



City of Waukesha
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Committee: Human Resources Committee	Date: 12/21/2022
Common Council Item Number: ID22-5473	Date: 1/3/2023
Submitted By: Kevin Lahner, City Administrator	City Administrator Approval: KL
Finance Department Review: Click here to enter text.	City Attorney's Office Review: Click here to enter text.
Subject: Consideration of the creation of the Communications and Engagement Manager Position and Communications and Engagement Division as approved in the 2023 Budget.	

Details:
As approved in the 2023 budget, this organizational change creates the Communications and Engagement Manager position and modifies the AV positions. It also changes the reporting requirements for the Administrative Assistant, Video Production Coordinator, User Interface Designer and Audio/Visual Technician to report to the Communications and Engagement Manager. The change will allow us to continue to grow our communications and outreach efforts, with a higher level of focus and coordination on city-wide community engagement activities. The Community Engagement Division under the City Administrator supports the entire City on communication efforts including both external communications and internal communications.

Among other duties, the division will produce all external newsletters, internal newsletters, community engagement activities and serves public information needs during emergency events.

The reorganization allows all the communication responsibilities to be housed under one supervisor and coordinated more effectively across departments. As noted in the attached report, which was presented at the Council Retreat, the community engagement activities have expanded greatly over the last five years, with additional events, publications, videos, newsletters, and higher levels of coordination across the departments.

Options & Alternatives:
Denying the reorganization would leave the current positions in place, which would limit our ability to expand our engagement efforts beyond the current capacity. We would have to prepare a budget amendment to amend our recently passed 2023 budget where this was previously presented and discussed.

Financial Remarks:
The 2023 Information Technology operating budget was reduced by \$525,980. The 2023 City Administrator budget was increased by \$521,556. The financial implications are a net zero to the budget due to these changes.

Executive Recommendation:

Consideration of the creation of the Community Engagement Manager Position and Community Engagement Division as approved in the 2023 Budget.