

TO: Personnel Board
FROM: Harper Donahue, Human Resources
DATE: May 17, 2013
SUBJECT: Graphics Technician

Steven Cover, the Director for the Department of Planning & Community & Economic Development (DPCED) has requested a study of the Graphics Assistant position in CG 20, Range 09, currently occupied by Ms. Donna Collingwood. This position is located in the administrative office of the DPCED and is supervised by Nancy Prusaitis, Program Assistant 3. During the study, I met with Ms. Prusaitis and the incumbent. Based on my interviews, a review of the duties and responsibilities in the current position description (attached), and a review of comparable positions, I concluded that this position is appropriately placed in Compensation Group 20, at Range 09. However, I recommend the retitling of this classification to "Graphics Technician" to better reflect the actual level of independence associated with this position. The reasons for my findings and my recommendation are outlined in this memo.

The incumbent, Ms. Collingwood, was initially hired as a Clerk Typist in January of 2008. The job announcement for the Clerk Typist position described "...varied and responsible public customer service work..." but also indicated that the position would perform "...a variety of general clerical functions for the Department, including the Office of the Director, Community and Economic Development Division, Neighborhood Preservation and Inspection Division, and Planning Division." Under the Examples of Duties and Responsibilities, work was described as follows: "Type correspondence, reports, forms, and other materials utilizing word processing and other computer software." As part of this report drafting function, Ms. Collingwood demonstrated skill in graphic design, including brochure layout, effective use of photo software, and other design elements. Ms. Collingwood continued to have receptionist responsibilities, but as people in the department became aware of her skill in layout and design, she received more complex projects for touch-up, layout, and finishing. By July of 2010, 60% of the incumbent's time was spent on graphic design work. This led to a position study which ultimately resulted in the incumbent being reclassified as a Graphics Assistant (CG20/R09).

The current Graphics Assistant class specification identifies:

... This is a para-professional graphics arts support position that involves researching, requesting and organizing materials; maintaining photo database and archiving; and typesetting, editing and proofing various print and electronic materials. The work also involves producing promotional and program related materials. Work is performed under the general direction of the work area supervisor or manager.

Graphic Assistant class specification duties and responsibilities include:

- Lay out publications using appropriate configuration (booklet, brochure, etc.). Resize and reformat photos. Edit publications. Pre-flight documents for commercial print jobs.
- Use graphics programs to rework existing designs and occasionally produce materials such as self-mailers, flyers, brochures, newsletters, reports, and study guides to coordinate with the agency's existing design style. Design and update logos and website as requested.

- Independently plan and execute multiple projects simultaneously.
- Coordinate and implement poster and flyer imprinting.

In comparison, the Transit Graphics Technician (CG42/R11) class specification identifies:

... skilled computer graphics and drafting work in preparing drawings, maps, flyers, route schedules, art layouts, newsletters, brochures, advertisements and related visual communication materials. The work involves providing liaison with contractors on Transit printing matters and working as a team with the Marketing Unit to develop marketing and advertising campaigns. Work is performed under the general supervision of the Transit Marketing and Customer Services Manager and is typically inspected upon completion for conformance with acceptance qualitative standards.

Transit Graphics Technician class specification duties and responsibilities include:

- Prepare Metro maps and bus schedules needed to assist public in use of Metro services using appropriate computer hardware and software. Review, edit and update previous copy; design layout for new copy; prepare new art.
- Publish monthly newsletter for employees and periodic passenger newsletters. Write and edit articles; enter copy; layout individual issues; prepare camera-ready art; take, select, and crop photos and coordinate printing.
- Identify construction or other street events that may require bus detours; obtain necessary facts from Metro Planning or Marketing or City Traffic Engineering Division. Write copy, prepare information flyers and detour maps for buses and work with printer to obtain delivery.
- Provide design concept, art layouts and paste-up for advertisements, flyers, brochures, bus passes, newsletters, maps, bus cards, ads and related materials.
- Identify the need for posters and other Metro displays in shopping malls, bus shelters and sidewalk kiosks for informational or marketing purposes and design or update as appropriate.
- Act as liaison between Metro and commercial printers by providing artwork direction and reviewing proofs.
- Prepare displays for special events (such as National Transportation Week), Transportation seminars and conventions.
- Direct the work of students hired to perform computer and related graphics and drafting work.
- Design tickets, prepare layouts and camera-ready copy for all tickets and passes and coordinate production. Design other special project materials such as coloring books, posters, signs, and charts.

When reviewing and comparing these two class specs, the language used to describe the general responsibilities of the Transit Graphics Technician is noticeably more sophisticated. But upon further review, the actual duties being performed, by both positions, are quite comparable. Also, while these two positions are in two different compensation groups, the actual pay structures for these two positions are very comparable.

After meeting with Ms. Collingwood and Ms. Prusatis, thoroughly reviewing the current position description, comparing classifications which may be impacted by this study, and finally reviewing the standards outlined in the City of Madison Personnel Rules, I conclude that the Graphics Assistant classification remains appropriately classified in CG20, Range 09. Furthermore, as previously mentioned, this position was studied as recent as Late 2010. When comparing the position description that was submitted in July of 2010, with the current position description, the only significant change is a reduction in the amount of time committed to reception related responsibilities (40% → 20%). The outcome of this study is not a reflection of the quality of work being performed by the incumbent. Rather, it is clear that Ms. Collingwood is a highly motivated and highly valued member of DPCED. However, when conducting a position study, it is necessary to evaluate the duties and responsibilities assigned to a specific position and determine how those duties and responsibilities, and the associated levels of discretion and judgment compare to other positions within the City's classification system. Unfortunately, "quality of work" is not a factor that receives consideration during a position study, just as "volume of work" is not considered. Rather, a study must focus on the factors mentioned above, and described more thoroughly in the City of Madison Personnel Rules.

While there isn't sufficient justification to warrant a higher placement, I find that a great deal of the work is performed independently, and the retitling of this classification to "Graphics Technician" not only reflects this level of independence, but also better aligns this position to the Transit Graphics Technician, a very comparable position with similar levels of responsibility, found in Metro's Compensation Group 42, at Range 11.

Graphics Assistant (CG20/R09)		Transit Graphics Technician (CG42/R11)	
Step 1	\$39,292	Step 1	\$35,543
Step 2	\$40,319	Step 2	\$37,911
Step 3	\$41,685	Step 3	\$40,280
Step 4	\$42,712	Step 4	\$42,650
Step 5	\$44,178	Step 5	\$47,389

*2013 Salary Schedule

We have prepared the necessary Resolution to implement this recommendation.

cc: Steven Cover – Director, Planning & Community & Economic Development
 Nancy Prusaitis – Program Assistant 3
 Donna Collingwood – Graphics Assistant
 Mike Lipski – HR Services Manager