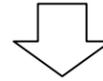
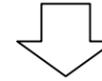
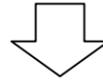
- Design, manage docent programs
- Manage Daniels Nature Center
- Interpretive Outreach projects: Nature Notes; Seasons of Open Space
- Special projects: Interpretive Systems Plan; Nature Center Exhibit; Partnership family programming
- Committees/Working Groups: Resource Management Small Grants; Cooley Landing Resource Group; Alpine Pond Project
- *Outdoor Activities* Editor

Volunteer Program Coordinator

- Design, manage volunteer programs
- Special projects: video for Web, volunteer memorial
- Manage District Contact database
- Attend field office full staff meetings
- Volunteer Recognition Event project lead

Public Affairs Program Coordinator

- Facilitate various processes within docent programs
- Lead or assist with a variety of department projects
- Outdoor activity posting online
- Coordinate specific components of Docent programs: Spaces & Species; recruitment; Transportation Assistance Program
- Community Outreach
 - Plan, coordinate all community-hosted outreach events
 - Develop, coordinate and implement community outreach projects: geocaching
- Provide newsletter writing support & special events support
- Manage Website in Website Administrator's absence



Administrative Assistant

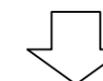
- Supports department

Public Affairs Specialist

- Quarterly newsletter
- Plan, coordinate special events
- Maps
- Signs
- Brochures
- Special projects
 - Coffee table book
 - Healthy Trails

Outreach Coordinator

- Multilingual
- Presentations to community groups and organizations
- Bring information back to the District
- Follow up with constituents regarding projects we might realize together



Volunteer Program Lead

- Enables volunteers to work independently in "Advanced Resource Management Steward" program