



MEMORANDUM

Date: July 14, 2022

To: Administration and Finance Committee

Through: Carl Cole, City Manager

From: Kyle Moore, Government Relations and Communications Manager

Re: Graphic Designer-Position Reallocation

Summary

The City Manager Office (CMO) Communications Divisions is asking for the A&F Committee support to reallocate the Graphic Designer position to Digital Content Supervisor.

Background and Analysis

The CMO/Communications Division is charged with developing, directing, and implementing the City's capabilities and resources through community engagement, strategic external communications, media relations, government relations and legislative relations. The CMO/Communications Division currently consists of the Government Relations and Communications Manager, a Digital Media Strategist, Multimedia Video Specialist, Community Outreach Strategist and the Graphic Designer

The Community Economic Development (CED) Department added a part-time Graphic Designer in 2017 to assist with creating infographics, marketing materials, brochures, and templates for CED and the City. The position also assisted with the monthly City newsletter which transformed into the SeaTac Quarterly Magazine. The position was moved to full-time and transferred to the CMO/Communications Division when the Government Relations and Communications Manager was added in 2018. The position was vacated in early 2022.

The City's request is to eliminate the Graphic Designer position due to a dynamic change in the fundamental needs of the City. An analysis of the workload of the Graphic Designer position indicated the workload being requested from City staff has changed from traditional graphic design work to digital web page content/design, template creation and digital content training. Since the Graphic Designer left the City in early 2022, the Administrative Assistants and CMO Office has absorbed the work of the Graphic Designer.

The needs of the City have changed since the part-time graphic designer position was created. The City requires a position to create content, website templates and oversee the highly utilized public website and the SharePoint internal website which is currently under development. Currently, each department manages their own web pages with IT overseeing the technical

back end of the website and the CMO/Communications Division overseeing the website homepage.

The Cities most utilized communication tool is the public website. For example, in April of 2022, seatacwa.gov had more than 14 thousand unique users performing more than 17 thousand sessions on the website. (Users = "Unique visitors", or a person who has come to your website. Sessions = "Visits", or different times that person came to your site) The current website was last redesigned in 2016. A general rule of thumb is to redesign a website every two to five years with the industry average for companies to be 2.66 years.

A work plan is being developed to redesign the current website to make it more accessible for the SeaTac community. This project will require a person to be project manager, create content, web templates and oversee the finished product.

In an increasingly digital world, the re-classification will allow the City to be more responsive to customer needs. In addition, this position will fit the City's goals of Building Effective & Accountable Government which will increase community trust through better community engagement, collaboration and transparency.

The new position would supervisor the newly hired Multimedia Video Supervisor. As a supervisor, this position would change from represented to non-represented. The CMO/Communications Division has added three new represented positions in the past two years.

Budget

The budget impact of the new position for 2022 would be \$46,442 in total salaries and benefits. This would not require a budget amendment because the 2022 CMO/Communications Position Budget remaining for 2022 is \$75,903.

Authority

SMC 2.65.030 states: "With written justification, the City Manager is authorized to adjust non-represented employee classification and compensation, subject to ratification by the Administration and Finance Committee, when necessary, in order to carry out sound personnel management and to accomplish objectives within the City's defined commitments". RCW 35A (sections 13.080 through 13.102) provide the authority of the City Manager to exercise general supervision over the administrative affairs of the code city, its departments and staff. Further, the City Manager may prepare and submit to the Council such reports as he or she may deem advisable to submit in exercising supervision over the administrative affairs. The City Manager may not amend the adopted budget.

Approval

Seeking Administration and Finance Committee recommendation for the proposed reallocation as recommended above.

Ratified:

A handwritten signature in black ink, appearing to be 'TG', written over a horizontal line.

Takele Gobena, Chair

Attachment

Job Description

{Graphic Designer-Position Reallocation}

Pre-approval or final approval of City Council and City Manager travel related expenses

July 14, 2022

Association of Washington Cities (AWC) Annual Conference
Vancouver, WA
June 21-24, 2022
Two councilmembers included in Council budget

| Peter Kwon | A&F Date 5/12/22 Pre-Approval - Budgeted Amount PP | A&F Date 5/12/22 Expense | A&F Date 7/14/22 Expenses |
|----------------|--|--------------------------------|------------------------------|
| Lodging | 550 | | 606.96 |
| Meals | 75 | | |
| Transportation | 400 | | 272.55 |
| Registration | 450 | 375 | |
| Total | \$1475 | \$375 | \$879.51 |

| Iris Guzmán | A&F Date 5/12/22 Pre-Approval - Budgeted Amount PP | A&F Date 5/12/22 Expense | A&F Date 7/14/22 Expenses |
|----------------|--|--------------------------------|------------------------------|
| Lodging | 550 | | 606.96 |
| Meals | 75 | | 54.31 |
| Transportation | 400 | | 272.55 |
| Registration | 450 | 375 | |
| Total | \$1475 | \$375 | \$933.82 |

NLC City Summit
Kansas City, MO
Nov 17-19, 2022
Two councilmembers included in Council budget

| Peter Kwon | A&F Date 5/12/22 Pre-Approval - Budgeted Amount PP | A&F Date 7/14/22 Expenses | A&F Date |
|----------------|--|---------------------------------|----------|
| Lodging | 1800 | | |
| Meals | 320 | | |
| Transportation | 725 | | |
| Registration | 700 | 610 | |
| Total | \$3545 | \$610 | |

NLC City Summit Continued...

| Iris Guzmán | A&F Date 7/14/22 Pre-Approval - Budgeted Amount PP | A&F Date 7/14/22 Expenses | A&F Date |
|---|--|---------------------------------|----------|
| Lodging | 1800 | | |
| Meals | 320 | | |
| Transportation | 725 | | |
| Registration (first-time, early-bird, event) | 700 | 595 | |
| Total | \$3545 | \$595 | |

NLC

Hispanic Elected Officials (HELO) Leadership Retreat

June 5-8, 2022

San Juan, Puerto Rico

NLC Postponed the conference until 2023

| Iris Guzmán | A&F Date 5/12/22 Pre-Approval Estimated costs | A&F Date Update 7/14/22 |
|----------------|--|-------------------------------|
| Lodging | 1435 | |
| Meals | 242 | |
| Transportation | 820 | |
| Registration | 350 | |
| Total | \$2847 | \$0 |

Attachments: AWC Annual Conference Trip Reports

Takele Gobena, Chair