

Tuesday, October 18, 2022

11:30 AM

McFarland Municipal Center
Community Room

AGENDA

You are invited to this meeting through a Zoom webinar. The public is strongly encouraged to watch and participate in these meetings remotely through either the webinar or telephone options listed below.

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:

<https://us02web.zoom.us/j/84839774014>

Or by Telephone: +1 (312) 626-6799

Webinar ID: 848 3977 4014

Press *9 to raise/lower hand. Press *6 to mute/unmute.

1. CALL TO ORDER, ROLL CALL.
2. PUBLIC APPEARANCES.
 - a. This is an opportunity for members of the public to address the Personnel Committee. Please remember this is a virtual meeting conducted through the Zoom online meeting platform. Zoom meeting attendees wishing to address the Committee may do so using the Question and Answer feature within the Zoom online meeting platform. You may state your name, address, and provide your comments to the Committee for their consideration. Members of the public who are present in person and wish to address the Committee should fill out a public comment form and turn into the meeting chairperson. Members of the public may speak during public appearances or during their selected agenda item as they designate on the public comment form. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to village.clerk@mcfarland.wi.us to be included as part of the meeting.
3. APPROVAL OF MINUTES.
 - a. Motion to approve the minutes of the September 27, 2022 meeting.
4. BUSINESS.
 - a. Discussion and recommendation on amendment of Chapter 21, previously titled Jury Duty/Civil Leave, and now proposed as Jury Duty and Witness Leave, of the Personnel Policy Manual.
 - b. Discussion and recommendation on amendment of Chapter 28, Political Activity, of the Personnel Policy Manual.
 - c. Discussion and recommendation on amendment of Chapter 30, Alcohol and Drug Use, of the Personnel Policy Manual.
 - d. Discussion and recommendation on amendment of Chapter 33, previously titled Policy on Use of Social Media, and now proposed as Use of Social Media, of the Personnel Policy Manual.
 - e. Discussion on joint work with the Diversity, Equity, and Inclusion (DEI) Committee to advance revisions to the Personnel Policy Manual as applicable to the DEI S.M.A.R.T. goals.

5. SCHEDULE NEXT MEETING DATE.

- a. Tuesday, November 15, 2022 at 11:30 am.
- b. Tuesday, November 29, 2022 at 11:30 am.
- c. Tuesday, December 20, 2022 at 11:30 am.
- d. Monday, November 21, 2022 at 6:00 p.m. - Joint Personnel/DEI Committee Meeting

6. ADJOURNMENT.

Any person who has a qualifying disability as defined by the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible location or format should contact the McFarland Municipal Center at (608)838-3153, 5915 Milwaukee Street, McFarland, Wisconsin, or village.clerk@mcfarland.wi.us by 2:00 p.m. at least 5 business days prior to the meeting so that any necessary arrangements can be made to accommodate each request. If the meeting or request is less than 5 business days from the meeting, requests for accommodations may still be made and reasonable efforts will be made to accommodate each request.

VILLAGE OF MCFARLAND

Personnel Committee Minutes

Tuesday, September 27, 2022 - 11:30 AM

1. CALL TO ORDER, ROLL CALL.

Trustee Carrie Nelson called the regular meeting of the Personnel Committee to order at 11:34 am in the Community Room.

2. PUBLIC APPEARANCES.

- a. *This is an opportunity for members of the public to address the Personnel Committee. Please remember this is a virtual meeting conducted through the Zoom online meeting platform. Zoom meeting attendees wishing to address the Committee may do so using the Question and Answer feature within the Zoom online meeting platform. You may state your name, address, and provide your comments to the Committee for their consideration. Members of the public who are present in person and wish to address the Committee should fill out a public comment form and turn into the meeting chairperson. Members of the public may speak during public appearances or during their selected agenda item as they designate on the public comment form. Please adhere to the 3-minute time limit. Additionally, you may send your public comments to village.clerk@mcfarland.wi.us to be included as part of the meeting.*

No public present.

3. APPROVAL OF MINUTES.

- a. *Motion to approve the minutes of the September 15, 2022 meeting.*

Motion by Village Trustee Edward Wreh, second by Village Trustee TJ Jerke, to approve the minutes of the September 15, 2022 meeting. Motion carries 2 - 0 - 1 by acclamation.

4. BUSINESS.

- a. *Discussion and recommendation on amendment of Chapter 5, Position Classification and Administration, of the Personnel Policy Manual.*

The Personnel Committee reviewed the proposed amendments to Chapter 5, Position Classification and Administration, of the Personnel Policy Manual.

Motion by Village Trustee Carrie Nelson, second by Village Trustee Edward Wreh, to recommend the amendment of Chapter 5, Position Classification and Administration, of the Personnel Policy Manual, with the change to Section 5.09(1)(B) as discussed. Motion carries 3 - 0 - 0 by acclamation.

- b. *Discussion and recommendation on amendment of Chapter 7, previously titled Changes in Employee Status, now proposed as Transfer, Demotion, and Reductions of the Personnel Policy Manual.*

The Personnel Committee reviewed the proposed amendments to Chapter 7, previously titled Changes in Employee Status, now proposed as Transfer, Demotion, and Reductions, of the Personnel Policy Manual.

Motion by Village Trustee Carrie Nelson, second by Village Trustee Edward Wreh, to

recommend the amendment of Chapter 7, previously titled Changes in Employee Status, now proposed as Transfer, Demotion, and Reductions of the Personnel Policy Manual. Motion carries 3 - 0 - 0 by acclamation.

c. Discussion and recommendation on amendment of Chapter 9, Employee Performance Evaluations, of the Personnel Policy Manual.

The Personnel Committee reviewed the proposed amendments to Chapter 9, Employee Performance Evaluations, of the Personnel Policy Manual.

Motion by Village Trustee Carrie Nelson, second by Village Trustee Edward Wreh, to recommend the amendment of Chapter 9, Employee Performance Evaluations, of the Personnel Policy Manual. Motion carries 3 - 0 - 0 by acclamation.

d. Discussion and recommendation on amendment of Chapter 25, previously Worker's Compensation & Worker's Compensation Light duty, now proposed as Chapter 25, Worker's Compensation and Worker's Compensation Alternative Duty Policy.

The Personnel Committee reviewed the proposed amendments to Chapter 25, previously Worker's Compensation & Worker's Compensation Light Duty, now proposed as Chapter 25, Worker's Compensation and Worker's Compensation Alternative Duty Policy, of the Personnel Policy Manual.

Motion by Village Trustee Carrie Nelson, second by Village Trustee TJ Jerke, to recommend the amendment of Chapter 25, previously Worker's Compensation & Worker's Compensation Light duty, now proposed as Chapter 25, Worker's Compensation and Worker's Compensation Alternative Duty Policy. Motion carries 3 - 0 - 0 by acclamation.

e. Discussion and recommendation on amendment of Chapter 36, previously Light Duty Policy for Non-Worker's Compensation Related Illness/Injury, now proposed as Chapter 36, Alternative Duty Policy for Non-Worker's Compensation Related Illness/Injury.

The Personnel Committee reviewed the proposed amendments to Chapter 36, previously Light Duty Policy for Non-Worker's Compensation Related Illness/Injury, now proposed as Chapter 36, Alternative Duty Policy for Non-Worker's Compensation Related Illness/Injury, of the Personnel Policy Manual.

Motion by Village Trustee Carrie Nelson, second by Village Trustee Edward Wreh, to recommend the amendment of Chapter 36, previously Light Duty Policy for Non-Worker's Compensation Related Illness/Injury, now proposed as Chapter 36, Alternative Duty Policy for Non-Worker's Compensation Related Illness/Injury. Motion carries 3 - 0 - 0 by acclamation.

5. SCHEDULE NEXT MEETING DATE.

a. Tuesday, October 18, 2022 at 11:30 am.

b. Tuesday, November 15, 2022 at 11:30 am.

c. Tuesday, November 29, 2022 at 11:30 am.

6. ADJOURNMENT.

Motion by Village Trustee Carrie Nelson, second by Village Trustee TJ Jerke, to adjourn at 12:29 pm.

Pursuant to law, written notice of this meeting was given to the public and posted on the public bulletin boards in accordance with Open Meetings Law.

Respectfully submitted,
Andrea Anderson
Human Resources Generalist

VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Tuesday, October 18, 2022

SECTION: Business

DEPARTMENT: Administration

CONTACT: Cassandra Suettinger, Deputy Administrator/Clerk, Andrea Anderson, HR Generalist

AGENDA ITEM: Discussion and recommendation on amendment of Chapter 21, previously titled Jury Duty/Civil Leave, and now proposed as Jury Duty and Witness Leave, of the Personnel Policy Manual.

PREVIOUS ACTION:

ISSUE SUMMARY:

In continuing to move through the updates of the Personnel Policy Manual, staff reviewed Chapter 21, regarding Jury Duty/Civil Leave, of the Personnel Policy manual. Suggested revisions are fairly minor in nature. The only notable change within this section is the change from the concept of 'Civic Leave' to 'Witness Leave.' Otherwise, the proposed revisions are minor and do not alter the content of the policy.

FINANCIAL/BUDGET IMPACT:

None.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Recommended for Discussion.

Motion to recommend amendment of Chapter 21, previously titled Jury Duty/Civil Leave, now proposed as Jury Duty and Witness Leave, of the Personnel Policy Manual.

ATTACHMENTS:

1. PPM Chapter 21 - Jury Duty and Witness Leave - Redlines

CHAPTER 21 - JURY DUTY AND WITNESS ~~/CIVIL~~ LEAVE

21.01 Eligibility

(1) Employees who are selected for jury duty, or who are required to make an appearance before a court, public body, or commission in an official capacity in connection with Village business, or as an expert witness because of their professional knowledge, will be considered to be on duty and will be granted leave with pay. If work time remains after any day of jury selection or jury duty, or following testimony, or any day an employee is excused from jury duty, If the employee is required to appear for jury duty but is not selected to serve, the employee must return to work if there are more than two (2) hours remaining in the employee's regular work day. Employees are expected to report to work any day the employee is excused from jury duty.

(2) A leave of absence without pay, or use of paid vacation or personal holiday time will be granted an employee upon who has received a request to appear under subpoena or who is appearing on ~~in~~ the employee's own behalf in litigation involving personal matters or official misconduct.

21.02 Procedures

(1) In order to be eligible for paid time off for jury duty, an employee ~~will~~ must notify ~~their~~ the employee's Department Head as soon in advance as possible as to the dates and times the employee is to report for jury duty or to provide testimony. In addition, the employee will indicate on their time card those normally scheduled work hours not worked as the result of jury duty.

(2) An employee shall turn over the Village ~~Any~~ fees paid the employee for jury duty, or for an appearance in their official capacity or as an expert witness, exclusive of mileage, parking or other extraordinary expense, ~~will be turned over to the Village.~~

If the employee does not remit the witness or jury fee or make other arrangements for paid time off while appearing before a tribunal or on jury duty ~~in court~~, the employee will be considered to be on leave of absence without pay.

VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Tuesday, October 18, 2022

SECTION: Business

DEPARTMENT: Administration

CONTACT: Cassandra Suettinger, Deputy Administrator/Clerk, Andrea Anderson, HR Generalist

AGENDA ITEM: Discussion and recommendation on amendment of Chapter 28, Political Activity, of the Personnel Policy Manual.

PREVIOUS ACTION:

ISSUE SUMMARY:

In moving through updates to the Personnel Policy Manual, staff reviewed Chapter 28, Political Activity, of the Personnel Policy Manual. It is of note that this section of the manual has not been updated in some times. Proposed revisions within this chapter provide updates to the following areas:

- Provide a process for employees who intend to seek a public office or a major role within a campaign where their job responsibilities may conflict.
- Provide more clarity on prohibited activity.
- A new provision proposed is to make clear employees are prohibited from signing nomination papers during working hours or while acting in their official capacity as a Village employee.

FINANCIAL/BUDGET IMPACT:

None.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Recommended for discussion and approval.

Motion to recommend approval of amendment of Chapter 28, Political Activity, of the Personnel Policy Manual.

ATTACHMENTS:



1. PPM Chapter 28 - Political Activity - Redlines

CHAPTER 28 - POLITICAL ACTIVITY

(1) No employee is precluded from engaging in general political activity, provided the activity does not interfere with normal work performance, is not conducted during work hours, and does not involve the use of Village name, symbols, supplies equipment, property, or other resources.

(2) If employees speak publicly on matters of public interest and are identified by their name and position with the Village, they should make every effort to make it clear that the employee's comments or opinions are those of the employee and not the Village.

(3) Any employee who intends to seek public office or to assume a major role in a political campaign is obligated to discuss his/hertheir plans with his/hertheir supervisor. The Village requires that employees not engage in work activities and conduct away from their Village job that competes, or conflicts with, or compromises Village interests, or adversely affects the employee's job performance and ability to fulfill all responsibilities to the Village. If the supervisor determines that the activity will impinge to any extent upon the full discharge of the employee's responsibilities to the Village including, but not limited to, any actual or perceived conflict of interest, the plans shall be reviewed through regular administrative channels to the Activities which require part- or full-time services, and for which more than token compensation is received, will require the employee to utilize leave time, request a leave of absence, or resign as outlined by Village policy. a reduction of workload and pay, leave of absence, or resignation, depending upon the extent of the activity.

~~(1)~~ (4) In engaging in political activities, employees shall abide by all applicable laws.

~~(25)~~ Employees are, ~~however,~~ prohibited from ~~participating in~~ the following ~~specific forms of political activities~~:

(a) Devoting any time or labor during usual office hours toward the campaign of any candidate for office or for the nomination to any office including the gathering of signatures for a nominating petition.

(b) Circulating an initiative or referendum petition or soliciting signatures on any initiative or referendum petition in any public office or during the usual office hours of the Village or while on duty for the Village.

(c) Personally soliciting from any other Village employee a contribution to a political campaign committee for which the soliciting employee is a candidate or treasurer.

~~(a)~~ (d) Seeking contributions to political candidates during work hours and ~~from~~ directly or indirectly coercing any person to contribute monetary or other types of assistance to any political candidate, party, or purpose.

(~~ee~~) Using ~~his/her~~their official title, authority or influence for the purpose of interfering with or affecting the result of a local election or a local nomination for office.

(~~fe~~) Wearing for campaign purposes any uniform or clothing article, or using any Village property, in a manner that could normally be considered to depict or imply a direct connection to their employment with the Village. This policy is not intended to inhibit or infringe upon the rights of an employee to conduct lawful political activity, but rather to ensure that there can be no public inference made that the Village supports a particular political candidate(s) or position.

Village departments that have fully uniformed employees may have more detailed policies to give those employees more specific guidance on the subject of political activity.

(~~ge~~) ~~If principally employed in a position that is financed in whole or in part by federal loans or grants that are subject to the provisions of the Hatch Act the employee may not become a political candidate in partisan elections to the extent prohibited by the Hatch Act.~~

(~~hf~~) Signing nomination papers for any offices on the ballot during working hours or while on duty for the Village.

(6) If principally employed in a position that is financed in whole or in part by federal loans or grants that are subject to the provisions of the Hatch Act the employee may not become a political candidate in partisan elections to the extent prohibited by the Hatch Act.

VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Tuesday, October 18, 2022

SECTION: Business

DEPARTMENT: Administration

CONTACT: Cassandra Suettinger, Deputy Administrator/Clerk, Andrea Anderson, HR Generalist

AGENDA ITEM: Discussion and recommendation on amendment of Chapter 30, Alcohol and Drug Use, of the Personnel Policy Manual.

PREVIOUS ACTION:

ISSUE SUMMARY:

In moving through updates to the Personnel Policy Manual, the staff reviewed Chapter 30, Alcohol and Drug Use, of the Personnel Policy Manual. It is of note that sections of the manual such as Chapter 30 have not been updated for some time. This chapter underwent significant changes by the attorney to bring our policy up to date and in compliance with current laws and employment practices. Due to the amount of changes, this policy is being shared as a clean version as a majority of the language has been redlined.

The proposed modified version of Chapter 30 provided in your packet shows recommended revisions from staff and the Village's labor attorney. It provides the following updates:

- Addition of several sections of language, including language regarding prescription drug use, reasonable suspicion drug testing, and post-accident testing.
- Revisions from the attorney to address areas that were out of date or not required.
- Addition of language regarding prohibited conduct.
- Revisions to the section regarding employees seeking voluntary assistance with drug and alcohol dependency.

FINANCIAL/BUDGET IMPACT:

None.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Recommended for Discussion.

Motion to recommend amendment of Chapter 30, Alcohol and Drug Use, of the Personnel Policy Manual.



ATTACHMENTS:

1. Chapter 30 -Drug and Alcohol Testing - Clean

CHAPTER 30 - ALCOHOL AND DRUG TESTING AND USE PREVENTION

30.01 Policy

The Village is committed to providing a workplace that is free of substance abuse and which complies with the provisions of applicable federal and state laws. In pursuing this commitment, we reserve the right to take necessary action to maintain a safe work environment free from drugs and alcohol. In some cases, it may be necessary to inspect Village premises, property or employee property.

Employees who are impaired by alcohol or other drugs during work hours may pose safety and health risks, not only to themselves, but to others. Also, mistakes caused by impaired performance could pose a threat to the safety of persons or property, or possible financial loss. Accordingly, employees are expected to report any possible violation of this policy to the Village Human Resources designee or pertinent Department Head immediately.

30.02 Prohibited Conduct

The possession, sale, purchase, distribution, manufacturing, or use of drug paraphernalia or non-medically prescribed controlled substances by any employee of the Village while the employee is performing work for the Village, conducting Village business, operating or riding in a Village vehicle, or on the Village's premises, is strictly prohibited and may lead to immediate termination. Employees are prohibited from being at work under the influence of alcohol or non-medically prescribed controlled substances. Possession of alcohol within Village-owned vehicles is prohibited unless the alcohol is being transported on Village business.

All employees are required to report any criminal drug convictions for any violations occurring either inside or outside of the workplace immediately. Criminal convictions for drug related activities that occur either inside or outside of the workplace may be considered reason for termination.

The use, possession, and/or distribution of alcoholic beverages during *non-working* hours at formally planned business, recreational or social events at designated locations on Village property may be permitted with the prior authorization of an appropriate Village official responsible for the Village facilities where the business, recreational or social event occurs.

30.03 Prescription Drug Use

An employee who is taking any legally prescribed or over-the-counter medication that may affect the employee's behavior, performance, or fitness to work, must report the prescribed use of the medication to the employee's supervisor and the Human Resources designee. The employee taking such medication has an obligation to discuss with his prescribing medical provider any potential side effects of the medication that may affect the employee's ability to safely and/or effectively perform job duties. Employees are also prohibited from reporting to work under the influence of any legally prescribed or over-the-counter medication or substance that will affect the Employee's ability to perform the employee's job in a safe manner. If the medical provider indicates that the medication may interfere with the employee's ability to safely and/or effectively

perform job duties, the employee is required to obtain a written statement from the medical provider outlining any potential work-related restrictions necessitated by taking the medication. Should the Village have reason to verify prescription information with the treating physician under circumstances when the Village has a reasonable concern over the safety or impairment of the employee, the employee will be expected to authorize release of such information.

Unless dictated by safety concerns or as a necessary negotiated accommodation, no employee should inform other coworkers of the necessary possession of prescription medication on the premises or during working hours.

30.04 On Call Employees

(1) Employees who are compensated by the Village to be available for emergency call are prohibited from being under the influence of alcohol or drugs (illegal or non-medically prescribed) during the time period they are subject to call. The provisions of 30.03 apply to individuals subject to call.

(2) Employees who are not being compensated by the Village and are called to report to work on an emergency basis are expected to be free from the influence of alcohol or drugs in order to report to work. If the employee is under the influence of such substances when the call to report to work is received, the employee is required to identify the impaired condition and to decline the opportunity to work. Any employee who reports to work in an impaired condition caused by being under the influence of alcohol or drugs will be subject to all the provisions of this policy and subject to disciplinary action up to and including discharge.

30.05 Alcohol and Drug Testing

The Village reserves the right to direct the implementation of this policy to comply with its purpose or intent, including but not limited to requiring observed collections and re-tests.

(1) **Pre-Employment Drug Testing.** Persons who are selected to be hired by the Village to regularly operate Village vehicles and equipment on a daily basis, including but not limited to the Police Department, Fire and Rescue and the Department of Public Works, must pass a pre-employment drug test to be hired.

(2) **Reasonable Suspicion Drug Testing.** The Village may request that an employee submit to a drug screening test if there is reason to believe that the employee's health or ability to perform work is impaired. If the employee is asked to submit to testing under these circumstances, the employee, as a condition of continued employment, must consent to and pass the screening test. Some of the following factors, alone or in combination, might provide reason to believe an employee is under the influence of alcohol or drugs and the employee's health or ability to perform work is impaired:

- Sudden changes in work performance;
- Repeated failure to follow instructions or operating procedures;
- Violation of safety policies;

- Involvement in an accident or near-accident;
- Discovery of illegal or questionable substances or paraphernalia in an employee's possession or in or near an employee's work space;
- Odor or residual odor peculiar to alcoholic beverages, some chemicals and/or controlled substances;
- Unexplained or frequent absenteeism or change in attendance patterns;
- Personality changes or disorientation; and
- Arrest or conviction for violation of a criminal drug statute.

If appropriate, the employee's Department Head or another Village representative will accompany the employee to a medical facility for the screening test. An employee must report to the collection facility and submit to the drug screening test which may include a urinalysis, blood test and/or breath screening test, within one (1) hour of being instructed to do so.

(3) **Alcohol Testing.** The Village may request an employee submit to an alcohol-screening test on a random basis or "reasonable suspicion" basis under conditions similar to those in which the Village would request an employee submit to a "reasonable suspicion" drug-screening test. If an employee is selected for an alcohol-screening test, the employee, as a condition of continued employment, must consent to and pass an alcohol-screening test. Employees must immediately comply with a request to submit to an alcohol-screening test after being instructed to do

(4) **Post-Accident Testing.** The Village will require each employee who is involved in an accident to submit to drug and alcohol testing under the circumstances set forth herein.

(5) **Additional Testing and Requirements.** Employees required to possess a commercial driver's license may be required to undergo additional drug testing in accordance with relevant law.

30.05 Disciplinary Action

Violation of any provision of this Policy will result in discipline, up to and including termination or revocation of a conditional offer of employment.

Conduct that may result in termination of employment or revocation of a conditional offer of employment includes, but is not limited to the following:

- Being at work under the influence of alcohol;
- The possession of non-medically prescribed controlled substances in any detectable amount while performing Village work, while on Village premises or in a Village vehicle
- The use, possession, distribution, purchase or manufacturing of non-medically prescribed controlled substances at any time, whether or not the employee is working or on Village premises;
- Refusal to consent to an alcohol or drug screening test provided for by this Policy; and,
- Failure to cooperate in a timely manner with personnel who are administering an alcohol or drug screening test or delaying, tampering, diluting or otherwise altering test specimens

or attendant records thereof.

30.06 Seeking Voluntary Assistance

The Village recognizes that drug and alcohol dependency is a major health problem which potentially impacts the employee, loved ones and work performance. Employees who need help with drug and/or alcohol problems are encouraged to seek assistance using the group health insurance benefits provided by the Village for diagnosis and/or treatment, the Village provided Employee Assistance Program, and any local, state or federal programs designed to provide assistance to individuals struggling with drug or alcohol addiction or abuse. However, such participation will not excuse the Village employee engaging in conduct in violation of the policy from the disciplinary consequences of such conduct.

Depending on the circumstances, action other than discipline imposed by the Village, including the notification of appropriate law enforcement agencies, may be taken with respect to violation of this policy. Any illegal substances found in the workplace may be confiscated and turned over to the appropriate law enforcement agency.

30.07 Effect on Other Policies

This policy does not affect the status of any other policies or rules, including those concerning alcohol or other drug use with more stringent requirements that may be promulgated by any other agency or department having jurisdiction within or over the Village, nor will it be interpreted as in any way limiting the Village's right to discipline or discharge employees for other reasons.

McFarland
SUMMARY SHEET

MEETING DATE: Tuesday, October 18, 2022

SECTION: Business

DEPARTMENT: Administration

CONTACT: Cassandra Suettinger, Deputy Administrator/Clerk, Andrea Anderson, HR Generalist

AGENDA ITEM: Discussion and recommendation on amendment of Chapter 33, previously titled Policy on Use of Social Media, and now proposed as Use of Social Media, of the Personnel Policy Manual.

PREVIOUS ACTION:

ISSUE SUMMARY:

In moving through updates to the Personnel Policy Manual, the staff reviewed Chapter 33, Policy on Use of Social Media, of the Personnel Policy Manual. Chapter 33 was added to the Personnel Policy Manual in recent years, so it does not require significant changes.

The proposed modified version of Chapter 33 provided in your packet shows recommended revisions from staff and the Village's labor attorney, which are minor in nature and do not significantly alter the content of the policy.

FINANCIAL/BUDGET IMPACT:

None.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Recommended for Discussion.

Motion to recommend amendment of Chapter 33, Policy on the Use of Social Media, of the Personnel Policy Manual.

ATTACHMENTS:

1. PPM Chapter 33 - Social Media Use - Redlines

CHAPTER 33 - ~~POLICY ON~~ USE OF SOCIAL MEDIA

33.01 Purpose

This policy provides guidelines and procedures to Village staff in determining the proper utilization of social media. Social media consists of networks and online publications that enable individuals and groups to communicate between one another for different purposes. Examples of these online tools include Facebook, Instagram, Twitter, LinkedIn, YouTube, blogs and several others. The Village may use certain social media sites in order to reach out to the public and educate individuals on events, activities, awards, and other news releases. Social media can help the Village and its departments to connect in different ways with other organizations and businesses in the community. This policy outlines the proper content and uses for social media since the Village has a significant interest and expectation in regulating the content that is posted on its sites.

33.02 General Village Use of Social Media ~~Policy~~

~~(1)~~ Village Departments wishing to establish a social media site must submit a plan for approval to the Administrator and Communications and Technology Director that explains how the site will be used by the Department and identifies the Staff responsible for updating and monitoring the site. ~~The request must also explain the ways that the Department plans to utilize its social media site.~~

~~(1)~~

(2) All social media sites, including posts and comments, must be monitored ~~and posts should be done~~ regularly according to best analytic practices for each platform as directed by the Communications and Technology Director.

(3) Each social media site must clearly state that it is Village-operated and maintained by Village staff. Sites must also include the Village of McFarland logo as well as any other branding or logos that identify the involved party.

(4) All social media sites should include a link back to the Village of McFarland website: www.mcfarland.wi.us.

(5) All Village staff must adhere to the Policy on Use of Technology Resources along with any other related federal, state, or local ~~regulations~~laws.

(6) The Village reserves the right to take down any abusive or inappropriate posts that violate this policy.

(7) Village of McFarland social media sites are subject to State of Wisconsin public record laws. Any content on these sites related to Village business is considered public record. All social media sites maintained by the Village shall have archival technology to retain all posts to maintain compliance with public records law.

Content can range from messages, list of subscribers, images, videos and any other content that exists. The department that creates a social media site is responsible for responding to any public records request in coordination with the ~~Clerk/Deputy Treasurer~~ Deputy Administrator. If possible, each social media site should remind its viewers through a disclaimer that content on the site is considered public record.

a. The Village encourages all departments and staff to adopt and use the following disclaimer for their Department social media sites:

“The Village of McFarland requires all viewers to use proper content. Any abusive or inappropriate content that violates the Village of McFarland Policy on Use of Social Media will be removed from the site. All information posted on this site is subject to public record.”

(8) Employees managing Department social media sites ~~are representative of~~ represent the Village and are expected to conduct themselves accordingly. All posts by employees must be completed in a professional manner and that is strictly used for informative purposes provide information solely related to Village business. Employees who fail to conduct themselves in an appropriate manner may be subject to disciplinary action.

~~(9)(1) The Village encourages all departments and staff to adopt and use the following disclaimer for their Department social media sites:~~

~~*“The Village of McFarland requires all viewers to use proper content. Any abusive or inappropriate content that violates the Village of McFarland Policy on Use of Social Media will be removed from the site. All information posted on this site is subject to public record.”*~~

33.03 Comment Policy

(1) Any comment posted by a resident or member of the public is solely ~~that an~~ individual's opinion. Allowing posts by the public does not imply that the views or opinions expressed are representative of or endorsed by the Village of McFarland. Comments and posts created by Village staff may only provide information regarding Village business and must be fact-based and professional.

(2) The Village reserves the right to remove any inappropriate or abusive content. This includes but is not limited to content which:

- (a) Discriminates against others based on race, creed, color, sex, gender, national origin, religion, age, sexual orientation, marital status, or mental or physical disability;
- (b) Makes threats towards an individual or organization;

- (c) Supports or opposes a political campaign or ballot measure;
- (d) Solicits commerce;
- (e) Violates any federal, state, or local law;
- (f) Encourages illegal activity;
- (g) Contains sexual content (including links);
- (h) Contains profane or abusive language and/or images;
- (i) Violates the legal ownership interest (such as copyright) of any party;
- (j) Or any other comments that do not relate to the original topic.

(3) The Village reserves the right to remove or block any members of the public who ~~repeatedly~~ violate this policy.

~~(4) —If content is removed, Village staff must document how the content violated the policy and the violation while notifying the involved party/individual that their content was removed by sending the party/individual the following message: ~~—The following message should be sent out to any members of the public that violate the policy:~~~~

~~(4)~~
“The Village of McFarland removed your recent content from its social media site because it was in violation of the Village’s Policy on Use of Social Media. Please avoid from posting any inappropriate content in the future. - Thank you for your cooperation.”

(5) ~~All~~Every- department having a social media sites must ~~have-designate~~ one or more staff member(s) ~~designated~~ to update content on the site, respond to any requests or questions asked by the public, and at least weekly monitor ~~regularly~~ the content posted on their social media sites. Only Village employees authorized under Section 33.02(1) are permitted to remove content posted on Village media sites by the Village or the public, and any such removal must be in accordance with Chapter 33 and all other Village Policies.

33.04 Personal Use of Social Media

(1) The Village recognizes employees may choose to have their own personal social media sites and accounts unrelated to their work as an employee of the Village. These sites, as applicable, are private and are intended to share ~~their-own-what~~ personal information as the employee elects. ~~to-regarding-nonwork-related-information.~~

(2) Village employees are prohibited from using ~~of~~ their Village account or password ~~for-to~~ access personal social media accounts.

(3) Employees who misuse the Village's image or likeness through their personal social media accounts, whether on- or off-duty, such as posting offensive, lewd, or unbecoming photographs while wearing Village insignia, for example, may be subject to disciplinary action, up to and including termination of employment.

(4) Employees on- and off-duty personal use of social media that violates the ~~grounds for disciplinary action~~ standards of conduct outlined in Chapter 12 of the Personnel Policy manual regarding personal behavior may be subject to disciplinary action, up to and including termination of employment.

33.05 Professional Use of Social Media

(1) Only individuals authorized by the Village may publish content on behalf of the Village in their work capacity as a Village employee. Permission to create accounts/sites to publish content on behalf of the Village shall be approved by the Village Administrator. All approved social media sites shall identify themselves as approved accounts of the Village of McFarland.

(21) Employees approved to publish content on behalf of the Village shall create a new account with their Village email address, if applicable, and ensure the account is linked to the Village's electronic archival software to ensure compliance with public records law.

(23) Employees must provide their Department Head with the applicable username and password used for any Village account setup by an employee. ~~If an employee changes~~ Any updates to such username(s) or password(s) following the creation of a Village social media account the employee shall ~~also be immediately~~ provide the same to the Department Head. ~~by any employee who sets up a Village social media account pursuant to this Chapter.~~

(43) All posts or communications must maintain a high level of ethical conduct and professional decorum. Information must be presented following professional standards for good grammar, spelling, brevity, clarity and accuracy, avoiding ing jargon, obscure terminology or acronyms. Failure to follow these standards ~~do so~~ may be grounds for revocation of authorization to hold a Village social media account.

(54) Posts that are for political purposes or any private related activities or transactions are prohibited.

(65) Inappropriate ~~usage~~ use of a Village social media account shall be grounds for disciplinary action up to and including termination.

(76) Inappropriate ~~usage~~ use of a Village social media account shall be grounds for removal of the account under the discretion of the Village Administrator.

VILLAGE OF
McFarland
SUMMARY SHEET

MEETING DATE: Tuesday, October 18, 2022

SECTION: Business

DEPARTMENT: Administration

CONTACT: Cassandra Suettinger, Deputy Administrator/Clerk, Andrea Anderson, HR Generalist

AGENDA ITEM: Discussion on joint work with the Diversity, Equity, and Inclusion (DEI) Committee to advance revisions to the Personnel Policy Manual as applicable to the DEI S.M.A.R.T. goals.

PREVIOUS ACTION:

ISSUE SUMMARY:

One of the S.M.A.R.T goals of the Diversity, Equity, and Inclusion Committee is:

"The Village of McFarland will review its employment policies to ensure plans for recruitment, hiring, and retention reflect values of diversity, equity, and inclusion."

As discussed at the Village Board meeting on September 27, 2022, it was proposed that the next step to work towards progressing the above goal was to schedule a joint meeting of the Personnel Committee and the Diversity, Equity and Inclusion Committee. At this meeting, staff would bring forward proposed policy revisions for consideration by both committees that align with initiatives set forth by the DEI Committee in relation to the above goal. This item is proposed to be held during the regularly scheduled November 21st DEI Committee meeting beginning at 6 p.m.

FINANCIAL/BUDGET IMPACT:

None.

VILLAGE PLAN REFERENCE:

None.

ORDINANCE REFERENCE:

None.

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Discussion item only.

ATTACHMENTS:

None