

TO: Personnel Board

FROM: Julie Trimbell, Human Resources

DATE: June 30, 2016

SUBJECT: Library Program Coordinator – Madison Public Library

At the request of Library Director Greg Mickells, Human Resources has reviewed position #4437 of Library Program Coordinator (CG18, Range 4) currently occupied by Mr. Trent Miller. The responsibilities of this position have changed significantly since the classification was established due to the creation of The Bubbler program and its tremendous growth since 2013, including the Media Lab and artwork exhibits/collection. Based on the position description submitted (attached), a review of comparable positions in the City's classification plan, and interviews with the incumbent; the former supervisor, Ms. Tana Elias, Library Media Coordinator; and the current supervisor, Ms. Krissy Wick, Library Associate Director; the following recommendation is proposed:

- Create a new classification titled Library Program Supervisor with placement in CG 18, Range 10.
- Recreate position #4437 as Library Program Supervisor and reallocate the incumbent to the new position.

Mr. Miller was originally hired as a Library Assistant I in December of 2006. In May of 2013, he was promoted to a newly created classification of Library Program Coordinator. The salary was established in CG 18, Range 4 for its similarity to the Senior Center Program Coordinator. At that time, the position was identified 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.

This position description (attached) did not make specific reference to the Bubbler program, although it does include language about identifying needs and desires for learning, creating, and socializing to draw the community to the library, and developing and maintaining community relationships.

When the new Central Library opened in September of 2013 it provided many new opportunities, such as incorporating artwork exhibits/collection, and a new program called The Bubbler emerged. The Bubbler is a maker-focused program for all ages that now stretches across the Madison Public Library system including nine libraries and various outreach locations. Through activities, demonstrations, and make-and-take workshops featuring area experts in art, design, and technology, these programs provide patrons with a way to acquire new skills and habits of mind through hands-on, peer-supported learning. Bubbler programming is designed to foster a culture of creativity; to increase access, expanding free cultural programming, connectivity, and tools of production; and to cultivate opportunities for community collaborations. The Central Library houses The Bubbler headquarters and a media lab with a sound booth and digital audio workstation, custom game design PCs, a green screen with filming equipment, stop-motion animation stations, and other amenities. The Bubbler is a significant program of the library, and one that attracts outside funding. Because of the Bubbler's focus on reaching out to the community in different ways, responsibility for this program naturally fell to Mr. Miller as the Library Program Coordinator.

Due to funding from two federal grants, the Bubbler program has grown significantly. From January to October of 2015 alone, The Bubbler more than tripled its goal for the Institute of Museum and Library Services grant of hosting 192 programs (647 programs) and doubled planned attendance of 8,000 at Bubbler events (16,525 attendees). The Bubbler also worked with 72 different community groups, organizations, government entities and schools throughout the year. As a result of this growth, the role of this position has increased to that of a supervisory role with oversight of The Bubbler's budget, programs, and reach at all nine libraries and in the community. The role now features greater responsibility, supervision of two permanent staff members and numerous volunteers, leadership to the Bubbler representatives at the neighborhood libraries, increased responsibility for policies related to programming and art, and a wider integration into library program planning. Mr. Miller is responsible for supervision of The Bubbler program, including the Media Lab, and serves as the Library's Art Director. In fact, 75% of the updated position description involves duties related to the Bubbler program. He is also a member of the Library Management Team and has been since 2013. In addition, a Program Assistant 2 was hired earlier this year to fulfill many of the facilitation responsibilities that Mr. Miller initially performed.

Some of the new and significant responsibilities of this position include:

- Develop and maintain community relationships and explore new community partnerships related to The Bubbler, the Media Lab, and art.
- Develop, plan, implement and evaluate Bubbler events at all nine libraries and in the community, coordinating the work of staff in all libraries in conjunction with direct supervisors.
- Develop fee structure, policies and best practices for program partners, instructors, and staff for Bubbler programs and activities.
- Oversee grant-writing, budgeting and reporting for grants related to The Bubbler or art in libraries.
- Work with Foundation and other groups to develop grants or privately funded projects in line with the library's mission.
- Respond to media requests and represent the library at public events.
- Represent The Bubbler in the Madison community, as well as at a regional and national level, including conferences, workshops and online collaborations.

- Exercise professional judgment in recommending the purchase, display, or deselection of art in all Madison Public Library locations.
- Advise on policy and procedure matters related to art curation, storage and display.
- Serve as an active member of the library's management team.
- Participate in the hiring, training, coaching, and disciplining of staff, serving as lead for staff and others working directly for The Bubbler and the Media Lab.
- Participate in strategic planning and other management-level organizational planning and evaluation.

In reviewing all the duties and responsibilities of this position, and comparing to other similar classifications, placement in CG18, Range 10 appears to be appropriate. The Librarian 3 classification exists in both CG18 as a neighborhood library supervisor, as well as in CG33 (with no supervisory responsibilities). The Librarian 3s in CG18, Range 8 generally supervise one to two library locations, with responsibility for the lower level Librarian 1-2s, Library Assistants, Library Pages, and other personnel. The Library Supervisor classification in CG18, Range 10, however, is intended to cover those positions that have an impact on overall Library operations. There are currently three Librarian Supervisor positions: one is responsible for all borrower services activities at all Library locations; the second is responsible for managing all collections within the Library as a whole; and the third is responsible for Youth Services throughout the nine citywide libraries. In addition, the Library Media Coordinator classification was created at the same level in 2011 for its Library-wide responsibilities in terms of media activities. Therefore it is appropriate that the Bubbler supervisor position described above is also classified at a similar range. As indicated previously, this position is responsible for coordinating Bubbler activities throughout the Library, including all neighborhood library activities. The position engages in strategic planning for the Library as a whole on issues relating to The Bubbler and artwork exhibits/collection. The position provides leadership for Bubbler representatives and Library personnel throughout the nine library locations. The position also serves as a member of the Library Management Team, as do the incumbents in the comparable classifications. Because this position has an emphasis on supervising a major program of the Library, I recommend calling the new classification Library Program Supervisor. This allows the classification to be used for other positions that may be created in the future which could have similar levels of responsibilities for programs outside the realms of The Bubbler. I believe this new classification would better reflect the supervisory nature of the position. I do not find placement in the Librarian Supervisor classification to be appropriate as that classification requires a Master's degree in Library or Information Sciences, which would not be a requirement for this type of position. Educational requirements could therefore be tailored to the specific program being supervised.

In terms of reporting structure, the Library Program Coordinator position initially reported to the Library Media Coordinator. However since the addition of the Library Associate Director, CG18, Range 16, earlier this year, this position now has a direct reporting relationship to the Associate Director. The Associate Director oversees the Public Services for the Library, including the Youth Services Librarian Supervisor. The Library Business Operations Manager, CG18, Range 14, oversees the Collection Services for the Library, including supervision of the Librarian Supervisors in collection and borrower services. The Library Media Coordinator has a direct reporting relationship to the Library Director.

Because the level of work performed is commensurate with the aforementioned Library classifications in CG18, R10, I recommend creating the classification of Library Program Supervisor in CG 18, Range 10. I also recommend the Library Program Coordinator position #4437 be recreated as a Library Program Supervisor in CG 18, Range 10 and the incumbent be reallocated to the new position within the Library operating budget. While recognizing this is a significant increase, it is important to note that the duties of this position have naturally evolved and the incumbent has been performing them as they have evolved since 2013.

We have prepared the necessary Resolution to implement this recommendation.

Editor's Note:

Compensation Group/Range	2016 Annual Minimum (Step 1)	2016 Annual Maximum (Step 5)	2016 Annual Maximum +12% longevity
18/04	\$50,377	\$58,094	\$65,066
18/10	\$63,061	\$75,788	\$84,883

cc: Greg Mickells, Library Director
Krissy Wick, Library Associate Director
Trent Miller, Library Program Coordinator