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COMPLETE

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Page 1: Classified Position Request Form

Q1 Please enter the following:

Department	College & Community Relations
Position Title	Public Information Assistant
Salary Range	27
Annual Salary at Step B*	40,836
Hours/week and # of months	20 hours/week; 12 months

Q2 Provide the following information for the new position or the increase in FTE for an existing position that is being requested, or the request to fill a vacant, frozen or defunded position:

Respondent skipped this question

Q3 Contract type**12-month****Q4** What type of position is being requested?**New general fund position**

Q5 Please attach the description for the position classification (contact GCCCD Human Resources to obtain this).

Respondent skipped this question

Q6 What are the actual duties and responsibilities that are specific to this requested position? (100 words or less)

Coordinate social media accounts -- YouTube, Instagram, Twitter, Facebook
 Schedule photography; upload, tag, and coordinate with client
 Manage weekly updates on website/newscenter
 Manage weekly master calendar updates
 Prepare, edit weekly digest
 Prepare, edit board report
 Administrative duties

Q7 Please address the following: How are the duties of the requested position currently being performed, if at all? How does the lack of this position impact the program or service area? What impact, if any, have frozen or vacant positions within the department had on services or staff workload? (200 words or less) (Rubric Criteria 1)

1. Current duties are being performed by the director of the department in lieu of being in the community to build relationships/partnerships
2. Lack of this position limits the efficacy of the director. Approximately 30-40% of the director's workweek is spent on these duties. Additional community engagement is expected to increase enrollment, establish partnerships with industry, and positively impact campus programs.
3. N/A. This is a new department.

Q8 How has the program/service area changed over the most recent five academic years and/or how is it expected to change within the next five years (i.e. growth, additional services, increased workload and reorganization) that warrants this position? **Please use both quantitative and qualitative data including, but not limited to: enrollment and productivity data, staffing or other studies, surveys, volume of students or employees served, total comp time accrued, number of hourly/ intern/ volunteer/work-study, and services provided.** (200 words or less) (Rubric Criterion 2)

As a new department, no data currently exist related to the activities of this department. However, in building a strategic communications plan for the college, it is immediately clear that a need exists for a staff member that can work with faculty and students to tell the stories of impact on the campus. Some of this work can be accomplished by student interns, however that does not allow for consistency in voice and a comprehensive understanding of the strategy.

In the first nine months in the position, the director is averaging 55 hour work weeks, with 30% of that time working on strategic initiatives. (30% on administrative tasks, 40% in meetings)

Q9 How would this position's main duties specifically support the institution's strategic priorities? Acceleration Guided Student Pathways Student Validation and Engagement Organizational Health (200 words or less) (Rubric Criterion 3)

This position would support all four strategic priorities. Using the strat plan as a guide, this position will seek success stories that illustrate the impact of all priorities. This content would be used in a variety of ways:

1. Campus engagement
2. Social media
3. Website feature
4. Media
5. Community engagement
6. Talking points for campus leaders

In return, these stories validate the student experience and provide a positive example for those in the community we are seeking to influence (donors, potential students, government leaders, etc.) which may impact organizational health.

Q10 How will the position impact the ability of the program or service area to innovate and meet changing needs? (150 words or less) (Rubric Criterion 3)

It is expected this position will need to evolve as campus needs change. As priorities are modified, the position always responds in kind. This position, like the department, serves the entire campus and will need to be prepared to respond to changing demands from faculty/staff/administration and voices in the community.

Q11 Please confirm that you have discussed this faculty position request with the Division Dean and that you understand that Division Deans will be providing feedback to help inform the prioritization process.

Yes, I have discussed this position request with the Division Dean
