

TO: Finance Committee
FROM: Tameaka Bryant, Human Resources
SUBJECT: Community Relations Specialist
DATE: July 12, 2022

In 2018 the Madison Common Council approved a Language Access Plan to ensure access to City services were not restricted to anyone because of their limited English proficiency. As part of the Language Access Plan implementation it requires the hiring of staff for interpretation and translation. Staff work along with the Language Access contracted services to provide translation and interpretation services. Line to Currently these duties are staffed by hourly help but in order to establish continuity of Language Access Plan, three (3) new permanent 60% full time equivalent employees identified as 'Community Connectors' were approved in the 2022 operating budget for the Department of Civil Rights.

The goal is for these positions to provide services in the three (3) primary languages in Dane County and be fluent in Mandarin, Hmong, and Spanish. Based on the position descriptions submitted (attached), a review of comparable positions in the City's classification plan, and discussions with Equity Manager Kristy Kumar, it is recommended that these positions are recreated as Community Relations Specialists (with the working title of Community Connector) in CG 18, Range 04, in the Department of Civil Rights 2022 operating budget.

The position summary included in the proposed position description states:

The Community Connector will **engage and establish relationships** with Spanish, Hmong, or Mandarin speaking communities that have historically faced **language barriers to meaningful access**. This position requires a **high degree of sensitivity and understanding of specific barriers** to access and engagement.

These positions will **develop and sustain trusted relationships** with Spanish, Hmong, or Mandarin speaking communities to **connect** them with City Services **in an equitable, accessible, and inclusive manner**.

This position will foster access to City services by **removing barriers and creating new modes of engagement**. They will **use an intersectional approach**, recognizing race, ethnicity, language, disability, gender, immigration, sexual orientation, socioeconomic status, cultural practices, and other aspects of human diversity. [emphasis added]

The position description indicates activities will include regular attendance at community as well as internal to City meetings and assistance with the coordination and implementation of the City Language Access Plan. Additionally, these positions will translate key City news releases, provide more in depth translation and interpretation services, perform community outreach, and build trusted relationships within identified communities. Further, these positions will work with the Equity Manager, Equity Coordinator, Neighborhood Resource Teams, community partners, stakeholders, and residents to identify engagement needs, develop innovative strategies to increase public engagement, and generate awareness of City wide programs, events and updates.

A review of the classification for Community Relations Specialist indicated the work as:

...professional communications and public relations work on behalf of a City of Madison Department or Division. The work involves designing and producing public information, social media, educational, and internal communications materials and activities for a Department/Division under the general supervision of higher level professional staff. Duties include public relations, public contact and customer service, social media, and maintaining internal/external communications and materials for a Department/Division. Work involves considerable judgment and discretion with relation to customer service and technical support within a Department/Division.

The responsibilities of these positions compare favorably to the Community Relations Specialist classification specification. In looking at the needs of the Department of Civil Rights Language Access Plan, there is a need for permanent support to maintain consistency in providing the translation and access services. These three (3) 60% full time equivalent positions fill the need for bilingual and bicultural support of the Mandarin, Hmong and Spanish speaking communities.

With the creation of these three (3) new positions the Department of Civil Rights will continue to use contracted Language Access services as needed. The Community Relations Specialists will be utilized when it comes to opportunities for sustained public engagement, issues that are of high impact, presentations/meetings that are given orally in the native language, translations that would benefit from consultation on accessibility and culturally appropriate and affirming content, while keeping in mind balancing workload and capacity with current projects.

Based on the reasons outlined above, I recommend recreating these three (3) new 60% full time equivalent 'Community Connectors' positions in the classification of Community Relations Specialists in CG18, R04, in 2022 Department of Civil Rights operating budget.

The necessary resolution has been prepared to implement this recommendation.

Editor's Note:

Classification	Compensation Group/ Range (60%)	2022 Annual Minimum (Step 1)	2022 Annual Maximum (Step 5)	2022 Annual Maximum (+12% Longevity)
Community Relations Specialist	18/04	\$34,677.24	\$39,988.88	\$44,787.60

cc: Norman Davis, Department of Civil Rights Director
 Kristy Kumar, Equity Manager
 Emaan Abdel Halim, Human Resources Services Manager
 Harper Donahue, IV, HR Director