

GLENBROOK HIGH SCHOOLS
Office of the Superintendent
Glenview - Northbrook, Illinois

To: Board of Education

From: Mike Riggle

Re: District Communication Plan Position

Date: April 7, 2011

At the March 21 board meeting, I requested that the agenda item regarding the technical assistant position be pulled to allow the administration to gather further information. Since that time, we have attempted to assemble comparative information on compensation levels for similar positions in the area. The following is a brief summary of the results:

Local Unit Districts

Information was collected from three unit districts (K-12) in the suburban area. As you might expect, the structure and support for the PR/communications director varies.

- #1. In addition to the director, they employ a web services coordinator (\$63,000), a community relations coordinator (\$70,000), and a secretary (\$49,000). They also employ a freelance writer to help with projects for 4 to 6 hours per week at \$25.00 per hour.
- #2. In addition to the director, there is a community relations assistant (\$46,000) and a district webmaster (\$42,000).
- #3. In addition to the director, there is a web content/master (\$60,000) shared with the tech department and a secretary (\$42,000).

Local High School Districts

The structure and staffing also varied in the local high school districts.

- #1. In addition to the director there is a technical assistant (\$61,000) and a secretary (\$40,000). The webmaster is part of the technology department.
- #2. In addition to the director there is a full-time communications specialist and two employees that handle foundation, alumni and events communications. Salaries for support staff are unknown. The communication assistant position was created from a clerical position last year.
- #3. In addition to the director there is a clerical assistant employed when school is in session.
- #4. In addition to the director there is a 12 month clerical assistant (\$41,000 – 46,000).

Public Relations Firms

- #1. Reviewed the proposed job description and felt the proposed compensation level was attractive for a person with minimal experience.
- #2. They stated that the average account executive (similar to D225 position) salary which would be comparable is \$50,000 for a candidate with 3 to 5 years experience.

Current Staffing

The current clerical staff that is shared between the PR/communications and special education departments is a Level 2 secretary as outlined in the GESSA bargaining agreement.

0.8 FTE \$16.66 - \$19.91/hour \$27,862 - \$33,297

If this position were rehired as clerical support the 2011-2012 compensation level would be:

0.78 FTE \$17.14 – 20.48/hour \$27,833 - \$33,263

If the current clerical position were rehired at the proposed level of support the salary would increase.

0.92 FTE \$17.14 – 20.48/hour \$32,769 - \$39,162

Proposed Staffing

The proposed level of staffing to be dedicated solely to the PR/Communications Department is Level II Technician.

0.92 FTE \$22.52 - \$29.71/hour \$43,049 - \$56,802

As we consider the technical assistant position and compensation level, the following points must be incorporated in the decision.

1. The current Level 2 secretarial position is a GESSA position with agreed upon skill levels and compensation.
2. The new position will be a GESSA position since it does not meet the requirements for excluding it from the bargaining unit.
3. Since the technical assistant position is a GESSA position, it must be advertised at the designated level for skill and compensation outlined in the collective bargaining agreement.
4. To advertise at a level for skill and compensation lower than Level II Technician, the new level would need to be discussed and agreed upon by GESSA. Level II Technician was selected partially because of the ongoing staff training on website applications that the person in this position will be expected to provide.

Recommendation

It continues to be my recommendation that the board approve the public relations and communications technical assistant as a Level II Technician position as outlined in the GESSA collective bargaining agreement. The data collected from local unit and high school districts, public relations firms and an advertised position from the Village of Glenview indicate that although there is variance in responsibilities and compensation levels, the compensation level proposed for our district is reasonable and competitive.

As we move forward with a new District Communication Plan, this position is vital to our efforts to provide more and better information to our school community, particularly in the areas of website and social media. I do not consider the current overabundance that exists in the journalism sector to be a proper gauge for this position because the required skill set we have established requires much more than journalism training and experience. It is clear that the school community expects more from our district and school websites. Although a small audience currently exists in social media areas such as Facebook and Twitter, it is clear that they will grow with time. I am confident that once social media efforts are launched, our school community will embrace them and find them to be dynamic in meeting their information needs and their dependence on the semi-static environment of the websites will diminish proportionally.

Finally, it is important to note that the board has consistently expressed concern over the quantity and quality of information provided to our community in all areas, but particularly the websites. The hiring of this position is targeted to address these concerns. The private sector is moving rapidly into the social media venues and they are actively used as a complement to traditional advertising and branding efforts. As social media use increases, positions such as this one will become more valued and will demand higher compensation in a manner similar to web programmers.

Note: The attached documents are intended to provide you with accurate compensation levels from the GESSA collective bargaining agreement. The original District Communications Plan document contained 2010-2011 salary levels. This document is based on 2011-2012 salary levels.

Public Relations and Communications Technical Assistant

In the past few years, public relations/communications personnel have drastically increased the use of such as tactics as social media, continuous website content management, and have strived to meet the demanding needs of a growing online media population. In order to provide the level of public relations/communications support as outlined in the communications plan, there is need to improve the structure of the department and the expertise of its staff. It is imperative that staff is qualified and continue professional development activities, as communications strategies and tactics are ever changing.

To that end, we are recommending a change in staffing from a clerical position to a technical position to meet the growing needs of the communications function.

Current Salary: Clerical, Secretary 2 \$35,579 (0.80 FTE)

Proposed Starting Salary:

Option 1: Level II Technician \$43,000 – \$56,800 (0.92 FTE)

Option 2: Level II Technician \$36,500 – \$48,200 (0.78 FTE)

*This represents an hourly range of \$22.52 - \$29.71.

NORTHFIELD TOWNSHIP HIGH SCHOOL DISTRICT 225
INFORMATION/DATA MANAGEMENT SALARY SCHEDULE
2011-2012

Step	260	239	209	203	Hourly	Positions
1	29,244	26,882	23,508	22,833	14.06	Receptionist 1
2	29,830	27,420	23,978	23,290	14.34	Attendance 1
3	30,426	27,969	24,458	23,756	14.63	Guidance 1
4	31,034	28,527	24,947	24,230	14.92	Library 1
5	31,655	29,098	25,446	24,715	15.22	
6	32,288	29,680	25,954	25,209	15.52	
7	32,934	30,274	26,474	25,714	15.83	
8	33,593	30,880	27,003	26,228	16.15	
9	34,263	31,496	27,543	26,752	16.47	
10	34,949	32,127	28,094	27,287	16.80	
11	35,648	32,769	28,655	27,833	17.14	Receptionist 2
12	36,362	33,425	29,229	28,390	17.48	Attendance 2
13	37,088	34,092	29,813	28,957	17.83	Guidance 2
14	37,829	34,774	30,409	29,536	18.19	Library 2
15	38,587	35,471	31,018	30,128	18.55	Secretary 1
16	39,359	36,180	31,638	30,730	18.92	
17	40,145	36,903	32,271	31,344	19.30	
18	40,949	37,641	32,916	31,971	19.69	
19	41,767	38,394	33,575	32,611	20.08	
20	42,603	39,162	34,246	33,263	20.48	
21	43,455	39,945	34,931	33,928	20.89	Guidance 3
22	44,324	40,744	35,630	34,607	21.31	Secretary 2
23	45,211	41,559	36,343	35,299	21.74	
24	46,115	42,390	37,069	36,005	22.17	
25	47,037	43,238	37,811	36,725	22.61	
26	47,977	44,102	38,567	37,459	23.07	
27	48,937	44,984	39,338	38,209	23.53	
28	49,916	45,884	40,125	38,973	24.00	
29	50,915	46,803	40,928	39,753	24.48	
30	51,933	47,739	41,746	40,548	24.97	

**NORTHFIELD TOWNSHIP HIGH SCHOOL DISTRICT 225
TECHNICAL SALARY SCHEDULE
2011-2012**

Step	260	239	Hourly	Positions
1	39,108	35,949	18.80	Level I Technician
2	39,890	36,668	19.18	Tech Support
3	40,687	37,401	19.56	
4	41,502	38,149	19.95	
5	42,331	38,912	20.35	
6	43,178	39,691	20.76	
7	44,042	40,484	21.17	
8	44,923	41,294	21.60	
9	45,821	42,120	22.03	
10	46,738	42,962	22.47	
11	48,167	44,275	23.16	Level II Technician
12	49,129	45,161	23.62	Tech Support
13	50,113	46,064	24.09	Technology Trainer I
14	51,115	46,986	24.57	
15	52,138	47,926	25.07	
16	53,180	48,884	25.57	
17	54,243	49,862	26.08	
18	55,328	50,859	26.60	
19	56,435	51,877	27.13	
20	57,563	52,914	27.67	
21	58,714	53,972	28.23	
22	59,890	55,051	28.79	
23	61,087	56,153	29.37	
24	62,309	57,275	29.96	
25	63,554	58,421	30.55	
26	64,825	59,589	31.17	Level III Technician
27	66,121	60,782	31.79	Tech Trainer
28	67,445	61,996	32.42	Service Desk
29	68,793	63,237	33.07	Senior Information Technician
30	70,169	64,502	33.74	Network/Server Support Technician
31	71,572	65,791	34.41	
32	73,004	67,107	35.10	
33	74,464	68,449	35.80	
34	75,954	69,818	36.52	
35	77,473	71,214	37.25	
36	78,634	72,283	37.80	Level IV Technician
37	79,814	73,367	38.37	Senior Info Systems Technician
38	81,012	74,468	38.95	Senior Network Server Technician
39	82,227	75,585	39.53	Web Application Programmer
40	83,461	76,719	40.12	Senior Apple Deskside Support Tech
41	84,712	77,869	40.73	Senior Windows Deskside Support Tech
42	85,983	79,038	41.34	
43	87,272	80,223	41.96	
44	88,582	81,426	42.59	
45	89,910	82,647	43.23	



The Village of •
Glenview

Village Manager's Office
(847) 904-4370 direct
(847) 724-1518 fax

Application Deadline: April 18, 2011

Now Hiring!
Part-time Communications Manager
Village Manager's Office

DESCRIPTION:

The Village of Glenview is seeking to fill one (1) part-time Communications Manager position. The focus of this position is to convey, internally and externally, communications regarding Village programs, services, policy decisions, and other related information. This is accomplished by coordinating internal and external communications media and functions by developing themes, stories, and content for the monthly community newsletter, weekly public and employee e-newsletters, public website and intranet content, producing and disseminating the annual community report and resident handbook, coordinating television media, and serving as the point of contact for public press agencies. Individual also works cooperatively with senior management team and elected officials to lead the development, implementation, and evaluation of interest stories, press releases, and publicity for Village programs. The position also develops and disseminates communication tools to support staff with community meetings, and maintains the Village's emergency public information system during emergency situations. Additionally, the position develops cooperative relationships within the community by participating in various Village committees, community organizations, and local government associations. The incumbent also will assist the Village Manager's Office with routine customer service support functions, including answering the phone, processing requests for information, drafting business correspondence, answering routine inquiries, and other related duties/projects, as assigned. The position reports to the Deputy Village Manager.

QUALIFICATIONS:

The successful candidate must have a Bachelors degree from an accredited college in Journalism, Public Relations, Marketing, English, or related field with 5 to 7 years experience in communications, public relations, marketing, or an equivalent combination of education and experience sufficient to successfully perform the essential duties of the job. The successful candidate will have advanced knowledge of public relations and marketing principles and concepts and display strong communications skills (verbal and written). Candidate should possess knowledge of web page design and ability to write web content and evaluate graphic layout. The incumbent will be skilled in providing internal communications consulting to elected officials, senior managers, and internal business partners, which requires him/her to possess an engaging and professional communication style. Proven knowledge and skills with computers, and MS Office suite software is a must. A valid driver's license is required. The work schedule is 25 hours/week. Candidate must be willing to work a varied schedule, including periodic night meetings, and occasional weekend events. The incumbent will be required to be

on-call to assist with crisis communications during declared emergencies.

SALARY:

The salary is \$52,000 to \$58,000 DOQ with fringe benefits. This is an exempt position under FLSA.

HOW TO APPLY: Please forward resume and cover letter via e-mail to hr@glenview.il.us by 5:00 pm, Monday, April 18, 2011. Please reference "ID#: 07-11-PT Communications Manager" in the subject line of your e-mail. **Hard copies or faxed resumes will be declined.** For more information about the Village of Glenview, please visit our website at www.glenview.il.us.