

2015 Plan and Budget Summary (page 43)

Department of Administration section

RESIZE, RESTRUCTURE, AND REINVEST

Safety and Civic Program: The program will work to improve the quality of life in Milwaukee by improving safety and addressing citywide problems through effective, targeted public education, and public information efforts. It will address problems which include reducing demand for drugs, raising educational achievement, raising attendance and graduation rates, reducing litter, and other topics that affect the health of the city. A position of Public Information Officer was created to perform these duties.

1 Position, 1 O&M FTE, Position Title: Public Information Officer

Reason: Provide targeted public education and information for issues impacting the city as a whole.

DER Job Evaluation Report - Position Retitled to Community Outreach Coordinator

The Department of Employee Relations subsequently wrote a Job Evaluation Report dated March 24, 2015, which was approved by the City Service Commission on that date. That classification report recommended that the new position of Public Information Officer (PR 1FX) created in the 2015 Budget actually be classified as a Community Outreach Coordinator (PR 2HX). The Report used the 2015 Plan as the foundation for DER's recommendation. Specific duties and responsibilities of the position included working to:

- Raise awareness about issues that impact the city as a whole through public education and information, working in collaboration with community stakeholders.
- Mobilize diverse community stakeholders in addressing citywide problems.
- Develop educational methods and materials appropriate for specific problems.
- Make recommendations for improvement to the Common Council.
- Advocate for change working in concert with community stakeholders.

The then-new position was to "establish and maintain effective collaborative relationships with educational, health and other community entities that focus on improving public safety, health, and the quality of life of Milwaukee residents. This may include, but is not limited to, establishing relationships with the:

- Milwaukee Black Male Achievement Advisory Council (a local City of Milwaukee body that is part of the U.S. Government's "My Brother's Keeper" initiative).
- City of Milwaukee Common Council Public Safety and Health Committee.
- City of Milwaukee Health Department.
- Milwaukee Board of School Directors and the Milwaukee Public Schools.
- Milwaukee County Substance Abuse Prevention Coalition.
- Milwaukee Fatherhood Initiative.
- Housing Authority of the City of Milwaukee.
- Various community organizing groups.
- Various community-based organizations.