

TO: Personnel Board

FROM: Michael Lipski, Human Resources

DATE: December 16, 2011

SUBJECT: Media Unit-Library

At the request of the Library Director, Barb Dimick, I have studied the position (#438) of Librarian 3 (CG33, Range 03) currently occupied by Tana Elias, and position #3242 of Library Assistant 1 (CG32, Range 05), currently occupied by Jonathan Muzzall. Ms. Elias oversees the media presence for the Library, including maintaining and updating the Library website, marketing of Library services, and engaging in strategic planning as it relates to website/media issues for the Library. Mr. Muzzall works with Ms. Elias on the technical aspects of the website. Because the position occupied by Ms. Elias has a focus on a program affecting the Library as a whole, Ms. Dimick is recommending that Ms. Elias be reclassified to a Librarian Supervisor, in CG18, R10. In addition, the duties that Mr. Muzzall perform are beyond the scope of a Library Assistant 1 and the recommendation is to reclassify him to a Librarian 1. I have met with Ms. Dimick and the incumbents. Based on these meetings, a review of the position descriptions (attached), and the City of Madison Personnel Rules, I make the following recommendations:

- A new classification of Library Media Coordinator be created in CG 18, R10, and a 0.9 FTE position be created to perform the media work described more fully in this memo and in the attached position description. However, as this is a non-represented position, the City of Madison Personnel Rules indicate that the position shall be filled through a competitive process. Employees will not be reclassified if it would result in a change in representation status under the Personnel Rules. The Library intends to post internally and the underlying position will be eliminated to fund the new position.
- The 0.8 FTE Library Assistant 1 position currently occupied by Mr. Muzzall will be deleted and recreated as a 0.9 FTE Librarian 1 and Mr. Muzzall will be reallocated to the new position. The higher FTE level accounts for the actual amount of work being performed by the incumbent. Although the Librarian 1 is in a different bargaining unit, both units are represented by AFSCME so this would not be the same as going from a represented to a non-represented position or changing union representation. Mr. Muzzall meets the minimum qualifications for the Librarian 1 as he possesses a Master's Degree in Library Science.

Ms. Elias has been with the Library since 1995 as a Librarian. In her time, she has moved from Librarian 1 to Librarian 3, achieving that level in 2007. Starting in 2000, Ms. Elias took on responsibility for the media activities of the Library. At that time, the Library's website consisted of approximately 50 pages and only took about 20% of Ms. Elias' time. The remainder of her time was spent working at the reference desk. However, over the last 11 years, the use of media has greatly expanded. Starting in 2004, the Library took over hosting of the website. The Library has implemented software geared towards the needs of the Library, which Ms. Elias has overseen. For instance, in 2006, the Library introduced Evance calendar software for staff to use to post events happening at various branches. Ms. Elias can then take the information from the

calendar and ensure that events are posted on the website and publicized. The Library also has 24 different email newsletters that Ms. Elias coordinates regarding various Library activities and events. These newsletters use Bookletters software. The Library also maintains 3 blogs about Library events. All of these activities have an impact across the Library. The various branches provide information regarding their activities so that they can be publicized. The Library has accounts on Facebook, Twitter, RSS feeds, and other social media in order to publicize events. In addition, the Library has a staff intranet maintained by Ms. Elias. Finally, this position is part of the Library management team and has been for the last 9 months.

The Librarian 3 classification exists in both CG18 as a branch supervisor, as well as in CG33 (without supervisory responsibility). The Librarian 3s in CG18 generally supervise one of the branches, with responsibility for the lower level Librarian 1-2s, Library Assistants, Library Pages, and other personnel. The Library Supervisor classification in CG18, Range 10, however, is intended to cover those positions that have an impact on overall Library operations. Currently there is one Librarian Supervisor, who is responsible for all borrower services activities at the Library. It is appropriate that the media position described above is also classified at a similar range to the Librarian Supervisor. As indicated, this position is responsible for coordinating media activities throughout the Library, including all branch activities and other happenings. The position engages in strategic planning for the Library as a whole on issues relating to media and outreach. The position conducts surveys for the public on overall Library activities. The position provides training for all Library personnel on the use of the various media. Because this position has an emphasis on coordinating all these media-related activities, I recommend calling the new classification Library Media Coordinator. I believe a new classification would better reflect the technical nature of the position. Also, I do not find placement in the Librarian Supervisor classification to be appropriate as this new position will only have supervisory responsibility over one individual, discussed below. A comparable classification is the City's EAP Coordinator, also found in CG18, Range 10. This position is responsible for coordinating EAP services for employees throughout the City, but has limited direct supervisory responsibility. As the current incumbent is in a represented classification, the Personnel Rules prohibit a reclass of the individual from a represented position to a non-represented position, which is why the new position will be posted and filled through internal competition. The new position will be created at a 0.9 FTE, which is consistent with the work of the current position.

Mr. Muzzall is a Library Assistant 1 and in 2008, he moved to the Central Library to work part-time on the media/website and part-time on outgoing circulation. However, in 2010, the Library changed its website to a Drupal format. Drupal is a content management system that standardizes the look and feel of a website and allows people who do not know HTML to enter information on the website. As a result, someone needs to be versed in the Drupal technology and programming to ensure the site performs appropriately. Mr. Muzzall has become the Drupal contact person for the Library. He knows all the computer languages to do programming and troubleshooting for Drupal. Mr. Muzzall does the technical work in support of Ms. Elias' position described above (Ms. Elias is also knowledgeable in Drupal). Since 2010, Mr. Muzzall has spent most of his time working on media-related issues, with minimal assignment for circulation activities. In addition to the website, Mr. Muzzall modifies other software for the Library to use effectively. He has been involved in modifying the software that allows the Library to send out the numerous email newsletters described above. Mr. Muzzall also performs staff training for technical programs, such as the website and other applications. The work that

Mr. Muzzall performs is beyond that expected of a Library Assistant 1. Library Assistants 1 are responsible for knowing computer programs so that they can assist patrons in using the programs. However, a Library Assistant 1 is not responsible for knowing computer programming or website development/management. That type of work is professional in nature and as a result, I recommend reclassifying Mr. Muzzall's position as a Librarian 1. Mr. Muzzall possesses a Master's in Library Science, meeting the minimum qualifications for the classification. In addition, in order to properly manage the website, it is important that the individual has a background in the operations of a Library which makes the Librarian classification appropriate. Although the Librarian classification is in a different compensation group, both the Library Assistant 1 and Librarian 1 classifications are represented by AFSCME and as such a reclassification of the position with reallocation of the individual is appropriate in this case. Finally, the Library has requested that the FTE for the position be increased to 0.9 FTE to accurately reflect the amount of work being performed. This is also consistent with the new Library Media Coordinator's FTE.

We have prepared the necessary Ordinance and Resolution to implement this recommendation.

Attachments

Compensation Group/Range	2012 Annual Minimum (Step 1)	2012 Annual Maximum (Step 5)	2012 Annual Maximum +12% longevity
32/05	39,136	44,277	49,582
33/01	46,723	53,882	60,346
33/03	53,882	63,939	71,604
18/10	58,485	70,288	78,728

cc: Barb Dimick-Library Director
 Tana Elias-Librarian 3
 Jonathan Muzzall-Library Assistant 1
 Greg Leifer-Labor Relations Manager