

**COMMUNICATIONS
AND TECHNOLOGY
COMMITTEE**

Tuesday, July 24, 2018

6:00 PM

McFarland Municipal Center
Conference Room A

AGENDA

1. CALL TO ORDER, ROLL CALL.
2. PUBLIC APPEARANCES.
3. APPROVAL OF MINUTES.
 - a. Motion to approve the minutes of the June 26, 2018 meeting.
4. BUSINESS.
 - a. Discussion and possible action regarding the Village's website redesign
 - b. Discussion and possible action regarding the development of a Communications Plan
 - c. Discussion and possible action to make a recommendation to the Personnel Committee regarding the Communications and Technology Director including consideration for the position description, status, and permission to fill the vacancy.
5. Staff Reports
 - a. Communications Specialist report
 - b. Director report
6. SCHEDULE NEXT MEETING DATE.
 - a. Next meeting: August 28, 2018 at 6:00p.m.
7. ADJOURNMENT.

This meeting notice constitutes an official meeting of the above referenced group and was posted in accordance with all applicable laws related to Open Meetings Law. It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals. For additional information or to request this service, contact the McFarland Municipal Center at (608) 838-3153 or cassandra.suettinger@mcfarland.wi.us.

VILLAGE OF MCFARLAND
Communications & Technology Committee Minutes

Tuesday, June 26, 2018 - 6:00 PM

1. CALL TO ORDER, ROLL CALL.

Meeting called to order at 6:06 p.m. by Chair Stephanie Brassington in Conference Room A at the McFarland Municipal Center.

Members Present: Jonathan Daugherty, Ella Tschopik, Shaun O'Hearn, and Stephanie Brassington

Members Absent: Mike Dunn, Brian Rodeck, Devoin Ruffin, and Michael Shumway

Staff Present: Administrator Matt Schuenke, Communications Specialist Stephanie Miller, and Technical Specialist Andrew Day

2. PUBLIC APPEARANCES.

No public appearances.

3. APPROVAL OF MINUTES.

a. Motion to approve the minutes of the April 24, 2018 meeting.

Motion by Jonathan Daugherty and second by Ella Tschopik to approve the minutes with the following changes: correct spelling of Ella Tschopik's name.

4. BUSINESS.

a. Discussion and possible action regarding the Village's website redesign

Motion by Shaun O'Hearn and second by Stephanie Brassington to reengage the designer with the changes discussed.

b. Discussion and possible action regarding the development of a Communications Plan

The Committee discussed current communication avenues and provided direction to staff for the creation of a Communications Plan.

c. Discussion and update regarding the Communications & Technology Department.

Administrator Matt Schuenke informed the Committee on the current status and future plans of the Communications & Technology Department.

d. Discussion regarding the paperless packet system.

Committee members provided feedback on their experiences with the paperless packet system,

5. Staff Reports

a. Communications Specialist Report

Stephanie Miller reported on changes to Facebook, the Village's Instagram like-count and the analytics that are now available because of it, and the department's new business cards.

b. Technical Specialist Report

Andrew Day reported on the paperless meeting system Microsoft Surface setup as well as the Sundaes on Thursdays coverage.

6. SCHEDULE NEXT MEETING DATE.

a. Next meeting: July 24, 2018 at 6:00 p.m.

7. ADJOURNMENT.

Motion by Stephanie Brassington and seconded by Shaun O'Hearn to adjourn at 7:25 p.m.



VILLAGE BOARD SUMMARY SHEET

MEETING DATE: Tuesday, July 24, 2018

SECTION: Business

DEPARTMENT: Communications & Technology

CONTACT:

AGENDA ITEM: Discussion and possible action regarding the Village's website redesign

PREVIOUS ACTION:

ISSUE SUMMARY:

Comments from Committee members were compiled and sent off to the developer.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

None



VILLAGE BOARD SUMMARY SHEET

MEETING DATE: Tuesday, July 24, 2018

SECTION: Business

DEPARTMENT: Communications & Technology

CONTACT:

AGENDA ITEM: Discussion and possible action regarding the development of a Communications Plan

PREVIOUS ACTION:

ISSUE SUMMARY:

Included within your packet is an updated Communications Plan meant to detail the previous channels discussed with the revisions/additions sought from the last meeting. While this list does a good job of explaining the channels and starting to outline some of their nuances (i.e. - cost, frequency, etc.) it lacks definition in how we intend to use it. With some of this information provided as an update, discussion and direction is needed on our intentions to use these channels so that more detail can be built into the plan.

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

1. Communications Plan 07192018 mgs

Communications Plan

Communication Channels

July 19, 2018 Draft

Community Calendar	<u>Description:</u> Provides for the ability to centrally locate all Community events. This would allow the public both internal and external to the Village to find what is happening within the Village.	<u>Cost</u>	<u>Timeline</u>	<u>Frequency</u>	<u>Priority</u>
	- Consider Village website, Chamber website, third party. - Needs to be easily accessible on multiple devices. - Must be searchable, use of filters, categorization, location settings. - Members of the public have the ability to add their events. - Ability to cross promote, link to other calendars.	< \$500 per year	3 months to implement	Constant Oversight	Low
Newsletter					
Print (Outlook)	<u>Description:</u> Traditional and/or historical communication that focuses on seasonal Village content, longer, and more detailed articles. Reaches all addresses in the Village without requiring sign up. Appeals to older demographic. Potential to generate ad revenue.	<u>Cost</u>	<u>Timeline</u>	<u>Frequency</u>	<u>Priority</u>
	- Drafting, printing, and mailing are contracted out. - Partnerships may exist within a different format, or with local paper. - Explore revenue opportunities with the inclusion of ads. - Seasonal delivery to insure most timely information.	\$4,000 per mailing	Currently in Use	3-4 times per year	Medium
Digital (Electronic)	<u>Description:</u> Intent would be to create an "e-newsletter" that could provide a smaller number of stories in a more concise format. This would increase the frequency of distribution, and anchor people to the website. Would also have staple items like upcoming meetings, events, videos, and other embedded content. Potential to reach a more digitally based audience that is likely a younger demographic.	<u>Cost</u>	<u>Timeline</u>	<u>Frequency</u>	<u>Priority</u>
	- Using the website emailing service and/or Constant Contact like platform. - Distribution would be between when print newsletters are released.	\$250-\$1000 per year	3 months to implement	6-8 times per year	Medium
Website	<u>Description:</u> Remains the main source of Village information absent actually connecting to someone. Website is able to contain very in depth information and documents for review as needed.	<u>Cost</u>	<u>Timeline</u>	<u>Frequency</u>	<u>Priority</u>
	- Website should serve as the anchor for all communication channels. - Improve look with rebrand and functionality to stay current. - Departments need assignment to monitor content.	\$800 per year	Currently in use	Dept Review Every Quarter	High
Social Media: Facebook Instagram	<u>Description:</u> Fastest way to get information out to the public. Is visually appealing for some with the ability to reach large audiences. Also allows for two way communication.	<u>Cost</u>	<u>Timeline</u>	<u>Frequency</u>	<u>Priority</u>
	- Analyze the marketing tools and their costs. - Consider using items like Facebook live for more direct interaction. - Create "public person" page to have more defined presence. - Use Facebook or Instagram takeover, use profile to highlight Services. - Use platform to highlight employees, connect people to services.	\$1,000 to \$3,000, varies	Currently in use	Consider specialized content once per month.	High

Communications Plan

Communication Channels

July 19, 2018 Draft

Polco	<u>Description:</u> Intuitive online survey and polling service helping to solicit public input. Can embed questions into other online platforms. Provides a different outlet for interaction with public.	<u>Cost</u>	<u>Timeline</u>	<u>Frequency</u>	<u>Priority</u>
	- Committees are to generate and approve questions. - Need to take in account timing, flexibility, and board relationship to issues. - Results when provided should be returned to the Village Board. - Questions can be presented more than once at a time.	\$3,000	Currently in Use	As approved by Committee	Low
Cable Channel	<u>Description:</u> The longest running model for communication, legacy platform. Constantly running broadcasting information. Also allows for live presentations and online streaming, archiving. Appeals to older demographic with low utilization.	<u>Cost</u>	<u>Timeline</u>	<u>Frequency</u>	<u>Priority</u>
	- Ongoing creative content development. - Study future feasibility and ongoing utilization. - Maximize reach through marketing as appropriate.	\$120,000 per year	Currently in Use	Taping nearly all meetings, events, and other.	Medium
Digital Message Boards	<u>Description:</u> Television signage in the Municipal Center can be used to alert Public to events, opportunities, and other issues. Placed in high traffic areas, high visibility.	<u>Cost</u>	<u>Timeline</u>	<u>Frequency</u>	<u>Priority</u>
	- Review expansion opportunities to signage outside facilities. - Consider more regular use, rotating messages.	\$0 to \$15,000	Depends on Implement	Case by Case Basis	Low
Mailers and Handouts	<u>Description:</u> A more traditional model to convey information by physically transmitting paper through a mailing. Can target certain areas of the Village or the whole Community.	<u>Cost</u>	<u>Timeline</u>	<u>Frequency</u>	<u>Priority</u>
	- Partner with Chamber to create welcome packages for new residents. - Consider partnership with School District through teachers and students.	\$250 to \$4,000	Currently in Use	Case by Case Basis	Low



VILLAGE BOARD SUMMARY SHEET

MEETING DATE: Tuesday, July 24, 2018

SECTION: Business

DEPARTMENT: Communications & Technology

CONTACT:

AGENDA ITEM: Discussion and possible action to make a recommendation to the Personnel Committee regarding the Communications and Technology Director including consideration for the position description, status, and permission to fill the vacancy.

PREVIOUS ACTION:

None.

ISSUE SUMMARY:

Enclosed within your packet is a marked up version of the job description for the Communications and Technology Director. As was reported, the current position is part-time and vacated as of April 1st this year. Andrew Day was appointed in an interim role to fill this position through the end of the year while the Village worked on the recruitment. There are three separate items to consider for this position as part of this discussion:

1. Job Description - This position description was established in January of 2016 as a means to convert the title from Cable Manager to Comm/Tech Director. Most of the duties were retained as part of the title change which at the time (around 10 years ago) were more cable focused. As the Department has evolved, social media, the website, and our managed IT Contract have increased their role in the Department significantly. The update is meant to be more encompassing of the tasks the position is now encountering as well as where Staff feels attention should be driven towards going forward.
2. Status - This has historically been a part-time position at 20 hours a week or 1,040 hours a year. It has been discussed before that the status might need to change or at least the hours increased to address increase demand for the position. Given what's been discussed and/or desired for the Communications Plan, consideration should be given to discuss making a status change for this position from part to full-time as part of the 2019 Budget.
3. Vacancy - By policy the Village Board is required to authorize the position to be filled when a vacancy is created. This is typically a rather simple step when the job description or status are not being considered for changes. Once the position description is established to everyone's liking and a status determined, then they can authorize the position to be filled and we can begin the recruitment.

FINANCIAL/BUDGET IMPACT:



The main financial consideration will be around the status change. Half of the wages for position is funded including social security costs. Converting the position to full-time will require the second half of the wages to be funded plus the additional benefits of health insurance, retirement, etc. The position is currently at Grade 12 within the grid which has a minimum salary of \$21.66 per hour and \$28.13 per hour. A full time position within the middle of this range including full benefits would cost approximately \$77,500 versus the current budget allocation of \$30,000. This would not effect the 2018 Budget given where we are at in the year, but something to take into consideration for 2019 as part of that process. Also, the entire cost of this position is funded out of Fund 200 which is the Communications and Technology Fund. Other funds could contribute to this cost as a reflection of the work that it does Village wide and not just specific to the Department. All of which could be allocated as part of the 2019 Budget.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Following discussion, recommend consideration to make a recommendation to the Personnel Committee regarding the position description, status, and permission to fill the vacancy for the position.

ATTACHMENTS:

1. 07.20.2018 Communications Technology Director Job Description

Communications and Technology Director

POSITION DESCRIPTION

Position Title:	Communications and Technology Director	FLSA: Non-exempt
Department:	Communications and Technology	Represented: No
Reports to:	Administrator	Employment Status: <u>???</u> -Time

POSITION SUMMARY

Distinguishing Characteristics of the Class

This position is responsible for managing the communication and technology needs of the Village including but not limited to the technical & programming operations of McFarland's local PEG channel (WMCF); providing audio-visual & technical support to the village as a whole; consistent management of the Village's website; and enhancing ~~village~~ communication via social media and other forms of electronic communication; and being the main point of contact for the managed information technology provider. The work includes the supervision of several part-time employees or volunteers. Due to the small size of the staff, however, the Communications & Technology Director performs many of the day-to-day tasks required of the position.

Supervision Received

Performs under ~~the general policy direction from the Village Board and the Communications and Technology Committee and administrative direction and supervision of from the~~ Administrator/~~Treasurer~~, subjective to the policy directives from the Village Board and Communications and Technology Committee as may be applicable. Position ~~but~~ exercises considerable independent judgment as a Department Head in determining the overall workload for the Department as resources provide for.~~program and work priorities and the practices of the department.~~

Supervision Exercised

Supervises a part-time Communications Specialist and a part-time Technical Specialist. Also supervises of a small pool of Audio-Visual Technicians who work a variable schedule determined by technical and production requirements for meetings, school activities, and community events.

DESCRIPTION OF WORK

Essential Duties and Responsibilities

Management/Supervision

- Serves as staff support to the Communications and Technology Committee and prepares reports and recommendations as needed.
- Assists in the preparation and administration of the annual operating and capital budget. Monitors revenues and expenditures to assure sound fiscal control and effective and efficient use of budgeted funds, personnel, materials, facilities, and time.

- Trains and supervises the work of paid employees and volunteers in using video, audio, and other technology.
- Documents internal policies, work methods, and procedures for use of in-studio and remote equipment.
- Maintains appropriate records and prepares required reports.
- Purchases, maintains, and replaces technical equipment and supplies.
- Responds to citizen inquiries or complaints relating to technical aspects of C&T Dept. services.
- Represents C&T Dept. on matters requiring inter-departmental or inter-agency coordination.
- Performs other related duties as required.

Cable Channel

- Plans, directs, and exercises general supervision over the technical & programming operations of WMCF.
- Ensures the reliability and technical quality of WMCF's broadcast signal and programming.
- Makes video and audio equipment owned by the WMCF available for use by the community and trains people on the proper use and capabilities of the equipment.
- Determines the schedule & airing of all programs, public service announcements, and updates public information announcements on WMCF.
- Maintains a video library of previous broadcasts and supplies copies of broadcasts to the public library for public use and to various departments as required.
- Coordinates as necessary with Charter Communications regarding cable franchising, engineering, and signal quality matters.
- Provides technical support or audio/video taping services to other Village departments or serve as a technical resource to Village departments on the design, purchasing, installation, maintenance, and operation of audio and video equipment and related cabling. This does not include IT computer support.

General Communications

- Oversees & assists with the promotion of the Village & community via social media, ~~village website, and~~ other forms of electronic communication.

- Manages the development, compiling, and distribution of the Village newsletter.
- Manages the Village website keeping content up to date through the support of Village Departments.

Managed Information Technology

- Oversees & maintains the Village phone system and acts as the primary point of contact with phone service providers.
- Oversees & maintains the Village internet connections and acts as the primary point of contact with internet services providers.
- Assists with the planning, construction, and use of the Village's wired & wireless communication infrastructure.
- Serves as the central point of contact with the Village's Managed IT Provider helping to coordinate and communicate hardware, software, and network issues with Village Departments.
- Works with the Managed IT Provider and Village Departments to develop proactive strategies to meet the hardware, software, and network needs of the Organization.
- Assists with the setup & use of the Emergency Operations Center (EOC).

Equipment Used

Specialized equipment associated with the taping, editing, production, and airing of cable television programming including video cameras, remote cameras, video server, audio mixer, DVD recorder, studio switcher, character generator, and video editing hardware/software. Operates projectors, sound systems, 35 mm and digital cameras, personal computer/printer with a variety of software applications, phone, copier, fax machine, motor vehicle.

Work Environment and Working Conditions

Works in normal office setting with moderate noise levels. Occasionally works in uncontrolled setting in Wisconsin weather conditions when taping in the field. Attendance or taping of evening meetings required. Requires moderate lifting and physical activity at times.

TECHNICAL REQUIREMENTS

Knowledge of

- * Principles and practices of local cable access channel operations.
- * Videography including ~~and~~ the basics of ~~television and~~ video production and operations in a studio setting.

- * The measures and standards by which the efficiency, effectiveness, and quality of PEG channel operations can be evaluated.

~~* Video editing hardware, software, and techniques.~~

~~* Television studio operations.~~

~~* Computers, software, and character/graphics generators and their use in video production.~~

* Basic knowledge of municipal network administration principles and practices.

- * Pertinent laws, regulatory codes, and municipal ordinances.

- * Knowledge of website administration, social media, and other forms of electronic communication.

Skill in

- Skills in developing, recommending, and promoting public information materials in a strategic context in keeping with the Village's missions and goals.
- Skill in producing and promoting public information, education events, accurate news releases, public service announcements, as well as reviewing and editing related work of others.
- Skill at organizing activities, establishing priorities, and meeting deadlines.

Ability to

- † Interpret and implement policy and procedural direction from the Village Board, Communications and Technology Committee, and ~~the~~ Administrator/~~Treasurer~~.
- † Troubleshoot and repair or correct problems with ~~cable~~ hardware, software, and other equipment associated with ~~or~~ technical operations.
- ~~† Operate audio and video production equipment.~~
- † Use computers in the production of video cable programs.
- † Determine hardware, software, and equipment replacement priorities, and determine capital equipment requirements/specifications.
- † Stay abreast of current technology trends and forecast potential applications of those technology developments to the Organization, ~~local cable station~~.

- † Plan, organize, direct, and evaluate the work of subordinate personnel to accomplish departmental objectives.
- † Forecast ~~the maintenance and capital needs of the department and formulate~~ and administer the departmental budget.
- † Establish standard departmental policies and procedures.
- † Maintain necessary records and prepare required reports.
- † Establish and maintain effective working relationships with the Administrator/~~Treasurer~~ and other staff members, other governmental agencies, and the general public.
- † Work independently with a minimum of supervision.
- † Maintain a valid Wisconsin driver's license.

GENERAL COMPETENCIES

In carrying out the duties of this job, the employee is required to accomplish all of the tasks routinely associated with the performance of office-type functions. The employee must frequently lift and/or move up to 50 pounds and occasionally is required to perform heavy lifting and strenuous physical activity. The fine motor skills necessary to operate cameras and electronic video and audio equipment are required. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.

- ◆ ANALYTICAL SKILLS: Identify problems and opportunities; review possible alternative course of action before selecting one; utilize information resources available when making decisions.
- ◆ COMMUNICATION SKILLS: Communicate ideas and information both in written and oral form.
- ◆ PROBLEM SOLVING SKILLS: Develop feasible, realistic solutions to problems, recommend actions designed to prevent problems from occurring.
- ◆ PLANNING AND ORGANIZATIONAL SKILLS: Develop long-range plans to solve complex problems or take advantage of opportunities; establish systematic methods of accomplishing goals.
- ◆ READING ABILITY: Effectively read and understand information contained in memoranda, reports, ordinances, statutes, technical manuals, bulletins.
- ◆ TECHNICAL COMPREHENSION: Ability to learn, adopt, and apply new technology, computer systems and software programs.

- ◆ ABILITY TO COMPREHEND AND FOLLOW INSTRUCTIONS: Effectively follow verbal or written instructions from supervisor.
- ◆ MATHEMATICAL ABILITY: Calculate basic arithmetic problems (addition, subtraction, multiplication, division) without aid of a calculator.
- ◆ TIME MANAGEMENT SKILLS: Set priorities in order to meet assignment deadlines.
- ◆ PERSONNEL MANAGEMENT SKILLS: Supervise, direct, train, & evaluate subordinate personnel.

DESIRED QUALIFICATIONS

A high school diploma and a Bachelor degree in a field related to video production, broadcasting of television programming, or communications; a minimum of three (3) years practical experience in the management of a television station or PEG station; or any combination of training and experience which provides the required knowledge, skills, and abilities. Must possess or be able to obtain a valid WI driver's license.

NOTES

1. The job duties listed herein are intended only as illustrations of the types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.
2. The work environment characteristics and physical demands described herein are representative of those that the employee encounters or must meet while performing the essential functions of this job. In compliance with the Americans with Disabilities Act, the Village will provide reasonable accommodations to qualified individuals with disabilities. The Village is an Equal Opportunity Employer.
3. The job description does not constitute an employment agreement between the employer and employee, and is subject to change by the employer as the needs of the employer and requirements of the job change. The Village retains and reserves any and all rights to change, modify, amend, add to, or delete from any section of this position description.

I hereby acknowledge that I have received a copy of and do understand the requirements of this position description with the Village of McFarland.

Dated this ____ day of _____, 2018.

Employee Signature

Department Head Signature

Created: January 7, 2016

Amended: July 20, 2018