

**PERSONNEL COMMISSION  
REGULAR MEETING MINUTES  
WEDNESDAY, SEPTEMBER 15, 2021 AT 12:00 PM  
\*\*VIRTUAL MEETING\*\***

**DEPARTMENTS:**

3400 Airport/SBDC: Sasha King  
Academic Affairs: Sharon Thomas  
Accounts Payable: Cherry Aquino  
Admissions & Records: Esau Tovar  
African American Center: Sherri Bradford  
Athletics: Sandra Hernandez  
Auxiliary Services: Ofelia Meza  
Bundy: Beverly Redd-Walker  
Business Department: Peter Murray  
Campus Police Office: Jennifer Jones  
Campus Store: Elease Juarez  
Career Services: Vicky Rothman  
Cashier's Office: Veronica Romo  
Center for Media & Design:  
Community Education: Alice Meyering  
Counseling Office: Laurie Guglielmo  
Custodian Time Clock: Anthony Williams  
Disabled Students Center: Nathalie Laille  
Early Childhood Ed.: L. Manson  
Emeritus College: V. Rankin-Scales  
English Dept.: Martha Hall  
EOP&S: Nick Mata  
ESL Office: Jocelyn Alex  
Events Office: Yesenia Penate  
Faculty Association: Peter Morse  
Financial Aid Office: Stacy Neal  
Health Sciences: Clarenda Stephens  
Health Office: Nancy Alfaro  
HSS: Carolyn Baugh  
Institutional Research:  
International Education Center: Ana Jara  
KCRW:  
Latino Center: Maria Martinez  
Madison: Gail Johnson  
Maintenance/Operations: A. DiGregorio  
Math Village: Kristina Fukuda  
Media Center: L. Nakamura  
Modern Language: Travis Grant  
Music: Lori Geller  
Outreach & Recruitment: Will Taylor  
Payroll: Ian Fraser  
Science: Ingrid Cardwell  
Student Life: Amelia Trejo  
Superintendent/Presidents Office: L. Kilian  
STEM: Vanan Yahnian  
Theater Arts: Judy Louff  
W& ED/Bundy: Tricia Ramos

**ADMINISTRATORS & MANAGERS**

Emeritus: Scott Silverman  
Facilities: Dennis Biddle  
HR: Tre'Shawn Hall-Baker  
Info Tech: Marc Drescher  
IEC: N. Pressian  
Instructional Technology:  
Maintenance:  
Devin Starnes  
Terry Kamibayashi  
Operations:  
Anthony Barlow  
Felicia Hudson  
Robert Villanueva  
Receiving: Lisa Davis  
Supplemental Instruction:  
Wendi DeMorst

**PRESIDENT/SUPERINTENDENT & SENIOR STAFF**

Superintendent/President: Kathryn Jeffery  
Executive VP:  
VP Academic Affairs: Bradley Lane  
VP Business/Admin: Chris Bonvenuto  
VP Enroll. Services: T. Rodriguez  
VP Human Resources: Sherri Lee-Lewis  
VP Student Affairs: Michael Tuitasi  
Senior Director Government Relations & Institutional Communications: Don Girard  
Community Relations: Kiersten Elliott  
Public Information: Grace Smith

**PUBLIC POSTING LOCATIONS**

2714 Pico Blvd, Second Floor.  
Online: [www.smc.edu](http://www.smc.edu)

**EMPLOYEE ORGANIZATIONS**

CSEA Labor Rep.: Jessica Gonzalez  
CSEA Chapter Pres.: Mike Roberts  
CSEA Chapter 1<sup>st</sup> V.P.: Kennisha Green  
CSEA Chapter 2<sup>nd</sup> V.P.: Cindy Ordaz  
CSEA Chief Job Steward: Lee Peterson  
CSEA Treasurer: Dagmar Gorman  
CSEA Secretary: Judith Mosher  
CSEA Chief Development Officer:  
Luis Martin  
CSEA Communications Officer:  
James Stevenson  
SMC POA President: Officer Cadena  
Management Association: Susan Fila

**Edited 9/9/2021**

**IF YOU NEED AN ACCOMMODATION**

Written requests for disability-related modifications or accommodations that are needed in order to participate in the Commission meeting are to be directed to the Personnel Commission Office as soon in advance of the meeting as possible.

## **PUBLIC PARTICIPATION FOR VIRTUAL MEETINGS**

### **ADDRESSING THE PERSONNEL COMMISSION**

During the COVID-19 (Coronavirus) Global Pandemic, the Personnel Commission will be conducting virtual public meetings using Zoom. Virtual meetings have been authorized by Executive Order N-25-20 issued by Governor Gavin Newsom and dated March 12, 2020, to reduce and minimize the risk of infection by “limiting attendance at public assemblies, conferences, or other mass events.” Zoom meetings will ensure public participation while at the same time complying with the Governor’s Stay at Home executive order and Los Angeles County’s Safer at Home order.

Members of the public may address the Personnel Commission **concerning any subject that lies within the jurisdiction of the Personnel Commission**. Public participation can occur in one of two ways. Members of the public can submit written comments to be read during the public meeting or they may speak during the Zoom meeting.

Individuals wishing to speak or submit written comments to be read at the Personnel Commission meeting shall send an email to [personnel\\_commission@smc.edu](mailto:personnel_commission@smc.edu), by no later than 10:00 A.M., Wednesday, September 15, 2021. The email should include the following information:

- Name
- Department (optional)
- Topic or Agenda Item # to be addressed
- Comments to be read (if submitting written comments)

#### Instructions for Speaking to the Commission through Zoom

Speakers may address any specific agenda item, or may provide general comments during the “Public Comments” period. When it is time for the speakers to address the Commission, their name will be called and the microphone on their Zoom account will be activated. A speaker’s Zoom Profile should match their real name to expedite this process. After the comment has been given, the microphone for the speaker’s Zoom profile will be muted.

All public comments will be subject to the general rules set forth below.

1. Five minutes is allotted to each speaker per topic. If there are more than four speakers on any topic or item, the Commission reserves the option of limiting the time for each speaker. A speaker’s time may not be transferred to another speaker.
2. Each speaker is limited to one presentation per specific agenda item before the Commission, and to one presentation per Commission meeting on non-agenda items.
3. Five minutes is allotted to each speaker per topic for general public comments. The speaker must adhere to the topic. Individuals wishing to speak during the Public Comments will be called upon during Public Comments.

Any person who disrupts, disturbs, or otherwise impedes the orderly conduct of any meeting of the Personnel Commission by uttering loud, threatening, or abusive language or engaging in disorderly conduct, shall, at the discretion of the presiding officer or majority of the Personnel Commission, be requested to be orderly and silent and/or removed from the meeting.

No action may be taken on items of business not appearing on the agenda.

*Reference: Merit Rule 2.2.8*

*Government Code sections 54954.2, 54954.3, 54957.9*

**SANTA MONICA COLLEGE PERSONNEL COMMISSION  
REGULAR MEETING MINUTES  
WEDNESDAY, SEPTEMBER 15, 2021 AT 12:00PM**

**I. ORGANIZATIONAL FUNCTIONS**

A. CALL TO ORDER 12:01PM

B. ROLL CALL

<b>COMMISSIONER</b>	<b>PRESENT</b>	<b>ABSENT</b>
Dr. Joseph Metoyer, Jr., Chair	<b>X</b>	
Joy Abbott, Vice Chair	<b>X</b>	
Barbara Greenstein	<b>X</b>	
Deborah Jansen	<b>X</b>	
Lawrence Leone	<b>X</b>	

**II. REPORT – DIRECTOR OF THE PERSONNEL COMMISSION**

Carol Long, Director of the Personnel Commission, provided an overview of the Personnel Commission Annual Report which included the following data:

1. PC Staff completed a fifth year of cyclical classification reviews.
2. Over the last 3 years, the College averaged 63 classified appointments per year.
3. 19 appointments were completed in 2020/2021.
4. 23 Merit Rule updates made through the work of the Merit Rules Advisory Committee.
5. 116 Santa Monica College classified employees were honored for longevity in Fiscal Year 2020/2021, including 24 employees with at least twenty years of service, and 7 employees who completed at least thirty years of service.

Director Long also reported that the September 15 Meeting Agenda contained:

- a) Sign Language Interpreter III Eligibility List for approval
- b) 13 recruitments in process
- c) A second reading of Merit Rules Chapter 10: Performance Evaluations
- d) Three classification revisions and one new classification as part of the cyclical review process.

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**III. COMMENTS AND INFORMATION REPORTS**

**A. RECOGNITION OF EMPLOYEE LONGEVITY: SEPTEMBER 2021**

**5 YEARS**

Carla Alvarado, DSPS Specialist, Center for Disabled Students

\* Denise Henninger congratulated Carla on 5 years with Santa Monica College.

Sean Blocklin, Laboratory Technician-Photography, Academic Affairs

Nataly Gonzalez, Student Services Clerk, Non-Credit Education

\*Scott Silverman congratulated Nataly on 5 years with Santa Monica College.

Jody Icasiano, Community College Police Officer, SMCPD

Paulo Taboada, Tutoring Coordinator-Science, Learning Resource Center

\*Wendi DeMorst congratulated Paulo on 5 years with Santa Monica College.

Alexandra Vargas, Health Assistant, Health Services

& Student Services Clerk, Scholars

**10 YEARS**

Issa Gharibeh, Receiving, Stockroom & Delivery Worker, Bookstore

**20 YEARS**

Timothy Brown, Shuttle Driver, Auxiliary Services

Allyn Hawes, Skilled Maintenance Worker II, Maintenance

Edgar Montgomery, Instructional Assistant-English, Supplemental Instruction

\*Wendi DeMorst congratulated Edgar on 20 years with Santa Monica College.

**25 YEARS**

Jose "Luis" Martin, Receiving, Stockroom & Delivery Worker,

Procurement, Contracts and Logistics

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**B. COMMENTS FROM VICE PRESIDENT OF HUMAN RESOURCES**

Sherri Lee-Lewis, Vice President of Human Resources, congratulated the Santa Monica College “Longevity Superstars.” She additionally thanked the Personnel Commission for the ongoing completion of cyclical reviews and recruitments. A brief recap of the COVID Update that was presented to the Board of Trustees the evening before was shared. Meeting attendees were encouraged to watch a recording of the Board of Trustees meeting for further details.

Campus Counsel, Robert Myers, spoke on the Mandatory Vaccination Program and informed Commissioners that they were required to submit proof of vaccination. He also spoke on a Resolution in progress that would allow for the continuance of virtual public meetings for the remainder of the calendar year.

**C. COMMENTS FROM THE CSEA CHAPTER 36 REPRESENTATIVE**

No Comments.

**D. COMMENTS FROM MANAGEMENT ASSOCIATION PRESIDENT**

Vice President of the Management Association, Scott Silverman, spoke on efforts that Managers were taking in preparation for a return to Campus.

**E. COMMENTS FROM PERSONNEL COMMISSION STAFF**

**F. PUBLIC COMMENTS**

(NON-ACTIONABLE COMMENTS FROM THOSE IN ATTENDANCE)

Charlie Yen, Assistant Director of Facilities Planning, wished to recognize Personnel Commission Staffer John Linke for his work on the Director and Assistant Director of Facilities Planning Cyclical Studies. He commented on how much better he liked working with John on studies than working with the consultant from the early 2000’s.

**G. COMMENTS BY PERSONNEL COMMISSIONERS**

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**IV. AGENDA REPORTS – MAJOR ITEMS OF BUSINESS**

<b>#</b>	<b>ITEM</b>	<b>PAGE</b>
<b>1</b>	AMENDMENT TO RULES AND REGULATIONS OF THE CLASSIFIED SERVICE - CHAPTER 10: PERFORMANCE EVALUATIONS – SECOND READING	<b>5</b>
<b>2</b>	ANNUAL REPORT – PERSONNEL COMMISSION: FISCAL YEAR 2020/2021	<b>11</b>
<b>3</b>	REQUEST FOR APPROVAL OF RETITLE, CLASSIFICATION REVISIONS, AND SALARY REALLOCATION: MARKETING DESIGN ANALYST TO MARKETING DESIGN COORDINATOR	<b>15</b>
<b>4</b>	REQUEST FOR APPROVAL OF CLASSIFICATION REVISIONS: SENIOR GRAPHIC DESIGNER	<b>25</b>
<b>5</b>	REQUEST FOR APPROVAL OF CLASSIFICATION REVISIONS: GRAPHIC DESIGNER	<b>36</b>
<b>6</b>	NEW CLASS DESCRIPTION & SALARY ALLOCATION: DIRECTOR OF WEB AND SOCIAL MEDIA STRATEGY	<b>46</b>

**V. CONSENT AGENDA**

(ALL ITEMS WILL BE CONSIDERED AND APPROVED IN ONE MOTION UNLESS REMOVED BY A PERSONNEL COMMISSIONER FOR DISCUSSION.)

<b>#</b>	<b>ITEM</b>	<b>PAGE</b>
<b>7</b>	RATIFICATION OF LIMITED TERM ASSIGNMENTS	<b>55</b>
<b>8</b>	APPOINTMENTS TO LIMITED TERM POSITIONS	<b>56</b>
<b>9</b>	APPOINTMENTS TO PROVISIONAL ASSIGNMENTS	<b>58</b>
<b>10</b>	RATIFICATION OF PROVISIONAL WORKING OUT OF CLASS ASSIGNMENTS	<b>59</b>
<b>11</b>	EXAMINATION SCHEDULE <ul style="list-style-type: none"> <li>• Administrative Assistant I</li> <li>• Administrative Assistant II</li> <li>• Cosmetology Assistant</li> <li>• Custodial Operations Supervisor</li> <li>• Director of Web &amp; Social Media Strategy</li> <li>• Enterprise Business Services Specialist</li> <li>• Grounds Supervisor</li> <li>• Health Assistant</li> <li>• Instructional Assistant-Math</li> <li>• Lead Receiving, Stockroom and Delivery Worker</li> <li>• Research and Planning Analyst</li> </ul>	<b>61</b>
<b>12</b>	RATIFICATION OF ELIGIBILITY LISTS <ul style="list-style-type: none"> <li>• Director of the SMC Foundation</li> <li>• Sign Language Interpreter III</li> </ul>	<b>62</b>
<b>13</b>	MEETING MINUTES	<b>63</b>
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<b>15</b>	RECRUITMENT AND EXAMINATION STATUS REPORT	<b>66</b>

**VI. ADJOURNMENT**

**SANTA MONICA COLLEGE PERSONNEL COMMISSION  
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**AGENDA REPORT NO. 1**

**SUBJECT: AMENDMENT TO RULES AND REGULATIONS OF THE CLASSIFIED SERVICE - CHAPTER 10: PERFORMANCE EVALUATIONS – SECOND READING**

**DATE:** September 15, 2021

**TO:** Members of the Personnel Commission

**FROM:** Carol Long, Director of the Personnel Commission

Proposed changes to Chapter 10: Performance Evaluations, are attached for a second reading.



**SANTA MONICA COLLEGE PERSONNEL COMMISSION  
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CHAPTER X

PERFORMANCE EVALUATIONS

Rule 10.1

GENERAL PROVISIONS

Performance evaluation procedures for bargaining unit members are contained in the applicable collective bargaining agreements (CBA). Performance evaluation procedures for employees not covered by a CBA are listed below.

10.1.1 PERFORMANCE EVALUATION DEFINED

Performance evaluation shall be defined as periodic opportunity for a supervisor to measure an employee's performance on the job against the standards and requirements of the position as stated in the class description, and the performance goals and objectives.

10.1.2 WHEN EVALUATIONS ARE TO BE MADE

A. The schedule of evaluations during the probationary period shall be as follows:

1. For employees serving a six (6) month probation period - at the end of the second and fourth months of service and prior to completion of the sixth month of service.

2. For employees serving a one year probationary period –at the end of the fourth and eighth months of service and prior to completion of the twelfth month of service.

B. Evaluation of promoted and transferred employees shall be according to the schedule listed above.

The schedule of evaluation for classified employees not covered by a CBA shall be carried out according to the appropriate administrative regulations.

C. If the immediate supervisor does not submit an evaluation by the time limit, the employee may submit their self-evaluation and objectives for the coming year to Human Resources for inclusion in their personnel file.

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**Section 10.1.3.E**

10.1.3 PROCEDURES TO BE FOLLOWED

- A. Performance evaluation reports shall be made on the appropriate forms approved by the ~~Personnel Commission~~ Office of Human Resources. The report shall be prepared by the employee's immediate supervisor and shall be based on ~~his/her~~ their knowledge or observation of the employee's performance.
- B. Evaluation ratings shall be accompanied by appropriate documentation as follows:
1. an "unsatisfactory" or below standards rating shall contain a specific description of the deficient or substandard performance;
  2. a "needs improvement" or below standards rating shall list suggestions for the required improvement;
  3. an "outstanding" rating shall be accompanied by supporting comments.
- C. The immediate supervisor shall present the performance evaluation report to the employee at an evaluation conference. ~~The evaluation conference~~ which shall include a review of the specific ratings given to the employee and suggestions for improvement where applicable. The conference shall take place during the employee's working hours. All copies of the evaluation report shall be signed by the employee to indicate receipt. Should the employee refuse to sign, the fact shall be noted on all copies of the evaluation form.
- D. The employee shall be notified by ~~his/her~~ their immediate supervisor that the employee has ~~seven (7)~~ fifteen (15) working days to attach a rebuttal response before the evaluation is filed in the employee's personnel file.

**SANTA MONICA COLLEGE PERSONNEL COMMISSION  
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Section 10.1.3.E

E. The performance evaluation report shall be distributed as follows: One copy of the evaluation shall be retained by the employee, one copy shall be retained by the immediate supervisor and one copy shall be sent to the Classified Personnel department Office of Human Resources for filing in the employee's personnel folder upon completion of the seven (7)-fifteen (15) working day rebuttal period.

F. If the employee wishes to file a rebuttal response, the employee shall submit his/her/their comments in writing to the Personnel Director Office of Human Resources prior to the expiration of the seven (7)-fifteen (15) working day period. Upon receipt of the rebuttal response, the Personnel Director Office of Human Resources shall forward a copy to the immediate supervisor and place the response in the employee's personnel file. the second-level supervisor who shall meet with the employee in an attempt to resolve the disagreement. The second level supervisor shall prepare, within ten (10) working days, a report of this conference which shall be filed in the department, with the employee, and in the employee's personnel file. The determination of the second level supervisor shall be final.

G. Performance evaluation reports and attached rebuttal response statements shall be available for review for a one year period, in connection with promotional examinations.

Section 10.1.4.F

~~F. Within ten (10) days after the end of the special assignment, the supervisor shall complete a final summary report outlining the employee's accomplishments during the special assignment which shall include a statement by the employee. This summary report shall become a part of the employee's permanent personnel record in accordance with the procedures contained in Merit Rule 9.9.~~

Approved: P.C. 10/9/91 Revised: P.C. 7/8/92

**SANTA MONICA COLLEGE PERSONNEL COMMISSION  
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Section 10.1.4

~~10.1.5~~ — ~~REPORTS ON SPECIAL ASSIGNMENTS~~

- ~~A. — For purposes of this rule, a special assignment is defined as a provisional appointment of a classified employee to a position for a period not to exceed 90 working days for which an eligibility list does not exist. This 90 day period may be extended by Personnel Commission action per Merit Rule 7.2.~~
  
- ~~B. — For purposes of this rule, Career Laddering is a special assignment defined as an assignment which places an employee in a job outside of the employee's regular assignment and which represents a vertical, lateral, or downward path towards a new career opportunity. A career laddering assignment is limited to 90 working days per paragraph A above.~~
  
- ~~C. — A permanent employee on a provisional or career laddering assignment with an expected duration of 30 days or more shall receive a written progress report, on the appropriate District form, at the completion of the first, third, and fifth months of the assignment.~~
  
- ~~D. — Provisional and career laddering assignments are temporary and do not automatically entitle the employee to probationary or permanent status. To obtain the position permanently, the employee must successfully compete through the regular merit system process.~~
  
- ~~E. — The progress report is for feedback purposes only and does not constitute a formal evaluation process as described in Rule 10.1. It is not subject to review in connection with promotional examinations or appointment.~~

~~Approved: P. C. 10/9/91 Revised: P.C. 7/8/92~~

**SANTA MONICA COLLEGE PERSONNEL COMMISSION  
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WEDNESDAY, SEPTEMBER 15, 2021 AT 12:00PM**

Section 10.1.5

~~10.1.6~~10.1.4 COMMENDATION

- A. Whenever a regular classified employee performs service of an exemplary character, ~~he/she~~ they may be given a written commendation in recognition of ~~his/her~~ their exemplary service. The commendation shall be prepared and signed by the employee's immediate supervisor and shall be placed in the employee's personnel file.

~~10.1.7~~10.1.5 UNSATISFACTORY SERVICE

- A. A classified employee may be evaluated by ~~his/her~~ their immediate supervisor at any time when unsatisfactory service is performed. The evaluation shall be made no later than 30 calendar days after the unsatisfactory work performance has taken place, ~~on the appropriate Notice of Need for Work Improvement or Disciplinary Action Notice as provided in Rule 14.1.~~

~~10.1.8~~ APPLICATION OF EVALUATION PROCEDURES TO UNIT MEMBERS

- ~~A.B. Performance evaluations for unit members shall be made in accordance with this Rule and in related provisions of the applicable bargaining agreements, Article 4 of the Agreements between the Santa Monica Community College District and Santa Monica Chapter 36, CSEA.~~

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**DISPOSITION BY THE COMMISSION**

MOTION MADE BY: Lawrence Leone  
SECONDED BY: Barbara Greenstein  
AYES: 5  
NAYS: 0  
ABSTENTIONS: 0

Amendments/Comments



SANTA MONICA COLLEGE PERSONNEL COMMISSION  
REGULAR MEETING MINUTES  
WEDNESDAY, SEPTEMBER 15, 2021 AT 12:00PM

**AGENDA REPORT NO. 2**

**SUBJECT: ANNUAL REPORT – PERSONNEL COMMISSION:  
FISCAL YEAR 2020-2021**

**DATE:** September 15, 2021


**TO:** Members of the Personnel Commission


**FROM:** Carol Long, Director of the Personnel Commission


Attached for your review is the proposed Personnel Commission annual report.


The Director of the Personnel Commission is required by Education Code Section 88086 to prepare an annual report of the Commission’s activities for approval by the Commission. After Commission approval, the report is forwarded to the Board of Trustees.


**Santa Monica College  
Personnel Commission  
Annual Report  
Fiscal Year 2020-2021**

  
Dr. Joseph P. Metoyer Jr.  
Chair  
Board of Trustees Appointee

  
Joy Abbott  
Vice Chair  
Board of Trustees Appointee

  
Barbara Greenstein  
CSEA Appointee

  
Lawrence Leone  
Commission Appointee

  
Deborah Jansen  
CSEA Appointee

**Personnel Commission Staff:**  
Carol Long, Director of the Personnel Commission  
Amy Gurjian, Classification & Compensation Manager  
John Linke, Supervising Personnel Analyst  
August Faustino, Personnel Analyst  
Karen Monzon, Personnel Analyst  
Olga Vasquez, Personnel Analyst  
Jose Guzman, Personnel Technician  
Brent Heximer, Administrative Assistant II  
Tatiana Morrison, Administrative Assistant II  
Julia Britt, Personnel Specialist

[www.smc.edu/classifiedjobs](http://www.smc.edu/classifiedjobs)

**PERSONNEL COMMISSION  
OFFICE LOCATION:**  
2714 Pico Blvd, 2nd Floor  
Santa Monica, CA 90405  
(310) 434-4410

**Mailing Address:**  
1900 Pico Blvd  
Santa Monica, Ca 90405

**SANTA MONICA COLLEGE PERSONNEL COMMISSION  
REGULAR MEETING MINUTES  
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**Personnel Commission Updates Fiscal Year 2020-2021**

The past fiscal year brought about significant fluctuations in workload for all of our areas, and necessary temporary procedural changes in response to the need to move all testing and interviews into a remote environment.

The number of recruitments requested remained at a minimal level throughout most of 2020-2021. However, these numbers have begun to increase significantly since July 2021.

Standard processes we have set up in the past for conducting our classification and compensation studies were temporarily revised this past fiscal year, when the District imposed a salary freeze. Reporting from our cyclical classification studies was placed on hold until September 2020. Reporting of salary reallocations was placed on hold until April 2021.

The Personnel Commission has completed our fifth year of cyclical classification reviews as required by our Merit Rules.

**Personnel Commission Meetings**

Meetings of the Personnel Commission were held on the third Wednesday of each month at Noon via Zoom

**About Santa Monica College**

A two-year community college accredited by the Western Association of Schools and Colleges – opened in 1929 with just 153 students and has grown to a thriving campus with more than 23,000 students and offerings in over 100 fields of study. The leader among the state's 116 community colleges in transfers to the University of California, University of Southern California, Loyola Marymount University, and other four-year colleges.

**The Merit System at SMC**

The purpose of the Merit System is to ensure that classified employees are recruited, selected, promoted, and retained without favoritism or prejudice, and solely on the basis of merit and fitness. The merit system applies only to classified (non-teaching) employees, and is administered by the Personnel Commission.

The Personnel Commission at Santa Monica College consists of a five-member body, and is responsible for guaranteeing that employment, retention and promotion for all classified employees are based on Merit System principles. The Commissioners are private citizens who must be a registered voter and residents of Santa Monica or Malibu, and known adherents to the merit principle.

**Basic Principles of the Merit System**

- Recruitment from all segments of society and advancement on the basis of relative ability, knowledge, and skill under fair and open competition
- Administering a competitive salary structure based on sound professional standards, prevailing community practices, legal requirements, and equity
- Fostering an environment that promotes inclusion, civility, and diversity
- Providing a voice for the interests of classified staff, classified managers, and classified administrators
- Protection of employees from arbitrary action, personal favoritism, or political coercion

Personnel Commission staff at Santa Monica College are committed to providing our services in a manner which is client oriented, professionally based, and in conjunction with the goals of the governing board.

**Classified Action**



Action	# of Times Action Completed
Exams Announced	46
% of Online Applications	100
# of Eligibility Lists	22
# of Eligibles on Lists	80
Reinstatement Lists	1
Appointments (New Hires)	6
Promotional Appointments	13
Working Out of Class	17
Internal Limited Term Assignments	13
New Class Descriptions	3
Revised Class Descriptions	34
Position Studies Conducted	8
Position Reclassifications Granted	3
# of Seniority Lists Established	7
# of Merit Rule Updates	23
Provisional Appointments	88
Limited Term Appointments	43
Total # of applicants	846



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35 Years	Steven Herbert
	Brian Pena

30 Years	Beatris Guevara
	Ana Jara
	Ariana Morgenstern
	LeRoy Nakamura
	Ramon Salcedo

25 Years	Andrew Abel
	Thomas Carter
	Mark Engfer
	Delia Padilla
	Lee Peterson
	Alvin Ponce
	Arnulfo Reyes
	Dan Rojas
	Peter Smith

20 Years	Mohamad Fakih
	Wendy Henriquez
	Felicia Hudson
	Cindy Kelly
	Michael Newport
	Evelyne Pedersen
	Rhonda Robinson
	Anthony Victorin

15 Years	Carolyn Baugh
	Lisa Burns
	Rosa Maria Campos
	Jermaine Carter
	Alberto Echeverria
	Sandra Franco
	Domingo Gonzalez
	Irin Darryl Gray
	Jose Guzman
	Steven Hearn IV
	Mario Lopez Hernandez
	Ann Le
	Damon McLeod
	Emily Raby
	Jessica Riojas
	Veronica Romo
	Silvia Rosales-Rivera
	Mukhorn Sin
	Randolph Smith
	Jenia Soufian
Tyrone Taylor	
Debra Willoughby	

10 Years	Michelle Aragon
	Diana Askew
	Anthony Barlow
	Nyla Cotton
	Eloisa Davis-Ludlow
	Brent Heximer
	Felix Ma
	Marcia Merritt Williams
	George Rogers
	Nahalia Samuels
	Kathleen Solis
	Olga Vasquez
	Robert Villanueva
	Bryan Wilson

## Longevity Recognitions



5 Years	Roger Acevedo	Janet Kleinman
	Johnnie Adams	Mattie Lanz
	La Trina Adeyemi	Alysha LaScalza
	Maria Arango	John Linke
	Glaurys Ariass	Amanda Logan
	Anne Marie Bautista	Paul Lucero
	Alanna Brooke	Philloon Ly
	Silvana Carrion-Palomares	Saman Mehrazar
	Danielle Casale	Joseph Metzger
	Yanping Linda Chen	Rodney Mills
	Edwin Cruz	Sheldon Morley
	Rachel Demski	Lisa Neves
	Traci Dicksonson	Jonathan Ng
	Anisha DiGregorio	Omar Plascencia
	Cristina Garcia	Fabio Prieto
	Arturo Gonzalez	Reyna Rosales Rivera
	Dagmar Gorman	Maria-Pilar Royo Sanz
	Amy Gurjian	Robert Rudolph
	Gustavo Gutierrez	Masis Shahoomian
	Berta Hernandez	Rebecca Sprigg
	LaToya Hightower	Jessica Thomas
	Donte Huddleston	Louis Tovares
	Dominic Jester	Paul Trautwein
	Anthony Johnson	Raymond Valdiviezo
	Stacey Jones	Jose Velazquez
Rafal Karpinski	Lisa Winter	
Kevin King	Janet Wolf	
Antonio Sanchez	Yosief Yihunie	
Danny Kadomsky		





Thank you!

**RECOMMENDATION**

It is recommended that the Personnel Commission approve the proposed annual report for Fiscal Year 2020 - 2021.

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**DISPOSITION BY THE COMMISSION**

MOTION MADE BY: Barbara Greenstein

SECONDED BY: Joy Abbott

AYES: 5

NAYS: 0

ABSTENTIONS: 0

Amendments/Comments

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**AGENDA REPORT NO. 3**

**SUBJECT: REQUEST FOR APPROVAL OF RETITLE, CLASSIFICATION REVISIONS, AND SALARY REALLOCATION:**

**MARKETING DESIGN ANALYST TO  
MARKETING DESIGN COORDINATOR**

DATE: September 15, 2021

TO: Members of the Personnel Commission

FROM: Carol Long, Director of the Personnel Commission

BY: Karen Monzon, Personnel Analyst

**BACKGROUND**

Attached for your approval are the classification revisions for **Marketing Design Analyst**.

As part of the cyclical review process, we are reviewing the Marketing classifications. The Marketing and Communications Department supports the advancement of Santa Monica College's goals and objectives by providing institutional marketing and communication strategies. This classification is responsible for coordinating all phases of activities involved in the design, production, printing, and distribution of marketing, advertising, publication, multimedia, and graphics design projects.

The Marketing Design Coordinator classification was originally created in November 1999. Since its creation, it was last revised during the Hay Study, which yielded a title change from Marketing Coordinator to Marketing Design Analyst. There is currently one permanent incumbent in this classification.

**METHODOLOGY**

This study was scheduled in the cyclical review calendar for 2020-2021. Incumbents in the job discipline, as well as CSEA, were invited to participate in a class study orientation on March 8, 2021 to discuss the purpose of the study, methodology, timelines, possible outcomes and implications, and frequently asked questions. The incumbent was requested to complete a Position Description Questionnaire (PDQ). The submitted PDQ was reviewed with Don Girard, Senior Director, Government Relations/Institutional Communications.

Personnel Commission staff met with Don Girard, to discuss the class description. In addition, the supervisor was requested to complete a duty analysis worksheet by rating the frequency and criticality of each duty in the current class description. Distinguishing characteristics were modified to delineate this classification from related roles.

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Additionally, revisions are proposed to clarify duties assigned, knowledge and abilities and entrance requirements required for the job. The class concept and duties were modified to clarify the level and scope of work performed. Distinguishing characteristics were modified to delineate this classification from related series. Classification revisions were sent for review to the incumbent, Department management, CSEA, Business Services, Human Resources, and executive leadership.

Additionally, a job evaluation and an external salary study of public agencies with positions that have comparable duties and responsibilities was conducted. Salary data was gathered based on the comparison of positions with the level of duties and responsibilities most similar to the subject position.

## **RESULTS**

Based on the data gathered, revisions to the class description are being proposed. These changes serve to clarify the class concept and essential duties performed, distinguishing characteristics and KSAs (knowledge, skills, and abilities), and adjust the minimum qualifications to ensure internal and external alignment with comparable classifications. Additionally, a title change is being made to more accurately reflect the nature of work performed and the scope of responsibility for this role.

A comprehensive survey of comparable agencies was conducted, however, sufficient market data is not available to utilize percentile ranking method of salary placement (i.e., at least 30% of surveyed jobs should be matched), therefore salary recommendation is being based on internal alignment.

## **SALARY ALLOCATION**

It is recommended that the salary for Marketing Design Analyst be reallocated from **Range 46 (\$6,633 to \$8,063 per month)** to **Range 48 (\$6,965 to \$8,466 per month)** on the Classified Employee Salary Schedule, a 7.57% increase. Currently, there is a one range (2.44%) salary differential between this classification and the Senior Graphic Designer. Given the scope and effect of this role and its impact on a wider range of College activities and resources, in addition to the nature and purpose of contacts in the course of work, salary reallocation is recommended which would result in a 7.57% differential when compared to the Senior Graphic Designer. The goal is to recommend a competitive salary to attract, motivate and retain employees through effective promotional paths within the series.

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The following chart shows related classifications in this job discipline:

<b>JOB TITLE</b>	<b>MIN</b>	<b>MAX</b>	<b>RANGE</b>	<b>% DIFF BETWEEN LEVELS</b>
<b>Director of Web and Social Media Strategy (NEW)**</b>	\$9,410	\$11,438	M30	40.70%
Web & Social Media Manager*	\$6,688	\$8,129	M16	-3.98%
<b>Marketing Design Coordinator (PROPOSED)</b>	\$6,965	\$8,466	48	7.57%
<b>Senior Graphic Designer**</b>	\$6,475	\$7,871	45	2.50%
Web Services Coordinator*	\$6,317	\$7,679	44	12.94%
<b>Graphic Designer**</b>	\$5,593	\$6,799	39	34.03%
Web Content Developer*	\$4,173	\$5,073	27	

\*Pending review

\*\*Proposed in subsequent agenda report

Cyclical review results have been sent to the incumbent, CSEA, Department management, Business Services, Human Resources, and executive leadership.

**RECOMMENDATION**

It is recommended that the Personnel Commission approve the proposed retitle, revisions and salary reallocation to the Marketing Design Analyst.

**FROM:** Marketing Design Analyst  
**Classified Salary Range 46 (\$6,633 to \$8,063 per month)**

**TO:** Marketing Design Coordinator  
**Classified Salary Range 48 (\$6,965 to \$8,466 per month)**

**DISPOSITION BY THE COMMISSION**

MOTION MADE BY: Deborah Jansen  
SECONDED BY: Barbara Greenstein  
AYES: 5  
NAYS: 0  
ABSTENTIONS: 0

Amendments/Comments

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**Marketing Design ~~Analyst~~ Coordinator**

**CONCEPT OF THE CLASS**

Under general supervision, positions in this classification design external and internal college materials and coordinate, organize, oversee, and schedule all phases of activities involved in the design, production, printing, and distribution of marketing, advertising, publication, multimedia, and graphics design projects.

**DISTINGUISHING CHARACTERISTICS**

The Graphic Designer uses graphic design principles and knowledge to create, original graphic designs and layout concepts for print, web, display, and digital communication.

The Senior Graphic Designer serves as lead graphic designer using graphic design principles and knowledge to conceptualizes and create complex, original graphic designs and layout concepts for print, web, display, and digital communication.

The Marketing Design Coordinator coordinates, organizes, oversees, and schedules all phases of activities involved in the design, production, printing, and distribution of marketing, advertising, publication, multimedia, and graphics design projects.

**ESSENTIAL DUTIES**

Coordinates, organizes, oversees, and schedules all phases of activities involved in the design, production, and distribution of a variety of marketing, advertising, publications, multimedia and graphic design projects.

Designs and creates external and internal materials for administration, faculty, and staff to support the College, programs, events, and activities.

Schedules the job flow within the Marketing department to meet marketing and fundraising deadlines.

Researches, analyzes, and determines the most effective solutions for design and execution of projects.

Performs digital imaging, using scanners and software programs.

Edits and proofs text copy for print and online publication.

Coordinates ~~works~~ with outside vendors for jobs which includes requesting printing bids, preparing files and print specifications to send out jobs, coordinating deadlines, reviewing and approving blueline and chromalin proofs, maintaining quality and control, scheduling delivery, and processing billing.

Maintains inventory of supplies and equipment, vendor accounts, expenditures, data files, and records.

Assigns, ~~e~~Collaborates, and reviews projects with marketing development staff.

Evaluates and recommends equipment, software programs, and office supply purchases.

Maintains a positive, helpful, constructive attitude, and cooperative working relationship with administration, faculty, staff, consultants, and vendors.

Performs other related duties as requested or assigned.

Examples of essential duties are descriptive and not restrictive in nature and are generally listed in descending order of importance.

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**SUPERVISION**

**Supervision Received:**

Under general supervision the employee receives assignments and is expected to carry them through to completion with substantial independence.

**Supervision Exercised:**

~~Serves in a lead worker capacity, providing guidance and work direction to the following classifications: Senior Graphic Designer, Graphic Designer, and Web Content Developer. Positions in this classification do not supervise classified employees, but serves in a lead worker capacity and provides professional guidance to assigned staff members.~~

**KNOWLEDGE, SKILLS AND ABILITIES**

**Knowledge of:**

~~Knowledge of p~~Principles, methods and equipment used in graphic design, multimedia, advertising, and publication layout-

~~Knowledge of p~~Principles of printing technologies, signage technologies, and multimedia technologies-

~~Knowledge of g~~Graphic design and multimedia computer systems, software programs, peripherals, printers, storage devices, and related high technology electronic equipment and interconnectivity-

~~Knowledge of~~Basic English usage, vocabulary, grammar, punctuation, and spelling-

~~Knowledge of e~~Standard practices and procedures used in billing, display, storage, and inventory control-

~~Knowledge of e~~Customer service techniques-

**Ability to:**

~~Ability to e~~Coordinate the production of a variety of publication, print, multimedia, and advertising projects including text management, image manipulation, page design, and file preparation for reproduction-

~~Ability to e~~Create and produce graphic materials utilizing a range of media, methods, techniques, and equipment-

~~Ability to p~~Provide guidance and work direction to others-

~~Ability to e~~Communicate effectively, both orally and in writing.

~~Ability to p~~Prioritize work to meet deadlines and complete projects in a timely manner-

~~Ability to m~~Maintain accurate records and data files-

Organize, set priorities, multitask, and exercise sound independent judgment within areas of assigned responsibility

Interpret, apply, explain and reach sound decisions in accordance with applicable laws and regulations, and District policies and procedures

Operate a computer using computer applications, programs and standard office equipment

Organize and maintain specialized files and confidentiality of employee and student information

Communicate effectively, both orally and in writing

Stay abreast of technology changes and adapt to new technologies

Role model exceptional internal and external customer service

Establish and maintain effective working relationships with District management, staff, students, the public and others encountered in the course of work, in a diverse, multicultural and multi-ethnic educational environment

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~~Ability to multi-task.~~

~~Ability to provide excellent customer service to clients.~~

~~Ability to establish and maintain cooperative working relationships with those contacted in the course of work.~~

**~~Skills in:~~**

~~The utilization of specified computerized graphic design programs and/or multimedia programs.~~

~~Writing proposals and editing and proofing copy.~~

~~Strong interpersonal skills and the ability to effectively communicate with a wide range of individuals and constituencies in a diverse community.~~

**~~Computer and Equipment Skills:~~**

~~Proficient ability in the use of personal computers (primarily Macintosh system), word processing, database management, presentation software and spreadsheet use, and experience with multiple formats of web-based technology and artistic/graphic software products. Ability to use telephone, facsimile machine, copy machine, printers, scanning devices, calculator and general office equipment. Ability to learn specialized computer applications used by the department.~~

**MINIMUM QUALIFICATIONS**

**Education Requirement:**

Bachelor's Degree ~~from a four-year college or university~~ with a major in communications, marketing, graphic design, multimedia production, print technology, or related field.

**Experience Requirement:**

Three (3) years of professional level work experience coordinating the design of a variety of marketing and graphic arts projects, designing, overseeing, and producing technical and reception services in a graphics, multimedia or closely related environment.

**Education/Experience Equivalency:**

Experience and/or education of the same kind, level or amount as required in the minimum qualifications may be substituted on a year-for-year basis.

**Licensure and/or Certification:**

None.

**WORKING ENVIRONMENT AND PHYSICAL DEMANDS**

**Disclosure:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Normal Office Environment:**

While performing the duties of this job the employee is regularly required to sit, use hands to keyboard, type, or handle materials, and talk and/or hear. The employee is occasionally required to stand and walk. The employee is regularly required to lift, carry, push, or pull up to 25 pounds. While performing the duties of this job, the noise level in the work environment is usually quiet.

**CLASS DETAIL**

~~Job Family:~~ Community Outreach

~~FLSA Status:~~ Non-exempt

~~Personnel Commission Approval Date:~~ 11/30/1999-11/30/06

~~Class History:~~ Marketing Coordinator

~~Revision Date(s):~~ Hay Study, 11/30/06

Job Family:

Community Outreach



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FLSA Status:

Personnel Commission Approval Date:

Class History:

Revision Date(s):

Non-exempt

11/30/1999

Marketing Coordinator

Hay Study, 11/30/06



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**Marketing Design Coordinator**

**CONCEPT OF THE CLASS**

Under general supervision, positions in this classification coordinate, organize, oversee, and schedule all phases of activities involved in the design, production, printing, and distribution of marketing, advertising, publication, multimedia, and graphics design projects.

**DISTINGUISHING CHARACTERISTICS**

**The Graphic Designer** uses graphic design principles and knowledge to create, original graphic designs and layout concepts for print, web, display, and digital communication.

The **Senior Graphic Designer** serves as lead graphic designer using graphic design principles and knowledge to conceptualizes and create complex, original graphic designs and layout concepts for print, web, display, and digital communication.

The **Marketing Design Coordinator** coordinates, organizes, oversees, and schedules all phases of activities involved in the design, production, printing, and distribution of marketing, advertising, publication, multimedia, and graphics design projects.

**ESSENTIAL DUTIES**

Coordinates, organizes, oversees, and schedules all phases of activities involved in the design, production, and distribution of a variety of marketing, advertising, publications, multimedia and graphic design projects.

Designs and creates external and internal materials for administration, faculty, and staff to support the College, programs, events, and activities.

Schedules the job flow within the Marketing department to meet marketing and fundraising deadlines.

Researches, analyzes, and determines the most effective solutions for design and execution of projects.

Performs digital imaging, using scanners and software programs.

Edits and proofs text copy for print and online publication.

Coordinates work with outside vendors for jobs which includes requesting printing bids, preparing files and print specifications to send out jobs, coordinating deadlines, reviewing and approving blueline and chromalin proofs, maintaining quality and control, scheduling delivery, and processing billing.

Maintains inventory of supplies and equipment, vendor accounts, expenditures, data files, and records.

Collaborates, and reviews projects with marketing development staff.

Evaluates and recommends equipment, software programs, and office supply purchases.

Performs other related duties as requested or assigned.

Examples of essential duties are descriptive and not restrictive in nature and are generally listed in descending order of importance.

**SUPERVISION**

***Supervision Received:***

Under general supervision the employee receives assignments and is expected to carry them through to completion with substantial independence.

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***Supervision Exercised:***

Positions in this classification do not supervise classified employees, but serves in a lead worker capacity and provides professional guidance to assigned staff members.

**KNOWLEDGE, SKILLS AND ABILITIES**

**Knowledge of:**

Principles, methods and equipment used in graphic design, multimedia, advertising, and publication layout

Principles of printing technologies, signage technologies, and multimedia technologies

Graphic design and multimedia computer systems, software programs, peripherals, printers, storage devices, and related high technology electronic equipment and interconnectivity

Basic English usage, vocabulary, grammar, punctuation, and spelling

Standard practices and procedures used in billing, display, storage, and inventory control

Customer service techniques

**Ability to:**

Coordinate the production of a variety of publication, print, multimedia, and advertising projects including text management, image manipulation, page design, and file preparation for reproduction

Create and produce graphic materials utilizing a range of media, methods, techniques, and equipment

Provide guidance and work direction to others

Communicate effectively, both orally and in writing.

Prioritize work to meet deadlines and complete projects in a timely manner

Maintain accurate records and data files

Organize, set priorities, multitask, and exercise sound independent judgment within areas of assigned responsibility

Interpret, apply, explain and reach sound decisions in accordance with applicable laws and regulations, and District policies and procedures

Operate a computer using computer applications, programs and standard office equipment

Organize and maintain specialized files and confidentiality of employee and student information

Communicate effectively, both orally and in writing

Stay abreast of technology changes and adapt to new technologies

Role model exceptional internal and external customer service

Establish and maintain effective working relationships with District management, staff, students, the public and others encountered in the course of work, in a diverse, multicultural and multi-ethnic educational environment

**MINIMUM QUALIFICATIONS**

***Education Requirement:***

Bachelor's degree with a major in communications, marketing, graphic design, multimedia production, print technology, or related field.

***Experience Requirement:***

Three years of professional level work experience coordinating the design of a variety of marketing and graphic arts projects.

***Education/Experience Equivalency:***

Experience and/or education of the same kind, level or amount as required in the minimum

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qualifications may be substituted on a year-for-year basis.

***Licensure and/or Certification:***

None.

**WORKING ENVIRONMENT AND PHYSICAL DEMANDS**

***Disclosure:***

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

***Normal Office Environment:***

While performing the duties of this job the employee is regularly required to sit, use hands to keyboard, type, or handle materials, and talk and/or hear. The employee is occasionally required to stand and walk. The employee is regularly required to lift, carry, push, or pull up to 25 pounds. While performing the duties of this job, the noise level in the work environment is usually quiet.

**CLASS DETAIL**

***Job Family:***

Community Outreach

***FLSA Status:***

Non-exempt

***Personnel Commission Approval Date:***

11/30/1999

***Class History:***

Marketing Coordinator

***Revision Date(s):***

Hay Study, 11/30/06

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**AGENDA REPORT NO. 4**

**SUBJECT: REQUEST FOR APPROVAL OF CLASSIFICATION REVISION:  
SENIOR GRAPHIC DESIGNER**

DATE: September 15, 2021

TO: Members of the Personnel Commission

FROM: Carol Long, Director of the Personnel Commission

BY: Karen Monzon, Personnel Analyst

**BACKGROUND**

Attached for your approval is the classification revision for **Senior Graphic Designer**.

As part of the cyclical review process, we are reviewing the Marketing classifications. The Marketing and Communications Department supports the advancement of Santa Monica College's goals and objectives by providing institutional marketing and communication strategies. This classification serves as a lead designer responsible for creating innovative designs for a wide range of institutional publications and marketing campaigns.

The Senior Graphic Designer classification was originally created in November 1999. Since its creation, it has been revised three additional times. There is currently one permanent incumbent in this classification.

**METHODOLOGY**

This study was scheduled in the cyclical review calendar for 2020-2021. Incumbents in the job discipline, as well as CSEA, were invited to participate in a class study orientation on March 8, 2021, to discuss the purpose of the study, methodology, timelines, possible outcomes and implications, and frequently asked questions. The incumbent was requested to complete a Position Description Questionnaire (PDQ). The submitted PDQ was reviewed with Don Girard, Senior Director, Government Relations/Institutional Communications.

Personnel Commission staff met with Don Girard, to discuss the class description. In addition, the supervisor was requested to complete a duty analysis worksheet by rating the frequency and criticality of each duty in the current class description. Distinguishing characteristics were modified to delineate this classification from related roles. Additionally, revisions are proposed to clarify duties assigned, knowledge and abilities

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and entrance requirements required for the job. The class concept and duties were modified to clarify the level and scope of work performed. Distinguishing characteristics were modified to delineate this classification from related series. Classification revisions were sent for review to the incumbent, Department management, CSEA, Business Services, Human Resources, and executive leadership.

Additionally, a job evaluation and an external salary study of public agencies with positions that have comparable duties and responsibilities was conducted. Salary data was gathered based on the comparison of positions with the level of duties and responsibilities most similar to the subject position.

## **RESULTS**

Based on the data gathered, revisions to the class description are being proposed. These changes serve to clarify the class concept and essential duties performed, distinguishing characteristics and KSAs (knowledge, skills, and abilities), and adjust the minimum qualifications to ensure internal and external alignment with comparable classifications.

The current salary range for Senior Graphic Designer is \$6,475 to \$7,871 per month (Classified Employee Salary Schedule, Range 45). There was an insufficient number of matches to complete a salary survey; therefore, the salary recommendation is based on internal alignment. Most comparable agencies use a Graphic Designer classification with no Senior or Lead type class available. Sufficient market data was available for the Graphic Designer classification as presented in subsequent agenda report, which was also used as benchmark data for reviewing salary for the Senior Graphic Designer. There do not appear to be any recruitment challenges for this classification. In 2016, a recruitment generated over 124 applications. The completed list produced seven eligible candidates with the position being filled by a candidate in the top three ranks. As such, salary reallocation is not recommended.

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The following chart shows related classifications in this job discipline:

<b>JOB TITLE</b>	<b>MIN</b>	<b>MAX</b>	<b>RANGE</b>	<b>% DIFF BETWEEN LEVELS</b>
<b>Director of Web and Social Media Strategy (NEW)**</b>	\$9,410	\$11,438	M30	40.70%
Web & Social Media Manager*	\$6,688	\$8,129	M16	-3.98%
<b>Marketing Design Coordinator (PROPOSED)</b>	\$6,965	\$8,466	48	7.57%
<b>Senior Graphic Designer</b>	\$6,475	\$7,871	45	2.50%
Web Services Coordinator*	\$6,317	\$7,679	44	12.94%
<b>Graphic Designer**</b>	\$5,593	\$6,799	39	34.03%
Web Content Developer*	\$4,173	\$5,073	27	

*\*Pending review*

*\*\*Proposed in subsequent agenda report*

Cyclical review results have been sent to the incumbent, CSEA, Department management, Business Services, Human Resources, and executive leadership.

**RECOMMENDATION**

It is recommended that the Commission approve the proposed class description revisions for Senior Graphic Designer.

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**DISPOSITION BY THE COMMISSION**

MOTION MADE BY: Lawrence Leone

SECONDED BY: Joy Abbott

AYES: 5

NAYS: 0

ABSTENTIONS: 0

Amendments/Comments

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**Senior Graphic Designer**

**CONCEPT OF THE CLASS**

Under general direction, The position in this classification uses graphic design principles and knowledge to create innovative designs for a wide range of institutional publications and marketing campaigns. Conceptualizes and creates complex, original graphic designs and ~~comprehensive~~ layout concepts for print, web, display, and digital communication. Requires extensive knowledge of specialized, multi-faceted design concepts involving a variety of media and processes. Coordinates production of materials for institutional advancement including fundraising, internal and external communications, and government and public relations, with great latitude for creativity and independent judgment.

**DISTINGUISHING CHARACTERISTICS**

The Senior Graphic Designer serves as a lead graphic designer using graphic design principles and knowledge to conceptualizes and create complex, original graphic designs and ~~comprehensive~~ layout concepts for print, web, display, and digital communication. ~~Coordinates production specifications and provides technical advice and guidance to clients, colleagues, and student workers. Operates with greater independence, handles more complicated projects, and requires additional years of experience as compared to the Graphic Designer.~~

The Graphic Designer uses graphic design principles and knowledge to create, original graphic designs and layout concepts for print, web, display, and digital communication. ~~Coordinates production specifications and provides technical advice and guidance to clients, colleagues, and student workers.~~

The Marketing Design Coordinator coordinates, organizes, oversees, and schedules all phases of activities involved in the design, production, printing, and distribution of marketing, advertising, publication, multimedia, and graphics design projects.

**ESSENTIAL DUTIES**

Conceptualizes, designs, and produces outreach, training, and promotional materials such as brochures, programs, catalogs, letterheads, newsletters, charts, journals, mailers, flyers, advertisements, schedules, logos, web designs, email communications, online interfaces, presentations, signage, maps, exhibits, and displays.

Produces strategic, innovative, and complex illustrations, charts, images, and layouts; incorporates information, data, and statistics from various sources to enhance theme or message of graphic media.

Prepares and presents creative marketing presentations.

Integrates and manipulates typographic, photographic, illustrative, and other elements.

Consults with clients to determine graphic needs, budget constraints, and deadlines for the project.

Collaborates with writers, editors, photographers, designers, and consultants to meet strategic objectives and goals from college clients.

Coordinates the hiring and training of student workers and supervises the assignment and evaluation of student work and duties.



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May photograph College functions and environment to support graphic and web production, institutional publications, and marketing campaigns.

[May coordinate photo and video shoots for marketing campaigns.](#)

Compiles and maintains a digital graphic and photo archive.

Serves as a liaison between the client and outside vendors and consultants to ensure quality and customer satisfaction.

Provides input in the printing production process to ensure quality, including the selection of ink, paper, and print quality; inspects proofs for accuracy; recommends contractors (typesetters, printers, illustrators, photographers, cartographers).

Utilizes applications related to graphic, web, and multimedia design.

Utilizes standard compliant web tools including HTML, XHTML, CSS and other XML in the design and construction of College web pages; integrates basic video and audio into College web pages.

May perform basic editing of digital video such as trimming clips, adding audio or text, and inserting transitions.

Writes, edits, and proofs basic copy.

Researches and make suggestions of supplies, software, and equipment for the department.

Provides technical computer support; maintains and installs software programs as needed.

Maintains a positive, helpful, constructive attitude and working relationship with clients, colleagues, students, consultants, and vendors.

Performs other related duties as requested or assigned.

Examples of essential duties are descriptive and not restrictive in nature and are generally listed in descending order of importance.

**SUPERVISION**

***Level of Supervision Received***

Under general supervision receives assignments and is expected to carry them through competition with substantial independence.

***Level of Supervision Exercised***

[Positions in this classification do not supervise classified employees, but serves in a lead worker capacity and provides professional guidance to assigned staff members.](#)

~~[Coordinates the hiring and training of student workers and supervises the assignment and evaluation of student work and duties.](#)~~

**KNOWLEDGE, SKILLS AND ABILITIES**

**Knowledge of:**

Principles and practices of graphic design-

Multimedia and interactive design principles

Graphic layout, typography, color, web, email and photographic requirements and procedures-



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Standard compliant web design tools, including HTML, XHTML, CSS, and other XML

Prepress and file configuration-

Printing specifications, procedures, and techniques-

Basic production and editing of video and audio

Basic camera operation and photography concepts-

English usage, vocabulary, grammar, punctuation, and spelling-

**Ability to:**

Conceptualize layouts for marketing campaigns-

Communicate effectively, both orally and in writing-

Create and produce graphic materials using a range of media, methods, techniques, and equipment-

Analyze and implement hierarchy of information for user comprehension-

Analyze and interpret user graphic requirements-

Design and edit for web and integrate basic video and audio-

Develop print and reproduction specifications-

Manage multiple projects simultaneously with excellent attention to details-

Edit and review images, text, digital video and design layout-

Take photographs to produce high quality photos-

Developing and managing budgets as related to the production of new digital or traditional media communications-

Organize, set priorities, meet deadlines, and exercise sound independent judgment within areas of assigned responsibility

Interpret, apply, explain and reach sound decisions in accordance with applicable laws and regulations, and District policies and procedures

Operate a computer using computer applications, programs and standard office equipment

Stay abreast of technology changes and adapt to new technologies

Role model exceptional internal and external customer service

Establish and maintain effective working relationships with District management, the public and others encountered in the course of work, in a diverse, multicultural and multi-ethnic educational environment

~~Establish and maintain cooperative working relationships with clients, colleagues, students, consultants, and vendors.~~

**Skills in:**

~~Using specified computerized graphic design and web applications.~~

~~Collaborating and communicating with a wide range of diverse individuals and constituencies.~~

**Computer and Equipment Skills:**

~~Ability to use of personal computers (primarily Macintosh), page layout, digital drawing, image creation and manipulation, word processing, database management, presentation software and spreadsheet use, current digital video editing software, and experience with multiple formats of web-based technology, digital cameras, and artistic/graphic software products.~~

~~Ability to use telephone, facsimile machine, copy machine, printers, scanning devices, calculator and general office equipment.~~

~~Ability to learn specialized computer applications used by the department.~~

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**MINIMUM QUALIFICATIONS**

**Education Requirement:**

Bachelor's degree ~~from a four year college or university~~ in ~~G~~raphic or ~~W~~web ~~D~~esign, ~~M~~ultimedia ~~T~~echnology, or a closely related field.

**Experience Requirement:**

~~Five (5) years~~ Three years of recent professional level experience using computers to design, develop, and produce graphic and web design, multimedia products, and original digital media documents. ~~recent professional level experience using computers to design, develop, and produce graphic and web design, multimedia products, and original digital media documents.~~

**Education/Experience Equivalency:**

Experience and/or education of the same kind, level or amount as required in the minimum qualifications may be substituted on a year-for-year basis.

**Licensure and/or Certification:**

None.

**WORKING ENVIRONMENT & PHYSICAL DEMANDS**

**Disclosure:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Normal Work Environment:**

While performing the duties of this job the employee is regularly required to sit, use hands to keyboard, type, or handle materials, and read, write, talk or hear in English. The employee is occasionally required to stand and walk. The employee is regularly required to lift, carry, push or pull up to 25 pounds. While performing the duties of this job, the noise level in the work environment is usually moderate.

**CLASS DETAIL**

~~Job Family:~~ Community Outreach

~~FLSA Status:~~ Non-exempt

~~Personnel Commission Approval Date:~~ 11/30/06 11/30/09

~~Revision Date(s):~~ Hay Study, 11/30/06, 11/20/13

~~Class History:~~ Senior Graphic Artist

<u>Job Family:</u>	<u>Community Outreach</u>
<u>FLSA Status:</u>	<u>Non-exempt</u>
<u>Personnel Commission Approval Date:</u>	<u>11/30/99</u>
<u>Revision Date(s):</u>	<u>Hay Study, 11/30/06, 11/20/13</u>
<u>Class History:</u>	<u>Senior Graphic Artist</u>

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Senior Graphic Designer**

**CONCEPT OF THE CLASS**

Under general direction, positions in this classification use graphic design principles and knowledge to create innovative designs for a wide range of institutional publications and marketing campaigns. Conceptualizes and creates complex, original graphic designs and layout concepts for print, web, display, and digital communication. Requires extensive knowledge of specialized, multi-faceted design concepts involving a variety of media and processes.

**DISTINGUISHING CHARACTERISTICS**

**The Senior Graphic Designer** serves as a lead graphic designer using graphic design principles and knowledge to conceptualizes and create complex, original graphic designs and layout concepts for print, web, display, and digital communication. **The Graphic Designer** uses graphic design principles and knowledge to create, original graphic designs and layout concepts for print, web, display, and digital communication.

The **Marketing Design Coordinator** coordinates, organizes, oversees, and schedules all phases of activities involved in the design, production, printing, and distribution of marketing, advertising, publication, multimedia, and graphics design projects.

**ESSENTIAL DUTIES**

Conceptualizes, designs, and produces outreach, training, and promotional materials such as brochures, programs, catalogs, letterheads, newsletters, charts, journals, mailers, flyers, advertisements, schedules, logos, web designs, email communications, online interfaces, presentations, signage, maps, exhibits, and displays.

Produces strategic, innovative, and complex illustrations, charts, images, and layouts; incorporates information, data, and statistics from various sources to enhance theme or message of graphic media.

Prepares and presents creative marketing presentations.

Integrates and manipulates typographic, photographic, illustrative, and other elements.

Consults with clients to determine graphic needs, budget constraints, and deadlines for the project.

Collaborates with writers, editors, photographers, designers, and consultants to meet strategic objectives and goals from college clients.

Coordinates the hiring and training of student workers and supervises the assignment and evaluation of student work and duties.

May photograph College functions and environment to support graphic and web production, institutional publications, and marketing campaigns.

May coordinate photo and video shoots for marketing campaigns.

Compiles and maintains a digital graphic and photo archive.

Serves as a liaison between the client and outside vendors and consultants to ensure quality and customer satisfaction.

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Provides input in the printing production process to ensure quality, including the selection of ink, paper, and print quality; inspects proofs for accuracy; recommends contractors (typesetters, printers, illustrators, photographers, cartographers).

Utilizes applications related to graphic, web, and multimedia design.

Utilizes standard compliant web tools including HTML, XHTML, CSS and other XML in the design and construction of College web pages; integrates basic video and audio into College web pages.

May perform basic editing of digital video such as trimming clips, adding audio or text, and inserting transitions.

Writes, edits, and proofs basic copy.

Researches and make suggestions of supplies, software, and equipment for the department.

Provides technical computer support; maintains and installs software programs as needed.

Maintains a positive, helpful, constructive attitude and working relationship with clients, colleagues, students, consultants, and vendors.

Performs other related duties as requested or assigned.

Examples of essential duties are descriptive and not restrictive in nature and are generally listed in descending order of importance.

**SUPERVISION**

***Level of Supervision Received***

Under general supervision receives assignments and is expected to carry them through competition with substantial independence.

***Level of Supervision Exercised***

Positions in this classification do not supervise classified employees, but serves in a lead worker capacity and provides professional guidance to assigned staff members.

**KNOWLEDGE, SKILLS AND ABILITIES**

**Knowledge of:**

Principles and practices of graphic design

Multimedia and interactive design principles

Graphic layout, typography, color, web, email and photographic requirements and procedures

Standard compliant web design tools, including HTML, XHTML, CSS, and other XML

Prepress and file configuration

Printing specifications, procedures, and techniques

Basic production and editing of video and audio

Basic camera operation and photography concepts

English usage, vocabulary, grammar, punctuation, and spelling

**Ability to:**

Conceptualize layouts for marketing campaigns

Communicate effectively, both orally and in writing

Create and produce graphic materials using a range of media, methods, techniques, and equipment

Analyze and implement hierarchy of information for user comprehension

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Analyze and interpret user graphic requirements

Design and edit for web and integrate basic video and audio

Develop print and reproduction specifications

Manage multiple projects simultaneously with excellent attention to details

Edit and review images, text, digital video and design layout

Take photographs to produce high quality photos

Develop and manage budgets as related to the production of new digital or traditional media communications

Organize, set priorities, meet deadlines, and exercise sound independent judgment within areas of assigned responsibility

Interpret, apply, explain and reach sound decisions in accordance with applicable laws and regulations, and District policies and procedures

Operate a computer using computer applications, programs and standard office equipment

Stay abreast of technology changes and adapt to new technologies

Role model exceptional internal and external customer service

Establish and maintain effective working relationships with District management, the public and others encountered in the course of work, in a diverse, multicultural and multi-ethnic educational environment

**MINIMUM QUALIFICATIONS**

***Education Requirement:***

Bachelor's degree in graphic or web design, multimedia technology, or a closely related field.

***Experience Requirement:***

Three years of recent professional level experience using computers to design, develop, and produce graphic and web design, multimedia products, and original digital media documents.

***Education/Experience Equivalency:***

Experience and/or education of the same kind, level or amount as required in the minimum qualifications may be substituted on a year-for-year basis.

***Licensure and/or Certification:***

None.

**WORKING ENVIRONMENT & PHYSICAL DEMANDS**

***Disclosure:***

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

***Normal Work Environment:***

While performing the duties of this job the employee is regularly required to sit, use hands to keyboard, type, or handle materials, and read, write, talk or hear in English. The employee is occasionally required to stand and walk. The employee is regularly required to lift, carry, push or pull up to 25 pounds. While performing the duties of this job, the noise level in the work environment is usually moderate.



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CLASS DETAIL

<b><i>Job Family:</i></b>	Community Outreach
<b><i>FLSA Status:</i></b>	Non-exempt
<b><i>Personnel Commission Approval Date:</i></b>	11/30/99
<b><i>Revision Date(s):</i></b>	Hay Study, 11/30/06, 11/20/13
<b><i>Class History:</i></b>	Senior Graphic Artist

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**AGENDA REPORT NO. 5**

**SUBJECT: REQUEST FOR APPROVAL OF CLASSIFICATION REVISION:  
GRAPHIC DESIGNER**

**DATE:** September 15, 2021

**TO:** Members of the Personnel Commission

**FROM:** Carol Long, Director of the Personnel Commission

**BY:** Karen Monzon, Personnel Analyst

**BACKGROUND**

Attached for your approval are classification revisions for **Graphic Designer**.

As part of the cyclical review process, we are reviewing the Marketing classifications. The Marketing and Communications Department supports the advancement of Santa Monica College's goals and objectives by providing institutional marketing and communication strategies. This journey-level classification is responsible for using graphic design principles and knowledge to create innovative designs for a wide range of institutional publications and marketing campaigns.

The Graphic Designer classification was originally created in November 1999. Since its creation, it has been revised several times. There is currently one permanent incumbent in this classification.

**METHODOLOGY**

This study was scheduled in the cyclical review calendar for 2020-2021. Incumbents in the job discipline, as well as CSEA, were invited to participate in a class study orientation on March 8, 2021 to discuss the purpose of the study, methodology, timelines, possible outcomes and implications, and frequently asked questions. The incumbent was requested to complete a Position Description Questionnaire (PDQ). The submitted PDQ was reviewed with Don Girard, Senior Director, Government Relations/Institutional Communications.

Personnel Commission staff met with Don Girard, to discuss the class description. In addition, the supervisor was requested to complete a duty analysis worksheet by rating the frequency and criticality of each duty in the current class description. Distinguishing characteristics were modified to delineate this classification from related roles.

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Additionally, revisions are proposed to clarify duties assigned, knowledge and abilities and entrance requirements required for the job. The class concept and duties were modified to clarify the level and scope of work performed. Distinguishing characteristics were modified to delineate this classification from related series. Classification revisions were sent for review to the incumbent, Department management, CSEA, Business Services, Human Resources, and executive leadership.

Additionally, a job evaluation and an external salary study of public agencies with positions that have comparable duties and responsibilities was conducted. Salary data was gathered based on the comparison of positions with the level of duties and responsibilities most similar to the subject position.

## **RESULTS**

Based on the data gathered, revisions to the class description are being proposed. These changes serve to clarify the class concept and essential duties performed, distinguishing characteristics and KSAs (knowledge, skills, and abilities), and adjust the minimum qualifications to ensure internal and external alignment with comparable classifications.

A comprehensive survey of comparable agencies was conducted and yielded several strong to moderate matches as indicated below, with some variability in assigned functions but with comparable levels of responsibility.



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AGENCY	JOB TITLE	MIN	MAX	MEDIAN *	STUDENT FTE	GF REVENUE ACTUAL
<b>Santa Monica College</b>	Graphic Designer	\$5,593	\$6,799	<b>\$6,196</b>	10,287	\$225M
<b>Contra Costa CCD</b>	Graphic Design Specialist	\$5,622	\$6,847	<b>\$6,235</b>	14,139	\$267M
<b>El Camino College</b>	Digital Media & Design Specialist	\$4,866	\$6,255	<b>\$5,561</b>	8,424	\$167M
<b>Foothill DeAnza CCD</b>	Graphic Design Technician	\$4,939	\$6,616	<b>\$5,777</b>	8,684	\$273M
<b>Glendale College</b>	Graphic Designer	\$4,771	\$6,090	<b>\$5,431</b>	5,740	\$122M
<b>LACOE</b>	Graphic Artist	\$5,078	\$6,306	<b>\$5,692</b>	N/A	\$540M
<b>Long Beach City College</b>	Graphic and Publishing Technician	\$4,199	\$5,164	<b>\$4,682</b>	9,082	\$170M
<b>Los Angeles CCD</b>	Graphic Designer	\$5,387	\$6,673	<b>\$6,030</b>	41,813	\$892M
<b>Mount San Antonio College</b>	Graphic Designer	\$5,395	\$6,885	<b>\$6,140</b>	13,301	\$257M
<b>North Orange CCD</b>	Graphic Designer	\$5,108	\$6,209	<b>\$5,659</b>	15,630	\$296M
<b>Pasadena City College</b>	Graphic Designer	\$5,132	\$6,550	<b>\$5,841</b>	10,757	\$202M
<b>Riverside CCD</b>	Production Graphic Designer	\$4,894	\$5,958	<b>\$5,426</b>	14,545	\$288M
<b>Santa Barbara City College</b>	Graphic Designer	\$4,986	\$6,075	<b>\$5,531</b>	6,286	\$129M
<b>State Center CCD</b>	Digital Media & Graphic Designer	\$4,361	\$5,363	<b>\$4,862</b>	15,503	\$296M
<b>Ventura County CCD</b>	Graphic Designer	\$4,739	\$6,537	<b>\$5,638</b>	12,592	\$231M
	Average	\$4,963	\$6,252	\$5,607		
	25th Percentile	\$4,795	\$6,078	\$5,456		
	50th Percentile	\$4,963	\$6,281	\$5,648		
	75th Percentile	\$5,126	\$6,599	\$5,825		
	80th Percentile	\$5,234	\$6,639	\$5,916		
	90th Percentile	\$5,392	\$6,795	\$6,094		
	SMC % RANK	99%	90%	<b>97%</b>		
	SMC Differences From AVG	11%	8%	10%		
	SMC Differences From MED	11%	8%	9%		

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*\*The midpoint or 50th percentile of data; a calculation that is not as susceptible to extreme high or low values in a dataset, as compared to the average. Due to variability in the number of steps per range in comparable agencies, the median provides a more accurate comparison between agencies.*

The current salary range for Graphic Designer is \$5,593 to \$6,799 per month (Classified Employee Salary Schedule, Range 39). In this survey, the median salary for this classification is at the 97th percentile, which exceeds the District's 70th percentile target. Additionally, there are no internal alignment or recruitment concerns for this classification. Therefore, a salary reallocation is not being recommended at this time, as there is no evidence of internal alignment and recruitment concerns for this classification.

The following chart shows related classifications in this job discipline:

<b>JOB TITLE</b>	<b>MIN</b>	<b>MAX</b>	<b>RANGE</b>	<b>% DIFF BETWEEN LEVELS</b>
<b>Director of Web and Social Media Strategy (NEW)**</b>	\$9,410	\$11,438	M30	40.70%
Web & Social Media Manager*	\$6,688	\$8,129	M16	-3.98%
<b>Marketing Design Coordinator (PROPOSED)</b>	\$6,965	\$8,466	48	7.57%
<b>Senior Graphic Designer</b>	\$6,475	\$7,871	45	2.50%
Web Services Coordinator*	\$6,317	\$7,679	44	12.94%
<b>Graphic Designer</b>	\$5,593	\$6,799	39	34.03%
Web Content Developer*	\$4,173	\$5,073	27	

*\*Pending review*

*\*\*Proposed in subsequent agenda report*

Cyclical review results have been sent to the incumbent, CSEA, Department management, Business Services, Human Resources, and executive leadership.

**RECOMMENDATION**

It is recommended that the Commission approve the proposed class description revisions for Graphic Designer.

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**DISPOSITION BY THE COMMISSION**

MOTION MADE BY: Deborah Jansen

SECONDED BY: Barbara Greenstein

AYES: 5

NAYS: 0

ABSTENTIONS: 0

Amendments/Comments

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**Graphic Designer**

**CONCEPT OF THE CLASS**

~~The Under general direction positions in this classification use graphic design principles and knowledge to create innovative designs for a wide range of institutional publications and marketing campaigns. Creates original graphic designs and layout concepts for print, web, display, and digital communication. Requires knowledge of specialized, multi-faceted design concepts involving a variety of media and processes. Provides technical advice and guidance to clients, colleagues, and student workers. Coordinates production of materials for institutional advancement including fundraising, internal and external communications, and government and public relations, with great latitude for creativity and independent judgment.~~

**DISTINGUISHING CHARACTERISTICS**

~~The Graphic Designer uses graphic design principles and knowledge to create, original graphic designs and layout concepts for print, web, display, and digital communication. Coordinates production specifications and provides technical advice and guidance to clients, colleagues, and student workers.~~

~~The Senior Graphic Designer serves as lead graphic designer using graphic design principles and knowledge to conceptualizes and create complex, original graphic designs and comprehensive layout concepts for print, web, display, and digital communication. Coordinates production specifications and provides technical advice and guidance to clients, colleagues, and student workers. Operates with greater independence, handles more complicated projects, and requires additional years of experience as compared to the Graphic Designer.~~

**ESSENTIAL DUTIES**

Designs and produces outreach, training, and promotional materials such as brochures, programs, catalogs, letterheads, newsletters, charts, journals, mailers, flyers, advertisements, schedules, logos, web designs, email communications, online interfaces, presentations, signage, maps, exhibits, and displays. Produces illustrations, charts, images, and layouts.

Integrates and manipulates typographic, photographic, illustrative, and other elements.

Consults with clients to determine graphic needs, budget constraints, and deadlines for the project.

Collaborates with writers, editors, photographers, designers, and consultants to meet strategic objectives and goals from college clients.

Coordinates the hiring and training of student workers and supervises the assignment and evaluation of student work and duties.

May photograph College functions and environment to support graphic and web production, institutional publications, and marketing campaigns.

Compiles and maintains a digital graphic and photo archive.

Serves as a liaison between the client and outside vendors and consultants to ensure quality and customer satisfaction.

Prepares images and artwork including mounting, retouching, sizing, cropping, and scanning.

Provides input in the printing production process to ensure quality, including the selection of ink, paper, and print quality; inspects proofs for accuracy; recommends contractors (typesetters, printers, illustrators, photographers, cartographers).

Knows applications related to graphic, web, and multimedia design.

Edits and proofs basic copy.

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Researches and make suggestions of supplies, software, and equipment for the department.

Provides technical computer support, maintains and installs software programs as needed.

~~Maintains a positive, helpful, constructive attitude and working relationship with the administration, faculty, staff, consultants, and vendors.~~

Performs other related duties as requested or assigned.

Essential duty statements are descriptive and not restrictive in nature, and are generally listed in descending order of importance.

**SUPERVISION**

***Level of Supervision Received:***

Under general supervision receives assignments and is expected to carry them through completion with independence.

***Level of Supervision Exercised:***

The positions in this classification do not supervise other classified positions. Coordinates the hiring and training of student workers and supervises the assignment and evaluation of student work duties.

**KNOWLEDGE, SKILLS AND ABILITIES**

**Knowledge of:**

Principles and practices of graphic design

Graphic layout, typography, color, web, email and photographic requirements and procedures-

Prepress and file configuration-

Printing specifications, procedures, and techniques-

Basic camera operation and photography concepts-

Basic English usage, vocabulary, grammar, punctuation, and spelling-

**Ability to:**

Communicate effectively, both orally and in writing-

Create and produce graphic materials using a range of media, methods, techniques, and equipment-

Analyze and implement hierarchy of information for user comprehension-

Analyze and interpret user graphic requirements-

Develop print and reproduction specifications-

Manage multiple projects simultaneously with excellent attention to details-

Learn new software applications and equipment in the field of graphic design-

Edit and review images, text, and design layout-

Take photographs to produce high quality photos-

Developing and managing budgets as related to the production of new digital or traditional media communications-

Organize, set priorities, meet deadlines, and exercise sound independent judgment within areas of assigned responsibility

Interpret, apply, explain and reach sound decisions in accordance with applicable laws and regulations, and District policies and procedures

Operate a computer using computer applications, programs and standard office equipment

Stay abreast of technology changes and adapt to new technologies

Role model exceptional internal and external customer service

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Establish and maintain effective working relationships with District management, the public and others encountered in the course of work, in a diverse, multicultural and multi-ethnic educational environment

~~Ability to use telephone, facsimile machine, copy machine, printers, scanning devices, calculator and general office equipment.~~

***Skill in:***

~~Using specified computerized graphic design and web applications.  
Collaborating and communicating with a wide range of diverse individuals and constituencies.  
Utilization of specified graphic design and/or multimedia programs.  
Using and maintaining various graphic arts studio equipment.  
Editing and proofing copy.~~

***Computer and Equipment Skills:***

~~Competent ability in the use of personal computers (primarily Macintosh system), page layout, digital drawing, image creation and manipulation, word processing, database management, presentation software and spreadsheet use, and experience with multiple formats of web based technology, digital cameras, and artistic/graphics software products.~~

**MINIMUM QUALIFICATIONS**

***Education Requirement:***

Associate's degree with a major in graphic or web design, multimedia technology, or a closely related field.

***Experience Requirement:***

~~Three (3)~~Two years of recent professional level work experience using computers to design, develop, and produce graphic and web design, multimedia products, and original digital media documents.

***Education/Experience Equivalency:***

Experience and/or education of the same kind, level or amount as required in the minimum qualifications may be substituted on a year-for-year basis.

***Licensure and/or Certification:***

None.

**WORKING ENVIRONMENT & PHYSICAL DEMANDS**

***Disclosure:***

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

***Normal Office Environment:***

While performing the duties of this job the employee is regularly required to sit, use hands to keyboard, type, or handle materials, and talk and/or hear. The employee is occasionally required to stand and walk. The employee is regularly required to lift, carry, push, or pull up to 25 pounds. While performing the duties of this job, the noise level in the work environment is usually quiet.

**CLASS DETAIL**

~~Job Family: Community Outreach~~

~~FLSA Status: Non-exempt~~

~~Personnel Commission Approval Date: 11/30/06 11/30/09~~

~~Revision Date(s): 11/30/06, Hay Study, 11/20/13~~

~~Class History: Graphic Artist~~

Job Family:

FLSA Status:

Personnel Commission Approval Date:

Revision Date(s):

Class History:

Community Outreach

Non-exempt

11/30/99

11/30/06, Hay Study, 11/20/13

Graphic Artist



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**Graphic Designer**

**CONCEPT OF THE CLASS**

Under general direction, positions in this classification use graphic design principles and knowledge to create innovative designs for a wide range of institutional publications and marketing campaigns. Creates original graphic designs and layout concepts for print, web, display, and digital communication. Requires knowledge of specialized, multi-faceted design concepts involving a variety of media and processes.

**DISTINGUISHING CHARACTERISTICS**

**The Graphic Designer** uses graphic design principles and knowledge to create, original graphic designs and layout concepts for print, web, display, and digital communication.

**The Senior Graphic Designer** serves as lead graphic designer using graphic design principles and knowledge to conceptualizes and create complex, original graphic designs and layout concepts for print, web, display, and digital communication.

**ESSENTIAL DUTIES**

Designs and produces outreach, training, and promotional materials such as brochures, programs, catalogs, letterheads, newsletters, charts, journals, mailers, flyers, advertisements, schedules, logos, web designs, email communications, online interfaces, presentations, signage, maps, exhibits, and displays. Produces illustrations, charts, images, and layouts.

Integrates and manipulates typographic, photographic, illustrative, and other elements.

Consults with clients to determine graphic needs, budget constraints, and deadlines for the project.

Collaborates with writers, editors, photographers, designers, and consultants to meet strategic objectives and goals from college clients.

Coordinates the hiring and training of student workers and supervises the assignment and evaluation of student work and duties.

May photograph College functions and environment to support graphic and web production, institutional publications, and marketing campaigns.

Compiles and maintains a digital graphic and photo archive.

Serves as a liaison between the client and outside vendors and consultants to ensure quality and customer satisfaction.

Prepares images and artwork including mounting, retouching, sizing, cropping, and scanning.

Provides input in the printing production process to ensure quality, including the selection of ink, paper, and print quality; inspects proofs for accuracy; recommends contractors (typesetters, printers, illustrators, photographers, cartographers).

Knows applications related to graphic, web, and multimedia design.

Edits and proofs basic copy.

Researches and make suggestions of supplies, software, and equipment for the department.

Provides technical computer support, maintains and installs software programs as needed.

Performs other related duties as requested or assigned.

Essential duty statements are descriptive and not restrictive in nature, and are generally listed in descending order of importance.



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**SUPERVISION**

***Level of Supervision Received:***

Under general supervision receives assignments and is expected to carry them through completion with independence.

***Level of Supervision Exercised:***

The positions in this classification do not supervise other classified positions. Coordinates the hiring and training of student workers and supervises the assignment and evaluation of student work duties.

**KNOWLEDGE, SKILLS AND ABILITIES**

**Knowledge of:**

Principles and practices of graphic design

Graphic layout, typography, color, web, email and photographic requirements and procedures

Prepress and file configuration

Printing specifications, procedures, and techniques

Basic camera operation and photography concepts

Basic English usage, vocabulary, grammar, punctuation, and spelling

**Ability to:**

Communicate effectively, both orally and in writing

Create and produce graphic materials using a range of media, methods, techniques, and equipment

Analyze and implement hierarchy of information for user comprehension

Analyze and interpret user graphic requirements

Develop print and reproduction specifications

Manage multiple projects simultaneously with excellent attention to details

Learn new software applications and equipment in the field of graphic design

Edit and review images, text, and design layout

Take photographs to produce high quality photos

Develop and manage budgets as related to the production of new digital or traditional media communications

Organize, set priorities, meet deadlines, and exercise sound independent judgment within areas of assigned responsibility

Interpret, apply, explain and reach sound decisions in accordance with applicable laws and regulations, and District policies and procedures

Operate a computer using computer applications, programs and standard office equipment

Stay abreast of technology changes and adapt to new technologies

Role model exceptional internal and external customer service

Establish and maintain effective working relationships with District management, the public and others encountered in the course of work, in a diverse, multicultural and multi-ethnic educational environment

**MINIMUM QUALIFICATIONS**

***Education Requirement:***

Associate's degree with a major in graphic or web design, multimedia technology, or a closely related field.

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**Experience Requirement:**

Two years of recent professional level work experience using computers to design, develop, and produce graphic and web design, multimedia products, and original digital media documents.

**Education/Experience Equivalency:**

Experience and/or education of the same kind, level or amount as required in the minimum qualifications may be substituted on a year-for-year basis.

**Licensure and/or Certification:**

None.

**WORKING ENVIRONMENT & PHYSICAL DEMANDS**

**Disclosure:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Normal Office Environment:**

While performing the duties of this job the employee is regularly required to sit, use hands to keyboard, type, or handle materials, and talk and/or hear. The employee is occasionally required to stand and walk. The employee is regularly required to lift, carry, push, or pull up to 25 pounds. While performing the duties of this job, the noise level in the work environment is usually quiet.

**CLASS DETAIL**

<b>Job Family:</b>	Community Outreach
<b>FLSA Status:</b>	Non-exempt
<b>Personnel Commission Approval Date:</b>	11/30/99
<b>Revision Date(s):</b>	11/30/06, Hay Study, 11/20/13
<b>Class History:</b>	Graphic Artist

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**AGENDA REPORT NO. 6**

**SUBJECT: NEW CLASS DESCRIPTION & SALARY ALLOCATION:  
DIRECTOR OF WEB AND SOCIAL MEDIA STRATEGY**

DATE: September 15, 2021

TO: Members of the Personnel Commission

FROM: Carol Long, Director of the Personnel Commission

BY: Karen Monzon, Personnel Analyst

**BACKGROUND**

Attached for your approval is a new classification description and salary allocation for **Director of Web and Social Media Strategy**.

The District recently requested a new classification to execute the strategic planning, development and implementation of the College's website and online publications. The classification is needed to support the advancement of institutional goals and objectives. This new role will report to the Senior Director, Government Relations/Institutional Communications.



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**METHODOLOGY**

Personnel Commission staff discussed this new role with Don Girard, Senior Director, Government Relations/Institutional Communications. Discussions took place to define and clarify the parameters of the proposed classification, and to make an initial recommendation as to whether the proposed job duties fit into an existing classification, or if further study was needed to determine if a formal recommendation for a new classification was warranted. Following discussion and review of job duties submitted and labor market research, a list of job duties was finalized, along with a list of knowledge, skills, and abilities (KSAs). Reporting relationships were defined, and recommendations for minimum requirements were discussed and compared with other classifications within this occupational series.

A job evaluation and external salary study were conducted to identify similar roles in comparable agencies. Internal comparisons were also reviewed in order to ensure that there is proper alignment within other director-level classifications, and duties were adequately distinguished from other related classifications. Once the duties were finalized, Commission staff prepared the class description and salary proposal and sent recommendations for review to senior leadership.

Commission staff will conduct further meetings with Department management prior to opening recruitment, in order to gather and analyze documentation for developing an examination plan and creating test content.

**RESULTS**

Key factors in determining that a new classification should be established involved the scope of responsibilities, knowledge required for the position, scope and effect of work, level of complexity, nature and purpose of contacts in the course of work, and level of decision-making. The individual selected for this position will:

- Provide the strategic direction and vision for the College website.
- Analyze, direct and supervise the development and maintenance of the College website, which includes design and content management.
- Drive, develop and direct content distribution and social media strategies, analyzing and tracking District usage metrics.

A comprehensive salary survey of 16 comparable agencies was conducted to examine industry trends and determine current salary ranking. Sufficient market data was not available to utilize percentile ranking method of salary placement (i.e., at least 30% of surveyed jobs should be matched). As a result, salary allocation is recommended based on internal alignment. We found that there was significant variation in scope of work and level of responsibility assigned for this role at other agencies. In some colleges, this function was assigned to higher level directors overseeing overall communications and public affairs across campus, or the web services component included more complex web portal integration and database management.

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**SALARY ALLOCATION**

It is recommended that the salary for the Director of Web and Social Media Strategy be allocated to Range **M30 (\$9,410 to \$11,438 per month)** on the Classified Management Salary Schedule.

The goal was to recommend a competitive salary to attract and retain qualified candidates, while ensuring that the proposed range is aligned with other management classifications most comparable in job factors such as knowledge required, level of decision making authority, complexity of work, scope & effect of work, and nature and purpose of contacts in the course of work. Based on job analysis findings, this role is most similar to the Director of SMC Foundation in complexity and scope and effect of work. Director jobs assigned above this range require higher level of decision-making authority, technical knowledge, scope and effect of work, and/or oversee larger staff. See pay data below for other Director & Assistant Director level classified jobs across the College.

<b>JOB TITLE</b>	<b>REPORTS TO</b>	<b>RANGE</b>	<b>MIN</b>	<b>MAX</b>
Chief Director of Business Services	Vice President-Business/Administration	A21	\$14,597	\$16,093
Chief Director of Information Technology	Superintendent/President	A21	\$14,597	\$16,093
Director of the Personnel Commission	Personnel Commission	A19	\$13,902	\$15,327
Chief of Police	Vice President-Student Affairs	A18	\$13,562	\$14,952
Director of Network Services	Chief Director of IT	A15	\$12,610	\$13,902
Director of Fiscal Services*	Vice President-Business/Administration	A15	\$12,610	\$13,902
Director of Management Information Systems	Chief Director of IT	A15	\$12,610	\$13,902
Director of Facilities Planning and Construction	Vice President-Business/Administration	M39	\$11,715	\$14,240
Director of Human Resources	Vice President-Human Resources	M39	\$11,715	\$14,240
KCRW Radio Station Director	Senior Director, Government Relations/Institutional Communications	A9	\$10,893	\$12,010
Director of Facilities Maintenance & Operations	Vice President-Business/Administration	M34	\$10,374	\$12,610
Director of Safety & Risk Management	Vice President-Business/Administration	M34	\$10,374	\$12,610
Controller	Chief Director of Business Services	M32	\$9,880	\$12,010
Director of Budget	Vice President-Business/Administration	M32	\$9,880	\$12,010
Director of Facilities Finance	Vice President-Business/Administration	M32	\$9,880	\$12,010
Director of Procurement, Contracts & Logistics	Chief Director of Business Services	M32	\$9,880	\$12,010
Director of Auxiliary Services	Dean, Education Enterprise	M31	\$9,638	\$11,715
Community College Police Captain	Chief of Police	M31	\$9,638	\$11,715

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Director of the SMC Foundation	Dean, Institutional Advancement/ SMC Foundation	M30	\$9,410	\$11,438
<b>Director of Web and Social Media Strategy</b>	<b>Senior Director, Government Relations/Institutional Communications</b>	<b>M30</b>	<b>\$9,410</b>	<b>\$11,438</b>
Assistant Director of Human Resources*	Director of Human Resources	M29	\$9,179	\$11,157
Assistant Director of Facilities Planning and Construction	Director of Facilities Planning	M27	\$8,742	\$10,626
Assistant Director of Facilities Maintenance	Director of Facilities Maintenance & Operations	M24	\$8,129	\$9,880
Assistant Director of Facilities Operations	Director of Facilities Maintenance & Operations	M24	\$8,129	\$9,880
Director of Grants	Dean, Institutional Advancement/ SMC Foundation	M24	\$8,129	\$9,880

The following chart shows related classifications in this job discipline:

JOB TITLE	MIN	MAX	RANGE	% DIFF BETWEEN LEVELS
<b>Director of Web and Social Media Strategy (NEW)</b>	\$9,410	\$11,438	M30	40.70%
Web & Social Media Manager*	\$6,688	\$8,129	M16	-3.98%
<b>Marketing Design Coordinator (PROPOSED)</b>	\$6,965	\$8,466	48	7.57%
<b>Senior Graphic Designer</b>	\$6,475	\$7,871	45	2.50%
Web Services Coordinator*	\$6,317	\$7,679	44	12.94%
<b>Graphic Designer</b>	\$5,593	\$6,799	39	34.03%
Web Content Developer*	\$4,173	\$5,073	27	

\*Pending review

\*\*Proposed in subsequent agenda report

The proposal for this new classification was sent for review to Department leadership, Business Services, Human Resources, and the College President.

**RECOMMENDATION**

It is recommended that the Commission approve the attached new class description and salary allocation for Director of Web and Social Media Strategy.

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**DISPOSITION BY THE COMMISSION**

MOTION MADE BY: Barbara Greenstein

SECONDED BY: Joy Abbott

AYES: 5

NAYS: 0

ABSTENTIONS: 0

Amendments/Comments



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**Santa Monica Community College District  
Personnel Commission**

**DIRECTOR OF WEB AND SOCIAL MEDIA STRATEGY**

**CONCEPT OF THE CLASS**

Under administrative supervision, the position in this classification is responsible for strategic planning, development, execution, and implementation of the College's website and online publications, and for user training. The position is responsible also for driving, developing, and directing digital and social media strategies for student engagement, enrollment, and communications.

**DISTINGUISHING CHARACTERISTICS**

The **Director of Web and Social Media Strategy** position is responsible for strategic planning, development, execution, and implementation of the College's website and online publications, and for user training.

The **Web Services Coordinator** uses knowledge of current web programming languages and content management tools to develop and maintain program pages and content pages on the College's website and provides users with technical support as needed.

**ESSENTIAL DUTIES**

Provides the strategic direction and vision for the College website, identifies resources and emerging technologies to maximize social media engagement.

Analyzes, develops, directs, plans, and supervises the College website, including design architecture, design creation, content management, and implementation; analyzes and tracks District's usage metrics to recommend and implement improvement.

Drives, develops, and directs content distribution and social media strategies for student engagement, enrollment, and communications.

Designs, implements, and evaluates a user training process for the College website; provides outreach, online resources, and in-person training for users and content editors.

Coordinates resources, messaging, branding guidelines, and timing with the SMC Marketing Department.

Designs, coordinates, and implements the design and aesthetic direction of the College website and digital media strategies to ensure consistency, a uniform visual identity, ensures the web design complies with accessibility requirements.

Researches, recommends and initiates the selection of vendors and contracts related to the website and related products and services; supervises the execution of contracts.

Works with department users to identify website content, development strategies, and technologies suited to meet business needs; works with department users, information technology staff, and external partners to determine the feasibility and compliance of these strategies and technologies with SMC technology standards.

Selects, supervises, evaluates, and trains assigned staff.

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Collects and prepares formal documentation of the design architecture of the web, including a formal archival process and storage system.

Establishes departmental policies and procedures to govern functions and deliverables and ensure the effectiveness of operations; Ensures delivered solutions are consistent with established policies and procedures.

Develops project budgets; performs resource planning and management to effectively achieve technology objectives.

Resolves operational and procedural problems consistent with organizational directives.

Performs other related duties as requested or assigned.

*Examples of essential duties are descriptive and not restrictive in nature and are generally listed in descending order of importance.*

**SUPERVISION**

***Level of Supervision Received:***

This position receives general administrative direction from the Senior Director of Government Relations & Institutional Communications, or designee.

***Level of Supervision Exercised:***

This position provides general supervision to assigned staff.

**KNOWLEDGE, SKILLS AND ABILITIES**

**Knowledge of:**

Available technologies for website design architecture, content management, and digital media

Web authoring tools and applications, web programming languages, and graphic design tools

Effective online communication methods, including both digital media modalities and writing for the web

Current trends and practices in social media, e-publications, and other emerging technologies related to digital marketing

Online design principles, including fundamentals of accessible web design

Supervisory principles and practices, including work assignment and delegation, performance evaluation, employee motivation, staff development and training, grievance management and imposition of corrective or disciplinary action

Budgeting procedures and practices and project budget planning, preparation, and management

Internet publication rules

Website navigation, best practices and usability analysis

**Ability to:**

Stays abreast of leading website technology vendors and products; analyzes and recommends effective and feasible solutions to the current and future needs of the College

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Utilize interpersonal strategies to interact effectively with vendors and college staff to manage and implement complex projects and processes

Research and initiate contracts with web designers, editors, writers, and digital media providers

Plan, understand, interpret and evaluate web designs, plans, and specifications

Develop and implement policies and procedures relative to the website management and digital marketing

Assist administrators, faculty, staff and community members to determine their needs and develop digital solutions that both meet the end-user goals and integrate effectively with the College's website design and digital marketing strategy and brand

Exercise a high degree of initiative, judgment, self-management, discretion and decision-making to integrate organizational priorities, meet deadlines and achieve objectives

Manage social media communications

Organize, set priorities and exercise sound independent judgment within areas of assigned responsibility

Interpret, apply, explain and reach sound decisions in accordance with applicable laws and regulations, and District policies and procedures

Operate a computer using computer applications, programs and standard office equipment

Organize and maintain specialized files and confidentiality of employee and student information

Communicate effectively, both orally and in writing

Stay abreast of technology changes and adapt to new technologies

Role model exceptional internal and external customer service

Establish and maintain effective working relationships with District management, staff, students, the public and others encountered in the course of work, in a diverse, multicultural and multi-ethnic educational environment

**MINIMUM QUALIFICATIONS**

***Education Requirement:***

Graduation from an accredited four-year college or university, preferably with a major in business administration, marketing, information technology, or a field closely related to the duties of the position. A master's degree in a closely related field is desirable.

***Experience Requirement:***

Four (4) years of professional-level experience planning, designing, and implementing social media and web communication strategies, which includes two (2) years of supervisory experience.

***Education/Experience Equivalency:***

Experience and/or education of the same kind, level and amount as required in the minimum qualifications may be substituted on a year-for-year basis.

***Licensure and/or Certification:***

A valid driver's license.

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**WORKING ENVIRONMENT AND PHYSICAL DEMANDS**

***Disclosure:***

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

***Normal Office Environment:***

While performing the duties of this job the employee is regularly required to sit, use hands to keyboard, type, or handle materials, and talk and/or hear. The employee is occasionally required to stand and walk. The employee is occasionally required to lift, carry, push, or pull up to 25 pounds. While performing the duties of this job, the noise level in the work environment is usually quiet.

**CLASS DETAIL**

***Job Family:*** Community Outreach

***FLSA Status:*** Exempt

***Personnel Commission Approval Date:***

***Class History:*** ***New Class***

***Revision Date(s):***

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**CONSENT AGENDA**

ALL ITEMS WILL BE CONSIDERED AND APPROVED IN ONE MOTION UNLESS  
REMOVED BY A PERSONNEL COMMISSIONER FOR DISCUSSION

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<b>11</b>	EXAMINATION SCHEDULE <ul style="list-style-type: none"> <li>• Administrative Assistant I</li> <li>• Administrative Assistant II</li> <li>• Cosmetology Assistant</li> <li>• Custodial Operations Supervisor</li> <li>• Director of Web &amp; Social Media Strategy</li> <li>• Enterprise Business Services Specialist</li> <li>• Grounds Supervisor</li> <li>• Health Assistant</li> <li>• Instructional Assistant-Math</li> <li>• Lead Receiving, Stockroom and Delivery Worker</li> <li>• Research and Planning Analyst</li> </ul>	<b>60</b>
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**DISPOSITION BY THE COMMISSION**

MOTION MADE BY: Joy Abbott  
 SECONDED BY: Deborah Jansen  
 AYES: 5  
 NAYS: 0  
 ABSTENTIONS: 0

Amendments/Comments

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**AGENDA REPORT NO 7.**

**SUBJECT: RATIFICATION OF LIMITED TERM ASSIGNMENTS**

**DATE:** September 15, 2021

**TO:** Members of the Personnel Commission

**FROM:** Carol Long, Director of the Personnel Commission

**BY:** José A. Guzmán, Personnel Technician

The Personnel Commission is requested to ratify the classification of the following Limited Term positions pursuant to Section [7.4.2(C)] of the Rules and Regulations of the Classified Service of the Santa Monica Community College District:

<b>Position Classification</b>	<b>Department</b>	<b>Effective Dates</b>
Accompanist-Music Performance (2 part-time positions)	Emeritus	08/04/21-12/31/21
Administrative Assistant II (1 full-time position)	Health Sciences	08/24/21-11/30/21
Bookstore Clerk/Cashier (8 part-time positions)	Bookstore	08/16/21-09/24/21
Customer Service Assistant (2 part-time positions)	Bookstore	08/16/21-09/24/21
Health Assistant (1 full-time position)	Health Services	08/09/21-08/30/21
Program Specialist (1 full-time position)	SMC/UCLA STEM Initiative	08/30/21-11/30/21
Registered Nurse-Health Services (1 full-time position)	Health Services	08/24/21-08/30/21
Student Services Clerk (1 part-time position)	Health Services	08/24/21-08/24/21
Student Services Clerk (2 part-time positions)	Health Services	08/24/21-10/29/21



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**AGENDA REPORT NO. 8**

**SUBJECT: APPOINTMENTS TO LIMITED TERM POSITIONS**

**DATE:** September 15, 2021

**TO:** Members of the Personnel Commission

**FROM:** Carol Long, Director of the Personnel Commission

**BY:** José A. Guzmán, Personnel Technician

The Personnel Commission is advised that the following persons have been appointed to the following Limited Term positions from certified eligibility lists pursuant to Section [7.4.3(A)] of the Rules and Regulations of the Classified Service of the Santa Monica Community College District.

<b>Candidate</b>	<b>Position</b>	<b>Department</b>	<b>Duration*</b>	<b>Eligible List Date</b>
Gerhold, Thomas	Accompanist-Music Performance	Emeritus	08/04/21-12/31/21	07/11/02
Nesteruk, Gary	Accompanist-Music Performance	Emeritus	08/04/21-12/31/21	01/03/18
Webber-Gregg, Brownyn	Administrative Assistant II	Health Sciences	08/24/21-11/30/21	Retiree
Abdulhafiz, Meymuna	Bookstore Clerk/Cashier	Bookstore	08/16/21-09/24/21	12/15/04
Abel, Teneka	Bookstore Clerk/Cashier	Bookstore	08/16/21-09/24/21	02/21/07
Eichen, John	Bookstore Clerk/Cashier	Bookstore	08/16/21-09/24/21	03/25/15
Grau, Donald	Bookstore Clerk/Cashier	Bookstore	08/16/21-09/24/21	06/12/12
Lopez, Veronica	Bookstore Clerk/Cashier	Bookstore	08/16/21-09/24/21	03/25/15
Mehary, Mehret	Bookstore Clerk/Cashier	Bookstore	08/16/21-09/24/21	11/16/02
Micas, Donna	Bookstore Clerk/Cashier	Bookstore	08/16/21-09/24/21	02/21/07
Pabst, Ester	Bookstore Clerk/Cashier	Bookstore	08/16/21-09/24/21	09/04/09
Brinkley, Tanisha	Customer Service Assistant	Bookstore	08/16/21-09/24/21	05/16/18
Nwonwu, Vergie	Customer Service Assistant	Bookstore	08/16/21-09/24/21	05/16/18

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Vargas, Alexandra	Health Assistant	Health Services	08/09/21-08/30/21	08/09/16
Kiss, Hannah	Program Specialist	SMC/UCLA STEM Initiative	08/30/21-11/30/21	08/15/18
Arango, Maria	Registered Nurse-Health Services	Health Services	08/16/21-08/30/21	01/15/16
Guzman, Scott	Student Services Clerk	Health Services	08/24/21-08/24/21	07/25/18
Austin, Harald	Student Services Clerk	Health Services	08/24/21-10/29/21	02/03/15
Van Hemelrijck, Erin	Student Services Clerk	Health Services	08/24/21-10/29/21	07/25/18

\*Not to exceed six (6) months or, in case of an appointment in lieu of an absent employee, is not to exceed the authorized absence of that employee.

Reference Merit Rule 7.4.3 (A) –Eligibility for Appointment  
Limited term appointments shall be made from eligibility lists and employment lists in accordance with procedures for regular appointments.

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**AGENDA REPORT NO. 9**

**SUBJECT: APPOINTMENTS TO PROVISIONAL ASSIGNMENTS**

DATE: September 15, 2021

TO: Members of the Personnel Commission

FROM: Carol Long, Director of the Personnel Commission

BY: José A. Guzmán, Personnel Technician

The Personnel Commission is advised that the following persons have been appointed to the following provisional assignments, not to exceed 90 working days pursuant to Section 7.2 of the Rules and Regulations of the Classified Service of the Santa Monica Community College District.

<b>Candidate</b>	<b>Position</b>	<b>Department</b>	<b>Duration*</b>
Brundage, Kirk	Accompanist-Dance	Dance	08/04/21-12/31/21
Carbone, John	Accompanist-Dance	Dance	08/04/21-12/31/21
Halacy, Dylan	Accompanist-Dance	Dance	08/04/21-12/31/21
Osipova, Yelena	Accompanist-Dance	Dance	08/04/21-12/31/21
Plotkin, Alla	Accompanist-Dance	Dance	08/04/21-12/31/21
Soro, Gnenemon	Accompanist-Dance	Dance	08/04/21-12/31/21
Sow, E. Malick	Accompanist-Dance	Dance	08/04/21-12/31/21
Ter-Avanesova, Nonna	Accompanist-Dance	Dance	08/04/21-12/31/21
Walker, Frederick	Accompanist-Dance	Dance	08/04/21-12/31/21
Heskin, Alyssa	Case Management Coordinator	Care Prevention Team	08/24/21-11/23/21
Coleman, Dareyl	Health Assistant	Health Services	08/03/21-11/30/21
Espinoza III, Carlos	Health Assistant	Health Services	08/31/21-10/30/21
Hernandez, Elizabeth	Health Assistant	Health Services	08/03/21-11/30/21
Abdulhafiz, Meymuna	Student Services Clerk	Health Services	08/24/21-10/29/21
Brown, Carla	Student Services Clerk	Health Services	08/24/21-10/29/21
Eichen, John	Student Services Clerk	Health Services	08/24/21-10/29/21
Lopez, Vanessa	Student Services Clerk	Health Services	08/24/21-10/29/21
Muñoz, María (Angela)	Student Services Clerk	Health Services	08/23/21-10/29/21
Robles Jr., Jose	Student Services Clerk	Health Services	08/23/21-10/29/21

\*Assignment ending dates may be adjusted as not to exceed 90 working days in a fiscal year

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**AGENDA REPORT NO. 10**

**SUBJECT: RATIFICATION OF PROVISIONAL WORKING OUT OF CLASS ASSIGNMENTS**

DATE: September 15, 2021

TO: Members of the Personnel Commission

FROM: Carol Long, Director of the Personnel Commission

It is recommended that the Personnel Commission approve the following working out of class assignment(s).

**I. Working out of Class Assignment (Provisional)**

<b>Name/Permanent Class</b>	<b>Provisional WOC Assignment*</b>	<b>Dates of Current Assignment</b>
Jose Cesar Casillas, Financial Aid & Scholarships Specialist	Financial Aid Systems Specialist @ less than 50%	05/18/21 to 09/23/21
Paul Trautwein, Web Services Coordinator	Web Content and Social Media Manager	10/1/2021 to 2/22/2022

**3.2.10 WORKING OUT OF CLASS  
(Education Code Section 88010, 88087, 88105-88107)**

**A. Concept of Working Out of Classification**

1. Each classified employee shall be required to perform the duties of the position approved by the Board and classified by the Personnel Commission for the class to which he or she is assigned. Each employee may be required to perform other related duties consistent with the concept of the classification to which the position is assigned.
2. Classified employees shall not be required to perform duties and responsibilities which are not fixed and prescribed for their positions or are not consistent with the concept of the classification of their current position for any period of time which exceeds five (5) working days within a fifteen (15) calendar day period, or equivalent (i.e., four 10-hour working days within a fifteen (15) day calendar period).
3. Working out of class assignments are designed for temporary situations and shall not be used to place an employee in a long-term or permanent assignment in a higher or different classification. No employee shall be assigned to work out of class beyond the time limits specified in Merit Rule 7.2 (Provisional Appointments) and Merit Rule 7.4 (Limited Term Appointments).

**B. Procedure for Supervisor Requesting Approval for Working Out of Class**

3. The Director of Classified Personnel will advise the Office of Human Resources of the findings and shall present those findings, including the recommended pay differential, to the Personnel Commission for approval. Confirmation of this approval shall then be sent

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by the Personnel Commission to the supervisor and the employee, and forwarded to the Board for final approval.

**Agreement between Santa Monica Community College & CSEA Chapter 36,  
Article 11**

11.7.1 Definition:

Working out of classification assignments shall not exceed a period of ninety (90) working days per fiscal year and no more than ninety (90) days in any one hundred eighty (180) day period.

11.7.3 Compensation:

a. In the event that an employee is assigned duties at a higher classification as defined above and those duties make up at least fifty percent (50%) of the employee's daily assignments, the employee salary shall be adjusted as set forth in Section 11.4.1.

b. If those duties make up less than fifty percent (50%) of the employee's daily assignment, the District shall pay the employee equal to one half (1/2) of the stipend that would have been paid under sub division a (above)

11.4 Salary on Promotion

11.4.1 When an employee is promoted to a position in a higher salary range, he/she shall receive the next higher dollar amount above his/her present rate of pay, but not less than the minimum of the new salary range. If that amount is less than a one-step (5%) increase, the employee shall be placed at the next higher step over that authorized above.

**RECOMMENDATION**

It is recommended that the Personnel Commission approve the requests for working out of class and limited term assignments for the appropriate stipend as indicated under the above applicable sections of CSEA, Chapter 36, Article 11.7, and Merit Rules 3.2.10 and 7.4.

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**AGENDA REPORT NO. 11**

**SUBJECT: EXAMINATION SCHEDULE**

**DATE:** September 15, 2021

**TO:** Members of the Personnel Commission

**FROM:** Carol Long, Director of the Personnel Commission

It is recommended that the Personnel Commission approve the following Examination Schedule:

<b>Class Title</b>	<b>Field of Competition</b>	<b>Time</b>
Administrative Assistant I	Promotional & Open	3 Weeks
Administrative Assistant II	Promotional & Open	3 Weeks
Cosmetology Assistant	Promotional & Open	3 Weeks
Custodial Operations Supervisor	Promotional	3 Weeks
Director of Web and Social Media Strategy	Merged Promotional & Open	3 Weeks
Enterprise Business Services Specialist	Promotional	3 Weeks
Grounds Supervisor	Promotional & Open	3 Weeks
Health Assistant	Promotional & Open	3 Weeks
Instructional Assistant – Math	Promotional & Open	3 Weeks
Lead Receiving, Stockroom and Delivery Worker	Promotional	3 Weeks
Research and Planning Analyst	Promotional & Open	3 Weeks



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**AGENDA REPORT NO. 12**

**SUBJECT: RATIFICATION OF ELIGIBILITY LISTS:**

**DATE:** September 15, 2021

**TO:** Members of the Personnel Commission

**FROM:** Carol Long, Director of the Personnel Commission

**BY:** José A. Guzmán, Personnel Technician

The Personnel Commission Office is requesting that the following eligibility list(s) be ratified as indicated below:

<b>Class Title</b>	<b>Field of Competition</b>	<b>Promotional</b>	<b>Total On List</b>	<b>Expiration Date</b>
Director of the Santa Monica College Foundation	Promotional & Open	0	1	8/22/2022
Sign Language Interpreter III	Promotional & Open	0	7	08/30/2022

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**AGENDA REPORT NO. 13**

**SUBJECT: MEETING MINUTES**

**DATE:** September 15, 2021

**TO:** Members of the Personnel Commission

**FROM:** Carol Long, Director of the Personnel Commission

The following minutes are presented for the Commission's review and approval:

1. August 18, 2021 Regular PC Minutes
2. September 7, 2021 Special PC Minutes

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**AGENDA REPORT NO. 14**

**SUBJECT: CLASSIFICATION & COMPENSATION TRACKING**

**DATE:** September 15, 2021

**TO:** Members of the Personnel Commission

**FROM:** Carol Long, Director of the Personnel Commission

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<b>CLASSIFICATION &amp; COMPENSATION STATUS REPORT (In Process)</b>								
<b>CLASSIFICATION</b>	<b>ASSIGNED TO:</b>	<b>STUDY TYPE</b>	<b># OF INCUMBENTS</b>	<b>PDQ DEADLINE</b>	<b>JOB AUDIT</b>	<b>STAKEHOLDER REVIEW</b>	<b>STAKEHOLDER STATUS</b>	<b>PC AGENDA</b>
Skilled Maintenance Worker	KM	Cyclical	Multiple	05/09/18	NA	06/15/20		
Skilled Maintenance Worker II	KM	Cyclical	Multiple	05/09/18	NA	06/15/20		
Assistant Director of Human Resources	JL	Cyclical	None	NA	NA			
Assistant Director of Safety & Risk Management	AF/AG	Cyclical	None	NA	NA	Hold		
Athletic Activities Assistant	OV	Cyclical	None	04/23/21	NA			
Athletic Equipment and Kinesiology Specialist	OV	Cyclical	Multiple	NA	NA			
Compliance Administrator/ Title IX Coordinator	JL/AF	Cyclical	Single	02/02/18	06/04/21			
Director of Marketing	KM/AG	New Class	None	NA	NA	Hold		
Financial Aid & Scholarships Specialist	OV	Reclass	Multiple	07/22/21	08/12/21	09/09/21		09/15/21
Athletic Trainer	OV	Cyclical	Multiple	6/11/2021*				
Graphic Designer	KM	Cyclical	Single	03/31/21				
Laboratory Technician-Art	JG	Cyclical	Multiple	05/10/21				
Laboratory Technician-Broadcasting/Electronic Media	JG	Cyclical	None	NA				
Laboratory Technician-Chemistry	JG	Cyclical	Single	05/10/21				
Laboratory Technician-Life Science	JG	Cyclical	Multiple	05/10/21				
Laboratory Technician-Photography	JG	Cyclical	Multiple	05/10/21				
Laboratory Technician-Physics	JG	Cyclical	Single	05/10/21				
Lead Grounds Equipment Operator	KM	New Class	None	NA				
Lead Laboratory Technician-Chemistry	JG	Cyclical	Single	05/10/21				
Lead Laboratory Technician-Physiology/Microbiology/Biology	JG	Cyclical	Single	05/10/21				
Marketing Design Analyst	KM	Cyclical	Single	03/31/21				
Public Information Officer	KM	Cyclical	Single	03/31/21				
Senior Graphic Designer	KM	Cyclical	Single	03/31/21				
Web Content and Social Media Manager	KM	Cyclical	Single	03/31/21				
Web Content Developer	KM	Cyclical	None	NA				
Web Services Coordinator	KM	Cyclical	Single	03/31/21				
Recruitment and Outreach Specialist	AF	Revisions	Single	NA	NA			
Community College Police Captain	JL	Revisions	Single	NA	NA			09/15/21
Case Management Coordinator	JL	Revisions	None					
<i>*Extension</i>								

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**AGENDA REPORT NO. 15**

**SUBJECT: RECRUITMENT AND EXAMINATION STATUS REPORT**

**DATE: September 15, 2021**

**TO: Members of the Personnel Commission**

**FROM: Carol Long, Director of the Personnel Commission**

Recruitment and Examination Status Report											
Classification	Assig	FOC	VAC	Opened	Closed	Written	T & E E	Perf.	QAI	E-List	Ratif.
Administrative Assistant I	OV/AF	P		7/27/21	8/16/21				9/23/21		
<b>Administrative Assistant I</b>		PO									
<b>Administrative Assistant II</b>		PO									
Assistant Director of Facilities Planning and Construction	JL	MPO	1	8/25/21	9/30/21						
Case Management Coordinator	JL	MPO	1								
Carpenter	KM	MPO	1	01/27/20	2/18/20	03/06/20			09/23/21		
Community College Police Captain	JL	PO	1	7/22/21	10/8/21						
<b>Cosmetology Assistant</b>		PO	1								
<b>Custodial Operations Supervisor</b>		P	1								
Director of Human Resources	AG/AF	PO	1	8/17/21	9/14/21				10/5/21		
Director of SMC Foundation	AF	PO	1	6/24/21	continuous				9/10/21		9/15/21
<b>Director of Web and Social Media Strategy</b>		MPO	1								
DSPS Specialist		P									
<b>Enterprise Business Specialist</b>		P	1								
Financial Aid Systems Specialist	OV	PO	1	8/26/21	9/16/21						
<b>Grounds Supervisor</b>	JG	PO	1								
<b>Health Assistant</b>		PO	Temp								
Instructional Assistant – English		PO	2								
<b>Instructional Assistant – Math</b>	JG	PO									
Laboratory Technician-Broadcast Digital Media	JG	PO	1	8/18/21	9/15/21						
<b>Lead Receiving, Stockroom, and Delivery Worker</b>		P	1								
Payroll Specialist	AF	PO	1	7/28/21	8/17/21						
Programmer Analyst	OV	PO	1	6/4/21	6/24/21		7/19/21		7/29/21		
Programmer Analyst	JL/JG	PO	1	8/31/21	9/30/21						
Program Specialist	OV	PO									
Personnel Analyst	KM	P	Temp	6/28/21	7/19/21						
<b>Research and Planning Analyst</b>	JG	PO	Temp								
Sign Language Interpreter III	JL	MPO	1	6/28/21	7/19/21				8/19/21 8/20/21	8/30/21	9/15/21
Student Services Assistant	OV	PO	1	8/26/21	9/16/21						
Student Services Clerk	OV	PO	1	7/26/21	8/13/21						
Student Services Specialist	OV	PO	2								

Items in bold are pending approval by the Personnel Commission

On Hold											
Classification	Assig	FOC	VAC	Opened	Closed	Written	T & E E	Perf.	QAI	E-List	Ratif.
Customer Service Assistant		PO									
Enterprise Business Services Clerk		PO									
Enterprise Business Supervisor	AF	P									
Journeyman Trade-HVAC	KM	MPO		3/3/20	3/23/20						
Lead Custodian	KM	MPO									
Skilled Maintenance Worker II	KM	P									

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VI. MEETING ADJOURNED AT 12:38PM.

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**DISPOSITION BY THE COMMISSION**

MOTION MADE BY: Barbara Greenstein

SECONDED BY: Joy Abbott

AYES: 5

NAYS: 0

ABSTENTIONS: 0

Amendments/Comments

<b>Regular Meeting Day</b>	<b>Regular Meeting Month</b>	<b>Regular Meeting Date</b>	<b>Scheduled Time</b>	<b>Meeting Location</b>
Wednesday	July 2021	21	12:00 PM	ONLINE
Wednesday	August 2021	18	12:00 PM	ONLINE
Wednesday	September 2021	15	12:00 PM	ONLINE
Wednesday	October 2021	20	12:00 PM	ONLINE
Wednesday	November 2021	17	12:00 PM	ONLINE
Wednesday	December 2021	15	12:00 PM	ONLINE
Wednesday	January 2022	19	12:00 PM	TBD
Wednesday	February 2022	16	12:00 PM	TBD
Wednesday	March 2022	16	12:00 PM	TBD
Wednesday	April 2022	20	12:00 PM	TBD
Wednesday	May 2022	18	12:00 PM	TBD
Wednesday	June 2022	15	12:00 PM	TBD

**As required by law, this agenda for the Wednesday, September 15, 2021  
Regular Meeting of the Santa Monica College Personnel Commission  
was posted on the official District website no later than 72 hours  
prior to the date and time of this meeting.**