

TO: Personnel Board

FROM: Sarah Olson, Human Resources

DATE: February 19, 2013

SUBJECT: Library Program Coordinator

Library Director Gregory Mickells and Library Community Services Manager Jane Roughen request the creation of a new position to develop and implement programming throughout the Library and its branches. The duties are currently being performed on an extremely limited basis by a Library Assistant 1. However, it has become apparent that a permanent position devoted entirely to coordination of Library programs is needed in order to sustain the Library as the needs and desires of the community change. After reviewing the position description (see attached), I agree that a new classification of Library Program Coordinator should be created in CG18, Range 4, and a new position of the same be created in the Library budget to be filled through an internal competitive process. The underlying position will then be deleted to fund the new position. This memo will expand on the recommendation.

The position description (attached) identifies a Library Program Coordinator as performing

...responsible professional and administrative work in the development, promotion, coordination, implementation, and evaluation of community events, programs and outreach activities for Madison Public Library. The work involves responsibility for identifying community needs, coordinating program development and developing and maintaining community relations and marketing activities. This work involves a wide range of public contacts and coordinative and procedural activities and is performed independently and collaboratively relative to determining the nature, timing and location of programming or outreach activities; working with presenters and community partners; developing funding sources; establishing promotional methods; and interpreting, explaining and applying Library policy, strategic initiatives and procedures. The work is performed under the general direction of the Library Community Services Manager and often involves operational situations that require immediate action and decision-making, coordination of multiple tasks, collaboration with other units inside and outside the agency and maintenance of high standards of customer service.

Required knowledge includes

Working knowledge of planning, program administration, negotiation, marketing, promotions and evaluation principles, techniques and methods applicable to public libraries, community programming and customer relations. Working knowledge of the resources and operations of Madison Public Library's nine locations. Working knowledge of practices and procedures relating to the establishment and oversight of community programming, event production and public and media relations. Working knowledge of basic budgeting and recordkeeping procedures and practices.

The Library Program Coordinator position will identify and catalog the needs and desires of all ages for learning, creating and socializing to draw the community to the Madison Public Library. The position will be responsible for developing programs around the needs assessment, including developing the content, determining resources to complete the program, and evaluating the program following completion. The success of events relies on the successful development, promotion and coordination of programs and this will include the development and maintenance

of community relationships and partnerships with Madison Public Library programming. Success will also rest on the ability to identify educational and social topics that will be popular for people of all ages in the community. Madison Public Library will look to provide educational opportunities using various platforms such as lectures, workshops and hands-on training sessions.

The Library Program Coordinator will negotiate fees with vendors and instructors for programs and activities including hold fundraising events.

Promotion of events will be just as important with the Library Program Coordinator in charge of the development of promotional materials and the ability to use appropriate media, community groups and/or newsletters to draw the Public to events. The Library Program Coordinator will secure and schedule performers, presenters, educators and artists in order to provide diversity in offerings. The incumbent will also manage presentation logistics and work with various branches and staff to implement programs.

The Senior Center Program Coordinator in CG 18, R04 is extremely similar in duties to the Library Program Coordinator. Both positions require professional and administrative work in the development, promotion, coordination, implementation and evaluation of services for their respective departments. Both positions require an ability to develop and maintain relationships, appropriate programs and activities to draw the Public to the facility and include fundraising, promoting, and increasing educational opportunities using a variety of means including lectures, workshops and hands-on training sessions. Based on this, it is appropriate to create a new classification of Library Program Coordinator in CG18, Range 4, comparable to the Senior Center Program Coordinator classification.

We recommend creation of one new 1.0 FTE position of Library Program Coordinator within the Library budget. The Library intends to post this position internally to the Library and then delete the underlying position to fund the new position.

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

Attachments

Compensation Group/Range	2013 Annual Minimum (Step 1)	2013 Annual Maximum (Step 5)	2013 Annual Maximum +12% longevity
18/04	\$47,655	\$54,955	\$61,542

cc: Gregory Mickells—Library Director
 Jane Roughen—Library Community Services Manager
 Greg Leifer/Erin Stenson—Labor Relations