



CITY ADMINISTRATOR

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To: Human Resources Committee
From: Kevin Lahner, City Administrator
Copy: Marquise Vasquez, Human Resources Director
Chris Pofahl, Information Technology Director

Human Resources Committee Members:

Please see the additional information below regarding the proposed reorganization plan for the City Administrator and Information Technology Office. The proposed reorganization is the result of an analysis of duties and responsibilities between several positions and an effort to align the City's positions with the Common Council's Strategic goals. As you are aware the Council's strategic plan has placed an emphasis on Community Outreach and Engagement. Additionally, we have worked over the last several years to expand and enhance our community outreach and engagement efforts. The strategic goals we are focusing on with this reorganization include:

- **Customer Service** – “Provide prompt and response service with a caring attitude”
- **Civic, Cultural, and Recreational Center for the Region** – “Foster exceptional programs, services and facilities that promote a continued renaissance highlighting our arts community, musical assets, library services, parks/open spaces and diverse recreational opportunities”

Specific Objectives within the City Administrator/Mayor's Office include the following:

- Provide new opportunities for community engagement through expanding our existing programs and creating new programs that increase our interactions with the public
- Provide two new opportunities for internal employee engagement

As you are aware with have greatly enhanced our communication and engagement efforts over the last five years, as directed by the Common Council. Our efforts have included the following:

- Started the quarterly Celebrate Waukesha Breakfasts, which attract more than 100 local business owners, government officials, and non-profit leaders each quarter.
- Conducted budget town halls at a local coffee shop to encourage informal discussions of the City's annual budget
- Initiated and facilitated workshops among specific issues, including the Waukesha City Hall, Buchner Pool and other major capital projects throughout the City.
- Initiated and continue to produce the weekly employee newsletter. Current subscribers are more than 3160, with a 0% unsubscribe rate and an open rate of more than 57% (industry average is 23%).
- Coordinate, strategic communications efforts around our emergency response efforts related to the COVID-19 virus. Information was distributed throughout the community in an efficient and responsible fashion, ensuring residents were fully informed about City operations and modifications.
- Produced several Public Service Announcements for streaming and broadcast on our cable channel



- Increase in Facebook subscribers from creation in Sept. 2016 to approximately 7,000, increase in Twitter followers from creation in April 2016 to more than 1500 today and increase in Instagram subscribers from creation in September 2016 to more than 1350 today.

We have also increased internal engagement through our electronic employee newsletter, the City's Intranet page, and regularly scheduled Town Hall meetings.

The above does not encompass all the efforts of our communications and engagement program to date, but provides you a snapshot of the increasing duties and responsibilities related to managing these efforts. Additionally, our review of Information Technology Department duties and responsibilities indicated that the efforts of the Audio/Visual Coordinator more closely aligned with our community engagement efforts as opposed to Information Technology efforts. Additionally, the IT department was in need of administrative support more than those of a Help Desk Coordinator.

It is for the above outlined reasons that we believe the proposed realignment is appropriate and in agreement with the City's Strategic Goals. The proposed reclassifications would result in the following changes:

1. Downgrade the Helpdesk Coordinator position from a Grade 9 to an Administrative Assistant (Grade 6).
2. Assign Administrative Assistant duties to support the Mayor/City Administrator's office and the Information Technology office.
3. Upgrade the Assistant to the Mayor/City Administrator position from a Grade 9 to the Communications and Engagement Manager (Grade 12).
4. Reassign the A/V Coordinator position to the Communications and Engagement Manager supervision
5. Reassign the User/Interface Designer to the Communications and Engagement Manager supervision.

The proposed realignment of positions does not create any additional employees, but rather modifies existing positions that are already present in the organization.

Financial Information:

Incumbent Helpdesk Coordinator Salary (Retired):	\$65,321
Incumbent A/V Coordinator Salary (Resigned):	\$61,097
Incumbent Assistant to Mayor/City Administrator:	\$81,198
Administrative Assistant Salary Range:	\$49,993 - \$67,489
<u>Communications and Engagement Manager:</u>	<u>\$85,198</u>
Approximate Savings:	\$11,000 (Beginning of Range) - \$3,000 (Mid-Range)

Comparison City Information

Cities of our size and complexity in Wisconsin all have some form of communications and outreach, although the structure and function of each municipality varies. Nearly all are housed in the Mayor's office or City Administrator's office. Below is a brief review of cities of similar size and their communications departments.

- Appleton – Citizen Engagement Division
- Janesville – Strategic Communications Division
- Oshkosh – Oshkosh Media Department
- Green Bay – Community Relations Department
- Racine – Communications Director and Belle TV Division
- Kenosha – Community Relations Liaison
- Eau Claire – Media Communications Specialist (City Manager's Office)

Reclassification Process:

The reclassification process is outlined in our Human Resources Policies. Specifically, the recently updated policy indicates the following:

Reclassification of a Position – “A reclassification is when an existing position, regardless of the number of incumbents in that position, is moved from one salary grade to another, and the job title, duties and responsibilities are changed.”

The reclass of the two positions and realignment of reporting duties as indicated above is warranted to continue to expand our community engagement efforts and to reflect the current duties of our personnel. I appreciate your discussion and interest in this issue. Please feel free to contact me prior to the Human Resources meeting if you have any additional questions or concerns.

KML