



Cavalier Johnson
Mayor

Harper Donahue, IV
Director

Molly King
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Vacant
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Department of Employee Relations

JOB EVALUATION REPORT

City Service Commission Meeting: November 19, 2024

This city-wide job study aligns ten Community Outreach and Education titles and related classifications across seven City departments. The recommendations reallocate the rates of pay for classifications based upon a comparison to market rates of pay. These reallocations are not reclassifications. Employees in these titles will receive a rate increase only if their current base pay rate falls below the new minimum recruitment rate for their title.

To address internal equity issues, this report recommends that departments be allowed to request equity adjustments with the approval of the Department of Employee Relations (DER). These may be requested when an eligible employee is being compensated at a rate of pay that is below the rate of a newer employee with less experience in the same classification or performing similar work within the same department. Further, this report recommends that departments be allowed to request 3% transfer adjustments with the approval of DER. A transfer is defined as the appointment to a position within the same pay range or to a pay range with the same rates of pay.

The analysis and recommendation process included a review of a position's duties and responsibilities, impact and accountability, relationship responsibilities, working conditions, as well as minimum education and experience requirements. The process also compared a classification's rate of pay to other City positions and the cost of labor in Southeastern Wisconsin using market data sourced from ERI (Economic Research Institute), a salary survey to which Employee Relations subscribes.

Market Data

Community Outreach Manager

All Incumbents	10th Percentile	25th Percentile	Mean	75th Percentile	90th Percentile
Level 1	\$52,679	\$57,547	\$64,019	\$70,371	\$76,798
Level 2	\$60,371	\$65,979	\$73,370	\$80,674	\$88,013
Level 3	\$70,995	\$77,606	\$86,248	\$94,846	\$103,421

Develops and implements strategies for community outreach programs to enhance community engagement and support organizational objectives. Manages the planning and execution of community events. Coordinates with internal and external partners to foster collaborative relationships and enhance program effectiveness. Heads a team of outreach professionals, providing guidance and supervision to ensure high-quality program delivery. Analyzes community needs and program data to inform and adjust outreach strategies. Prepares and administers budgets for community programs, ensuring efficient use of resources. Designs promotional and educational materials in collaboration with marketing departments to enhance program visibility and impact. Represents the organization in community

forums, building relationships and advocating for community needs. Monitors and evaluates program effectiveness, preparing reports and recommendations for stakeholders. Ensures compliance with organizational policies and regulations during event planning and execution. Advocates for community interests within the organization, ensuring that outreach programs are responsive and beneficial. Engages in continuous learning to stay informed of new outreach techniques and community needs. Collaborates with government agencies, nonprofits, and other community groups to expand program reach and effectiveness. Leads grant writing efforts to secure funding for community outreach activities. Develops training programs for staff to enhance their skills and effectiveness in community engagement.

Outreach Specialist

All Incumbents	10th Percentile	25th Percentile	Mean	75th Percentile	90th Percentile
Level 1	\$48,865	\$51,730	\$55,826	\$59,290	\$63,110
Level 2	\$57,932	\$61,396	\$66,290	\$70,495	\$75,060
Level 3	\$69,132	\$73,322	\$79,180	\$84,283	\$89,752

Coordinates and executes community outreach efforts for an organization. Plans community engagement activities. Organizes and oversees marketing and multimedia plans to garner community support and raise awareness. Facilitates community engagement activities. Assists community members in accessing programs and services. Serves as liaison between members of the community and organizations. Answers incoming questions and concerns. May specialize in homelessness, career, health care, or other outreach services.

Library School Media Specialist

All Incumbents	10th Percentile	25th Percentile	Mean	75th Percentile	90th Percentile
Level 1	\$44,228	\$48,230	\$53,600	\$58,824	\$64,170
Level 2	\$51,866	\$56,623	\$62,951	\$69,180	\$75,507
Level 3	\$61,590	\$67,303	\$74,844	\$82,344	\$89,904

Identifies and meets needs of students and faculty for information, and develops programs to stimulate students' interests in reading and use of types of resources. Selects and organizes books, films, tapes, records, and other materials and equipment. Suggests appropriate books to students for classroom assignments and personal readings. Plans and carries out program of instruction in use by school library media center. Prepares and administers budget for media center. Confers with faculty to provide materials for classroom instruction. Confers with parents, faculty, public librarians, and community

organizations to develop programs to enrich students' communications skills. Reviews records to compile lists of overdue materials and notifies borrowers to arrange for their return.

Market Recommendations

Current	Recommended
Workforce Development Coordinator (Listed as OEI Grant Specialist in Positions Ordinance) PR 2JX (\$66,154 - \$92,612) FN: Recruitment is at \$72,768 (One Position - DOA – Office of Equity and Inclusion)	Workforce Development Coordinator PR 2KX (\$70,501 - \$98,704) FN: Recruitment is at \$77,551 (One Position - DOA – Office of Equity and Inclusion)
Business Systems Specialist PR 2HX (\$58,223 - \$81,507) (One Position - Common Council/City Clerk)	Business Outreach Specialist PR 2KX (\$70,501 - \$98,704) FN: Recruitment is at \$77,551 (One Position - Common Council/City Clerk)
Community Outreach Coordinator PR 2HX (\$58,223 - \$81,507) (Two Positions - DOA – Office of the Director and the Fire and Police Commission)	Community Outreach Coordinator PR 2KX (\$70,051 - \$98,704) FN: Recruitment is at \$77,551 (Two Positions - DOA – Office of the Director and Fire and Police Commission)
Workforce Outreach Specialist (Listed as OEI Outreach Specialist in Positions Ordinance) PR 2IX (\$62,041 - \$86,854) FN: Recruitment is at \$68,244 (One Position - DOA – Office of Equity and Inclusion)	Workforce Outreach Specialist PR 2JX (\$66,154 - \$92,612) FN: Recruitment is at \$72,768 (One Position - DOA – Office of Equity and Inclusion)
Community Outreach Project Liaison PR 2FX (\$51,649 - \$71,754) (Three Positions - DOA – Community Wellness and Safety, Department of City Development, and Department of Neighborhood Services)	Community Outreach Project Liaison PR 2IX (\$62,041 - \$86,854) FN: Recruitment is at \$68,244 (Three Positions - DOA – Community Wellness and Safety, Department of City Development, and Department of Neighborhood Services)
Library Education Outreach Coordinator PR 2FN (\$51,250 - \$71,754) FN: Recruitment is at \$66,856 (Three Positions - Library)	Library Education Outreach Coordinator PR 2HN (\$58,223 - \$81,507) FN: Recruitment is at \$70,164 (Three Positions - Library)
Community Outreach Liaison PR 2EX (\$51,649 - \$67,309) (One Position - Department of City Development)	Community Outreach Liaison PR 2GX (\$54,619 - \$76,474) FN: Recruitment is at \$66,304 (One Position - Department of City Development)
Community Outreach Specialist PR 2EN (\$48,079 - \$67,309) FN: Recruitment is at \$56,291 (Seven Positions One Position - DOA – Office of the Director Six Positions – Health)	Community Outreach Specialist PR 2GN (\$54,619 - \$76,474) FN: Recruitment is at \$65,112 (Seven Positions One Position - DOA – Office of the Director Six Positions – Health)

Library Connected Learning Specialist PR 2CN (\$42,322 - \$59,242) FN: Recruitment is at \$48,256 (Three Positions - Library)	Library Connected Learning Specialist PR 2DN (\$45,101 - \$63,140) FN: Recruitment is at \$53,914 (Three Positions - Library)
Library Now Program Specialist PR 2CN (\$42,322 - \$59,242) FN: Recruitment is at \$48,256 (Three Positions - Library)	Library Now Program Specialist PR 2DN (\$45,101 - \$63,140) FN: Recruitment is at \$53,914 (Three Positions - Library)

Note: Residents receive a rate that is 3% higher. Title in bold was retitled to better reflect duties.

Action Required - Effective Pay Period 26, 2024 (December 8, 2024)

* See addendum included in CCFN for Salary and Position Ordinance changes.

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