

TO: Personnel Board
FROM: Bill Wick, Human Resources
SUBJECT: Community Relations Specialist
DATE: February 21, 2022

The 2022 budget for the Police Department (MPD) contains a brand new position of Community Relations Specialist. The Budget Highlight states the position “will be responsible for organizing and implementing programs, which are specifically designed to improve relationships between the MPD and our minority communities...”, but the Operating Budget for MPD does not indicate a compensation group or range for the new position. Based on the Position Description submitted (attached), a review of comparable positions in the City’s classification plan, and discussions with Assistant Police Chief John Patterson, it is recommended that a new classification of Community Relations Specialist be established in CG 18, Range 04, and the new Community Relations Specialist position in MPD be recreated into this compensation group and range.

The Position Summary included in the submitted Position Description for Community Relations Specialist states:

The primary focus of this position is to **facilitate, expand and coordinate the community-oriented policing efforts of the department** to build trust and improve legitimacy, especially in communities of color within Madison; and to **create collaborative neighborhood-building efforts** among officers and MPD civilian staff, and residents and community resource providers and/or **links to services and opportunities** for people of color, especially youth... is assigned to the Community Outreach Section of the MPD but meets on a frequent and regular basis with the Chief of Police... is **responsible for organizing (or assisting) and implementing community relations programs** (specifically designed to improve relationships between the MPD and Madison’s minority communities and **recruits and trains volunteers** to aid the department in meeting its mission... will improve the responsiveness of the Chief of Police, the Community Outreach Section and the department to various requests from community organizations for support, information, or participation in events; will **assist the MPD PIO with coordinating social media work and outreach**; and **will assist the MPD Training Team to enhance the recruitment of diverse candidates to join MPD.** [emphasis added]

The Position Description submitted for Community Relations Specialist indicates activities will include regular attendance at meetings and assistance with the coordination and implementation of the outreach efforts of Amigos en Azul, MPD Pride, and the Black Officers Coalition. Additionally, the position will coordinate the implementation of MPD’s community resource and outreach efforts such as youth academies, community academy, Police Corps program, volunteer programs, etc. Further, the position will work with the Police Chief; members of the Community Outreach section; all commissioned and civilian MPD staff members; and community partners, stakeholders, and members to identify engagement needs and develop innovative strategies to increase public engagement and generate awareness of department events and programming. The responsibilities of this position compare favorably to other positions in CG 18, Range 04, specifically Water Community Outreach Specialist and Library Program Coordinator. The General Responsibilities of the Water Community Outreach Specialist states:

... **professional communications and community outreach work** for the Madison Water Utility. The work involves **designing and producing educational, public information,**

social media, and internal communications materials and activities for the Water Utility **under the general supervision of the Public Information Officer**. The position also **provides administrative and logistical support** to the Management Team and the Water Utility Board. [emphasis added]

Likewise the General Responsibilities of the Library Program Coordinator states:

... 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 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. Under general supervision of the Library Community Services Manager, work involves the exercise of independent judgment and initiative in management of programs and activities of the Madison Public Library. [emphasis added]

The MPD Community Relations Specialist will not be responsible for supervisory activities. The position will report to a commissioned Sergeant. While there is an existing classification of Community Events Coordinator in CG 18/Range 02 which is responsible for “professional work involving the planning and coordination of community events programs and outreach activities for the Monona Terrace Community and Convention Center, or other agencies with public programs and facilities”, the Monona Terrace Community Event Coordinator’s work is performed under the supervision of the higher level professional classification of the Monona Terrace Community Relations Supervisor, a CG 18/Range 08 position that is responsible for “development and implementation of education and community outreach and public relations programs for Monona Terrace Community and Convention Center”. It is expected that the MPD Community Relations Specialist will have more independent responsibility for development and implementation of community relations and outreach strategies than is required of the Monona Terrace Community Events Coordinator because MPD does not have a higher level position that specializes in community relations work.

Although there are differences in terms of specific responsibilities and focus, the MPD Community Relations Specialist, Water Community Outreach Specialist, and Library Program Coordinator classifications have responsibility within their respective areas for:

- Developing community relations programming
- Collaboration with partners inside and outside the agency
- Social media/marketing activities

Because the level of work performed is commensurate with Water Community Outreach Specialist and Library Program Coordinator in CG18, R04, I recommend that a new classification of Community Relations Specialist be created in CG18, R04, and the position identified as such in the MPD operating budget be recreated into the new classification.

The necessary resolution has been prepared to implement this recommendation.

Editor's Note:

Classification	Compensation Group/ Range	2022 Annual Minimum (Step 1)	2022 Annual Maximum (Step 5)	2022 Annual Maximum (+12% Longevity)
Community Relations Specialist	18/04	\$57,795.40	\$66,648.14	\$74,646.00

cc: Shon Barnes, Police Chief
John Patterson, Assistant Police Chief
Harper Donahue, IV, HR Director