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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*	\$3,505
Hours/week and # of months (e.g., 10-month, 11-month, 12-month)	20 hours/week; 12-month

Q2 **Additional general fund position**

What type of position is being requested?

Q3 **Respondent skipped this question**

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

Q4

What are the actual duties and responsibilities that are specific to this requested position that you would like to highlight to help the Classified Hiring Priorities Committee understand the need for this position?(200 words or less)

Write and produce newsletters for students and employees (on alternate weeks)
Update website content (college-wide support)
Create and schedule content for social media (college-wide support)
Manage photo archive for website, social media, and campus-wide needs (document, tag, re-size, upload)
Provide graphic design support for social media, web graphics, print (as needed, large graphics projects will be outsourced)

Q5

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)

Many of these duties are being absorbed by the director (newsletters, graphic design, social media), which results in a lack of time to work on enrollment marketing and community engagement duties. Some of these items (updating web copy, photo archive) are not being done currently. Because the graphic design position has been frozen the director has absorbed this workload and manages an outside contractor.

Q6

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)

The department was established two years ago (April 2019) with the hiring of the director. In early 2020, a college-wide strategic communications plan was established that focuses on increasing awareness of the college in the service area to positively impact enrollment. With the pandemic and related economic downturn, much of that work has been on hold. With an increasing urgency around enrollment, the work must begin in 2021 and it will mean less time for day-to-day communication efforts (student/employee newsletters, access to communication tools -- social media, website content, photography) that support college operations.

Q7

Which of the College's strategic priorities will this position most directly support? Note: Selecting more than one strategic goal will not impact the Classified Hiring Priorities Committee rating of the position.

**Student Validation and Engagement,
Organizational Health**

Q8

Please explain how the requested position will support the college strategic priority(ies) identified above. (200 words or less) (Rubric Criterion 3)

Taking this workload off the director will enable the director to focus on outreach and engagement efforts in communities of color and the college service area. The efforts will focus on increasing awareness of the college and positively impacting enrollment.

Q9

How will the position impact the ability of the program or service area to innovate and meet changing needs? (200 words or less) (Rubric Criterion 3)

The college sought to establish the college & community relations department to increase enrollment ahead of statewide changes to the funding formula. Due to the pandemic and the economic impact, that work is falling behind and is more critical than ever.

Q10

Please confirm that you have discussed this faculty position request with the dean or manager and that you understand that deans and managers will be providing feedback to help inform the prioritization process.

Yes, I have discussed this position request with the Dean or Manager