

CIVIL SERVICE COMMISSION
Thursday, April 15, 2021
3:30 p.m.

In accordance with Executive Orders N-25-20 and N-29-20 the April 15, 2021 Civil Service Commission meeting will be held virtually.

MEMBERS OF THE PUBLIC MAY NOT ATTEND THIS MEETING IN PERSON

The April 15, 2021 Civil Service Commission will be facilitated virtually through Zoom.

1. Join the Zoom meeting application on your computer, tablet or smartphone:

Go to:

<https://sonomacounty.zoom.us/j/95379092131?pwd=dXplRHB5OFAxZHFPZzFOSWpXVXg2dz09>

2. Call-in and listen to the meeting:

By telephone:

Number: +1 (669) 900-9128

Webinar ID: 953 7909 2131

Password: 915284

PUBLIC COMMENT PRIOR TO THE COMMISSION MEETING: Public Comment may be submitted via email.

EMAIL PUBLIC COMMENT: To submit an emailed public comment to the commission secretary email marissa.georges@sonoma-county.org by April 12, 2021. Please provide your name, the agenda items on which you wish to speak, and your comment. These comments will be emailed to all Civil Service Commission members.

PUBLIC COMMENT DURING THE COMMISSION MEETING:

PUBLIC COMMENT USING ZOOM: Members of the public who join the Zoom meeting, either through the Zoom app or by calling in, will be able to provide live public comment at specific points throughout the meeting.

DISABLED ACCOMMODATION: If you have a disability which requires an accommodation or an alternative format to assist you in observing and commenting on this meeting, please contact the Commission Secretary at (707) 565-6195 or by email marissa.georges@sonoma-county.org by 12pm Monday, April 12, 2021 to ensure arrangements for accommodation.

The rules for public observation and comment supersede and replace the standard provisions on page two for the duration of the public health emergency.

CIVIL SERVICE COMMISSION AGENDA

April 15, 2021

Disabled Accommodation: If you have a disability which requires an accommodation, an alternative format, or requires another person to assist you while attending this meeting, please contact Marissa Georges at (707) 565-6195, as soon as possible to ensure arrangements for accommodation.

Public Comment: Any member of the public may address the Commission on a matter listed on the agenda. Commenters are requested to come forward to the podium when recognized by the Commission Chair. Please state your name and limit your comments to the agenda or report item under discussion. Available time for comments is determined by the Commission Chair based on agenda scheduling demands and total number of speakers.

Materials related to an item on this Agenda submitted to the Commission after distribution of the agenda packet are available for public inspection in the Human Resources office at the above address during normal business hours.

I. Call to Order

II. Approval of Minutes of April 1, 2021

III. Director's Report

IV. Public Comment

Any member of the public may address the Commission on a matter not listed on the agenda. Please state your name and who you represent, if applicable. Comments will be limited to 3 minutes.

V. Reports

A. Supervising County Communications Specialist - County Administrator's Office - New Classification Study

Recommendations: Approve the new job classification of Supervising County Communications Specialist for the Communications division of the County Administrator's Office.

Gail Papworth, Human Resources Analyst

VI. Agenda Items

A. Overview of Hiring + Diversity: A Best Practices Toolkit

Christina Cramer, HR Director

B. Future Civil Service Commission Meetings

Jerry Dunn, District 3

VII. Appeals

A. Commission to set Pre-Hearing Meeting date for appeal of termination -

Ramirez: May 6, 2021 or May 20, 2021

VIII. Other Scheduling Matters

IX. Commissioners Closed Session

X. Reconvene from Closed Session

CIVIL SERVICE COMMISSION AGENDA

April 15, 2021

XI. Commissioners Open Session

XII. Adjourn

The next Civil Service Commission meeting will be **Thursday, May 6 2021** at 3:30 p.m., virtually with Zoom. The Agenda deadline for this meeting is 2:00 p.m., Monday, April 26, 2021.



COUNTY OF SONOMA

HUMAN RESOURCES DEPARTMENT

REPORT TO THE CIVIL SERVICE COMMISSION PROPOSED NEW CLASSIFICATION

Job Classifications Included:	Supervising County Communications Specialist
Department/Division:	CAO – Communications Division
Position Reports to (Classification):	County Communications Manager
Incumbent(s):	n/a
Bargaining Unit:	BU 50 – Administrative Management
Study Requested by:	County Communications Manager/ CAO
Recommendation:	
Approve the new job classification of Supervising County Communications Specialist for the Communications division of the County Administrator’s Office.	
Justification:	
<p>The County Communications Manager requested Human Resources develop a new supervisory classification within the Communications division of the County Administrator’s Office. This is a single position supervisory class that will oversee the work of an assigned unit of County Communications Specialists (CCS) in the development and implementation of county-wide communications initiatives and projects, as well as assist with the daily operations of the division, as assigned. Specifically, the new supervisory position will oversee the planning, development and delivery of marketing strategies for County public outreach, and communications efforts related to the County’s strategic plan.</p>	
Background and Analysis:	
<p><u>Background</u></p> <p>In 2019, the County consolidated countywide communication functions into a centralized division within the County Administrator’s Office (CAO). This led to the creation of the management classification of County Communications Manager (CCM) to perform and oversee the work of the division, including the development and implementation of a strategic communications plan, and to act as the official channel of communications between the County and the public. The Sheriff’s Office, Sonoma Water, and Sonoma County Agricultural Preservation and Open Space District maintained their departmental communications structure.</p> <p>In 2020, the Board of Supervisors approved the reorganization of the CAO to include a centralized Communications division to ensure a cohesive communication approach for consistent and timely messaging to community groups, stakeholders, and the general public.</p> <p>To support the consolidation and new division, Human Resources developed the classification of County Communications Specialist (CCS). This professional level class works under general direction from the CCM performing the associated day-to-day public information and community engagement work, and coordinating departmental Communications efforts including social media, video, press releases, graphics, outreach materials, and website content and administration, along with providing advice and guidance to departments on County standards for public information and outreach issues. Incumbents in this class are considered subject matter experts on assigned</p>	

departmental communication programs and provide related context to these departments within the broader county communication strategy and goals.

Analysis

The newly formed County Communications division within the County Administrator's Office consists of twelve staff including the County Communications Manager (CCM) and an Administrative Aide. The CCM directly supervises all ten County Communications Specialists along with overseeing the daily operations of the division. In addition to these management and supervisory duties, the CCM serves as spokesperson for the County, working directly with the County Administrator's Office and Board of Supervisors on communications, transparency, and outreach to the citizens of Sonoma County.

The Communications division work continues to grow as it aligns with the newly adopted County Strategic Plan, County public outreach and communication initiatives, and the building of efficiencies in a countywide cohesive approach to communication plans during County emergency response. The proposed new class of Supervising County Communications Specialist will lead the division's efforts in these areas and perform the following:

- Supervise professional staff and support the implementation of County-wide communication strategies and programs.
- Coordinate associated work and deliver recommendations on public information messaging regarding the County's strategic plan, activities, and services.
- Provide oversight in the development and implementation of marketing and public outreach plans to enhance community engagement and to increase awareness of County departmental services.
- Act for the County Communications Manager during periods of absence and as directed.

The Supervising County Communications Specialist will work independently while directing assigned staff in the enhancement of community engagement efforts through marketing and public outreach plans. This class is distinguished from the County Communications Manager in that the latter has overall responsibility for the management and direction of County Communications Office and staff, and is engaged in all County-wide communications and community relations initiatives and activities. It is further distinguished from the next lower level in the County Communications Specialist series by its full supervisory responsibilities and its participation in the development and implementation of internal county communications policies and procedures, and assistance to the CCM in general supervision and daily oversight of assigned CCS staff.

Conclusion

The division's flat hierarchical organization structure contributes to an overburdened span of control for County Communications Manager. The introduction of a professional supervisory level class will provide better coordination and project oversight of professional staff and allow for greater efficiencies in divisional operations and project management. As such, given the broad scope of duties, span of control, and the responsibility for County's goals related to public outreach and marketing, Human Resources is recommending the adoption of the Supervising County Communications Specialist class to provide daily supervision to professional CCS staff, project

coordination and oversight, and to allow for greater efficiencies in operations and project management in the division.

Recommendation

Approve the new job classification of Supervising County Communications Specialist for the Communications division within the County Administrator's Office.

Report Prepared by: Gail Papworth, Human Resources Analyst

Report Approved by: Spencer Keywood, Recruitment and Classification Manager

Date: April 15, 2021

SUPERVISING COUNTY COMMUNICATIONS SPECIALIST

Definition

Under direction, supervises professional staff and supports the implementation of County-wide communications strategies and programs; coordinates associated work and delivers recommendations on public information messaging regarding the County's strategic plan, activities, and services; provides oversight in the development and implementation of marketing and public outreach plans to enhance community engagement and to increase awareness of County departmental services; acts for the County Communication Manager during periods of absence and as directed; and performs related duties as assigned.

Distinguishing Characteristics

This is the single position supervisory class in the County Communications Specialist series within the County Administrator's Office reporting to the County Communication Manager. With management oversight, the position works independently while directing staff and providing support for County-wide communication initiatives including the enhancement of community engagement through marketing and public outreach plans.

This class is distinguished from the County Communications Manager in that the latter has overall responsibility for the management and direction of County Communications Office and staff while engaged in all County-wide communications and community relations activities. It is distinguished from the professional level of County Communications Specialist by its full supervisorial responsibilities, and by its participation in the development and implementation of internal county communication policies and procedures, and the coordination of marketing and public outreach within the assigned functional areas.

Typical Duties:

Duties include, but are not limited to, the following:

Supervises and assists professional and support staff engaged in researching, developing and delivery of presentations, news releases, and other associated publications and outreach and media materials; ensures materials are consistent with County standards of quality and cultural competence, including design, content, accuracy and translation when appropriate.

Provides technical guidance and assists professional staff on difficult or controversial projects or issues such as high-profile communication campaigns; reviews the work of staff for consistency with established professional and legal standards; ensures that communication services and programs work within established guidelines including excellent work product quality and timeliness.

Participates in the selection of professional, paraprofessional, and clerical staff; trains, instructs, schedules, reviews and evaluates the work of assigned personnel; conducts performance reviews in coordination with the County Communications Manager to provide

feedback, direction, and coaching to assigned staff; recommends a variety of personnel actions such as merit increases, disciplinary actions, and promotions.

Participates in the development and implementation of a comprehensive marketing and public outreach program for the County and other programmatic areas; researches and analyzes problems, examines alternatives, determines strategies and makes recommendations; works closely with county leadership and departments to develop accurate and relevant information and materials.

Performs a variety of professional media, communications, and outreach-related activities in support of strategic initiatives including those involving organizational branding, social media, graphics, audio/visual projects, public information, and content for official websites.

Monitors media sources and other news outlets to analyze and evaluate current trends and County communication needs based upon employee and the public's interest and understanding of County programs and services.

Facilitates meetings and issues information to the press, radio, television, and social media; responds to public and internal customer questions and requests; meets with county departments management and staff to advise and review public relations implications on proposed actions.

Produces and ensures communication and public information methods that support the County's commitment to open, friendly, and responsive government, and proactively develops creative messaging to tell the County's story.

Establishes and maintains working relationships with news media, community groups, elected officials, schools, and other governmental agencies, and acts as the spokesperson in dealing with the media and other groups as assigned.

Performs related duties as assigned.

Knowledge and Abilities

Thorough knowledge of: principles, tools, techniques, and methods of preparing information, news releases, press releases, and/or marketing materials including graphics and written copy; principles and techniques of preparing and disseminating information to groups and target audiences, including use of relevant social media channels, press releases and public information announcements; techniques and methods used in composing and preparing correspondence, memoranda, newsletters, reports, and similar materials; modern office practices, methods, and computer equipment and applications related to work; and generally accepted rules of English usage, including spelling, grammar, punctuation, and syntax.

Considerable knowledge of: principles and practices of supervision and performance management; techniques and methods of coaching and training employees; methods and

techniques used in evaluating public attitudes and needs; County program activities and operations, principles of organization and management applicable to local government; principles and practices of public administration; desk-top publishing, web content design and development, graphics preparation/presentation, video/photography, and the operation of related applications and equipment.

Ability to: lead, assign, prioritize, train, and monitor the work of others; balance competing priorities; establish performance standards and evaluate performance; coach subordinate staff in order to develop their skills and knowledge; work independently; investigate, assess, and evaluate data and make recommendations including the development an effective plan of action; effectively communicate County policies and services to community groups, committees, other agencies and the general public; demonstrate resourcefulness and judgment in the analysis and solution of complex public relations matters; speak publicly and effectively to a variety of diverse community groups; write effectively and edit the writing of others; develop effective marketing and outreach programs to reach diverse target markets; prepare complete, accurate, concise public information materials; select the proper medium to deliver and gather effective public information and feedback; establish and maintain effective relationships; effectively use computer software such as desktop publishers, presentation software, graphic design, spreadsheets, and databases; develop and manage web pages; compile and analyze statistical information; develop creative and effective verbal and visual presentations; research and prepare technical reports.

Minimum Qualifications

Education and Experience: Any combination of education, training and experience which would likely provide for possession of the stated knowledge and abilities. Normally this would include a Bachelor's degree in public and/or business administration, communications, journalism, public relations, or a closely related field, and three years of professional level experience working in public information/media relations or marketing that includes at least one year of professional experience supervising and/or providing project lead direction to teams on marketing, communications, and/or public information efforts. A Master's degree is desirable.

License: Possession of a valid driver's license at the appropriate level including special endorsements, as required by the State of California, may be required depending upon assignment to perform the essential job functions of the position.

Bilingual Designation: Designated positions may be required the ability to speak, read, and write a language in addition to English.

CIVIL SERVICE COMMISSION MINUTES
Sonoma County Human Resources Department
April 1, 2021

PRESENT

Commissioners:	John Hadzess, Jerry Dunn, Anthony Withington, Pat Sabo, Mark Walsh
Human Resources Staff:	Christina Cramer, Spencer Keywood, Carol Allen, Amy Kraus, Colleen Goetz, Gail Papworth, Eric Payne, Michael Nielsen, Jennifer Tamayo, Paul Carroll, Ric Giardina, Ann Larkin, Marissa Georges
Commission Counsel:	Not Present

I. CALL TO ORDER

The virtual meeting was called to order at 3:00 p.m.

II. APPROVAL OF MINUTES

Motion: Commissioner Withington
Second: Commissioner Dunn
Ayes - Roll Call Vote: 5 Absent: 0

III. DIRECTOR'S REPORT

Christina Cramer, HR Director, reported that HR would be starting a recruitment for the Director of Health Services. Christina also reported that HR has created and released Hiring + Diversity: A Best Practices Toolkit, which supports the Board's Organizational Excellence and Racial Equity and Social Justice Strategic Pillars to achieve a diverse workforce that is reflective of the community. She informed the Commission she would provide them with an overview of the Toolkit at the next meeting. Christina then thanked the Commission for participating in her performance evaluation survey.

IV. PUBLIC COMMENT

V. AGENDA ITEMS

VI. REPORTS

A. Senior Office Assistant – Human Resources Department – Position Review Study
Gail Papworth reported
Motion: Commissioner Withington
Second: Commissioner Sabo
Roll Call Vote: **Ayes: 5 Absent: 0**

VII. APPEALS

A. Appeal of Termination is being scheduled for a June hearing date

VIII. OTHER SCHEDULING MATTERS

A. Commissioner Dunn added an agenda item for the next meeting: in-person meetings

IX. COMMISSIONERS CLOSED SESSION

X. RECONVENCE FROM CLOSED SESSION

XI. COMMISSIONERS OPEN SESSION

XII. ADJOURN

The Civil Service Commission meeting adjourned at 3:52 p.m.