

TO: Personnel Board
FROM: Julie Trimbell, Human Resources
DATE: July 2, 2014
SUBJECT: Media Team Leadworker – IT/City Channel

Information Technology Director Paul Kronberger and IT Technical Services Manager Rich Beadles have requested a study of City Channel Manager position, #754, in CG18, Range 10, which is currently vacant due to a recent retirement. This has provided the opportunity to evaluate the position and determine the most effective and efficient means to organize City Channel to ensure continuity of operations. I have met with Mr. Kronberger and Mr. Beadles, and based on these meetings, a review of the proposed position description (attached), and a review of several comparable positions, I recommend the following:

- Creation of a new classification titled Media Team Leadworker with placement in CG16, Range 16 for the reasons outlined in this memo;
- Recreation of the current City Channel Manager position (#754) as a Media Team Leadworker in CG16, Range 16;
- Deletion of the classification of City Channel Manager from CG18, Range 10.

With the salary savings recognized from this proposed change, Mr. Beadles also recommends the following actions:

- Recreation of the 0.65 FTE City Channel Producer/Director position #4024 to a 1.0 FTE position;
- Recreation of the 0.55 FTE City Channel Producer/Director position #3738 to a 1.0 FTE position.

The organizational and reporting structure of City Channel has changed to some degree over the last few years. Although City Channel has been a part of the Information Technology Department, it operated rather independently including direct communication with the Mayor's Office until January 2011, when it more formally functioned and reported through the IT Director. In the IT budget for 2011, structural changes included the elimination of two manager positions. The City Channel Manager assumed the bulk of the supervisory related duties and the City Channel Production Technician (now the City Channel Engineer) assumed the technical duties and responsibilities. Mr. Beadles has had managerial responsibility over City Channel for the past year. During this time, he has observed operations and evaluated the needs of City Channel.

The City Channel Manager class specification identifies:

...professional supervisory, program management, and technical work involving the coordination and management of the City's Cable TV channel and video production center in the Information Technology Department. This position is responsible for administrative planning, program and policy development, and liaison activities; supervision of permanent and non-permanent staff;

budget preparation and monitoring; development and maintenance of the video production facilities and equipment; assessment of City agency programming and communication needs; and performance of other related administrative and program development functions. The work is performed independently under the limited supervision of the Information Technology Director.

Although the description does include technical work, this position is classified as a non-represented classification and therefore an incumbent is unable to perform the technical work of represented employees in accordance with Local 60 contract:

Supervisory personnel outside of the bargaining unit shall be precluded from performing bargaining unit work, except in emergency situations, or, in those instances, where the job description requires the supervisor to perform such work as a minor portion of his/her work time.

Therefore the work has primarily consisted of supervision and program management. Earlier this year, a comprehensive time study was completed by the former incumbent. Based upon the results, Mr. Beadles determined the position is underutilized as the supervisory and program management responsibilities only accounted for approximately 50% of a full day. He has also identified a need for more flexibility due to minimal back-up coverage capability for other staff members.

Based on this evaluation, it is appropriate to create a new classification of Media Team Leadworker (see attached). The new classification will shift its focus from direct supervision to providing leadership (coordination and direction of staff), being able to function in a back-up capacity for other staff members, and having primary responsibility for specific technical duties. Such duties will include video productions, media systems, equipment and software, media productions database, and Mediasite. The direct supervision of staff would transfer to Mr. Beadles.

In order to determine proper salary placement, other leadworker classifications were reviewed. Although there are some leadworker classifications in CG16, Range 14, since the new classification will provide leadership to the City Channel Engineer (the next highest level classification in terms of salary within City Channel, currently placed in CG16, Range 14), the analysis begins in CG16, Range 15.

- The Water Utility Operations Leadworker (CG16, Range 15) performs skilled project coordination and lead work over a crew, and requires significant independent judgment and discretion. The work is characterized by direct responsibility and accountability for: determining the materials, crew, and equipment needed; determining the most cost-effective and timely methods to be used; and directing the crew in all phases of the work. Similar to the Media Team Leadworker, this classification is dealing with “highly specialized technical work” and does not directly supervise, however it provides leadership and coordination for completing projects. Water Utility Operations Leadworkers oversee the work of Equipment Operators 1-3 in CG16, Ranges 09-12.
- The Monona Terrace Technical Services Specialist 2 classification (CG16, Range 15) was recently studied and is useful for comparison. Employees in this classification work under general supervision with a high degree of independence in meeting specified objectives. Incumbents perform highly responsible, skilled technical and lead work

overseeing the activities of the Technical Services Department's infrastructure, equipment, staff and services. The work is characterized by the exercise of independent judgment and discretion in laying out work and in directing lower level employees, such as Monona Terrace Technical Services Specialist 1 in CG16, Ranges 14 and hourly employees. Similar to the Media Team Leadworker, this classification has orientation and training responsibilities.

- The Traffic Operations Leadworker (CG16, Range 15) performs skilled and technical leadwork in the fabrication, installation, maintenance and repair of traffic and parking signs, pavement markings, guardrails, barricades and other related equipment. The work involves leading crews and assisting the Traffic Operations Supervisor in overseeing the daily operations of the Signing & Marking Section. Employees work under general supervision and exercise judgment in the oversight and completion of assigned Traffic Operations activities. Similar to the Media Team Leadworker, this classification has orientation and training responsibilities for new employees with relation to job skills, safety procedures, and other department rules, procedures and practices. Traffic Operations Leadworkers oversee the work of Sign and Maintenance Painters in CG16, Range 13 and Traffic Control Maintenance Workers in CG16, Range 10.

Although these classifications provide similarity in terms of leadership, they lack some higher level responsibilities encompassed in the Media Team Leadworker classification, such as program management, conducting weekly staff meetings, creating training documents/outlines, creating reports, marketing functions, preparing long- and short-range purchasing plans, and preparing requests for quotes. This new classification will also provide leadership to the following classifications: City Channel Engineer (CG16, Range 14), CC Producer/Director and Program Assistant 1 (CG20, Range 11, equivalent to CG16, Range 9) and Assistant Programming Coordinator (CG20, Range 10, equivalent to CG16, Range 8).

- In reviewing the next level of defined leadworkers in the current classification plan, the Communications and Electrical Operations Leadworker classifications are both in CG16, Range 20. They have leadership responsibilities over higher level classifications: the Communications Technician 3 (CG16, Range 18), 2 (CG16, Range 17) and 1 (CG16, Range 14) and Communications Worker (CG16, Range 11); and the Traffic Signal Electrician 2 (CG16, Range 17) and 1 (CG16, Range 14) and Traffic Signal Maintenance Worker (CG16, Range 11), respectively. Due to the higher level of classifications they oversee, these leadworker classifications would not be appropriate comparisons in terms of salary.

Based on the previously outlined analysis, I recommend a new classification of Media Team Leadworker be created with placement at CG16, Range 16. The new classification is appropriate for the responsibilities identified for position #754. Therefore, position #754 of City Channel Manager should be recreated as Media Team Leadworker. As a result of this proposal, it is also recommended that the classification of City Channel Manager be deleted, and the FTE status of City Channel Producer/Director positions #4024 and #3738 each be recreated to 1.0 FTE.

The Union has been advised of this recommendation and supports it.

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

Editor's Note:

Compensation Group/Range	2014 Annual Minimum (Step 1)	2014 Annual Maximum (Step 5)	2014 Annual Maximum +12% longevity
18/10	\$60,311	\$72,482	\$81,172
16/20	\$59,098	\$69,237	\$77,558
16/16	\$51,526	\$59,098	\$66,196
16/15	\$50,383	\$57,005	\$63,856
16/14	\$49,176	\$55,354	\$61,984

cc: Paul Kronberger - Information Technology Director
Rich Beadles - IT Technical Services Manager
Greg Leifer - Employee and Labor Relations Manager