



Guidelines and Criteria for Recommending Permanent New Classified Positions

Because of contractual differences, Classified Staff hiring procedures have some fundamental differences from Faculty hiring procedures.

Current classified positions that become vacant do not fall under the following process unless the supervisor determines that the position is no longer critical to the mission, strategic goals and educational master plan of the college.

Externally funded positions which are required under program/grant eligibility requirements are exempted from this process. These positions will be presented to shared governance bodies as information items only.

Identification Process

The process for recommending permanent new Classified positions is a collaborative one grounded in the shared governance process and starts with Division Deans, Department and/or Program managers, and departmental faculty or staff who identify the need for a new position. Each position forwarded needs to have a written justification, succinct and comprehensive, using the Classified Hiring/Position Justification Form.

College Budget Committee

Using current fiscal information, the Budget Committee informs and makes overall recommendations on the number of positions that can be hired to the College Planning Council. Identification process will go forward even if no budget for hiring is expected to be available.

IPC-SSPC

Early in the fall semester the IPC and SSPC together will develop the criteria to be used in prioritizing the positions.

Division/Department

The first prioritization takes place at the Division/Department level, then the identified recommended prioritized positions are forwarded to a joint meeting of the Instructional Planning Council and the Student Services Planning Council.

Instructional Planning Council and Student Services Planning Council

Recommendations for Classified positions are presented by the appropriate Dean, Program Manager or Vice President at the joint meeting of the Instructional Planning Council and the Student Services Planning Council for review. **If a special meeting of these two councils needs to be held for the timing of putting the requested positions forward, one will be scheduled.**

The result of this joint meeting will be a prioritized list of fully justified requests, accompanied by the rationale behind the prioritization and how it aligns with the college's mission and strategic goals. The top ranking positions are then forwarded to the College Planning Council.

Classified Senate

All requested Classified positions will be presented at the appropriate Classified Senate Meeting as information only.

College Planning Council

The fully justified requests and prioritized list of new Classified positions will be presented to the College Planning Council. College Planning Council reviews the prioritized list and makes a recommendation to the President. College Planning Council members represent all members of the Cañada community and are obliged to report all activities to their respective constituencies.

The President

All hiring decisions lie with the President. The President's final hiring decisions are shared with the College Planning Council. If the President's decision varies from the recommended positions, he/she will formally present to the College Planning Council the rationale behind his or her final decision.



New Classified Hiring/Position Justification

Hiring Division/Department: President's Office/Marketing **Position Title:** Promotions & Web Content Coordinator

Classification

Position type: Permanent X Full Time X # of months 12
Part Time _____ % of Full Time _____ # of months _____

Position: General Funds X
Allocation: External Funds* _____ Expiration Date _____

Budget Information

31,
Salary
Schedule
Grade 60 Step 1 Annual Salary \$69,348

Justification

Please respond to the following questions in electronic format to the appropriate Dean, Manager or Vice President. Additional information may be provided as relevant for position justification.

1. Describe the specific needs for the position requested and the duties of this position in a brief statement.

The College recently underwent Accreditation. One of the comments from the Accrediting team was the need to maintain up-to-date content on the college website. This would be a priority job duty of the Promotions & Web Content Coordinator. The Promotions & Web Content Coordinator would be a lead for the College's social media accounts, including web and video content. Social media marketing, especially video content, is one of the most popular and effective methods of marketing; someone dedicated to increase our social media channels would elevate exposure of the College and its programs to prospective students. In addition, the volume of annual college wide initiatives and marketing requests from the campus community has increased by 31 percent compared to the previous year. An additional team member is needed to fulfill the requests and support the campus community with quality work in a timely manner.

Below is a breakdown of marketing requests within the past year. The volume of requests lies in web, graphic design and communications. The Promotions & Web Content Coordinator, skilled in both graphic and web design, would have a role in helping the Marketing team address the campus community's requests in an efficient manner.

Graphics: 54 requests, 30.7%

Web: 51 requests, 29%

Communications: 39 requests, 22.2%

Miscellaneous: 18 requests, 10.2%

Material proofing: 9 requests, 5.1%

Event support: 5 requests, 2.8%

Duties of the Promotions & Web Content Coordinator position include:

1. Meets with division and department contacts to continue development of their sites
2. Responsible for the daily deployment of social media content, including: Facebook, Instagram, YouTube, Twitter and LinkedIn
3. News and Press Releases. Acquires and posts stories from various sources. Cleans up and refines layout, styling and use of images
4. Composes text for a variety of articles, reports, brochures, manuals, catalogs, class schedules, social media and other materials
5. Exchanges information with management and other staff, students, vendors, contractors, business and community representatives and other outside personnel regarding the planning and implementation of web page text, design and other information
6. Maintains all content on college websites, including the blog/news site
7. Works closely with the Web Programmer Analyst and Visual Communications Coordinator to design, develop and build original web pages and content for internet use; integrates various web communications components in conjunction with information technology staff; establishes, develops and implements web interfaces to provide web content for various student and staff services in conjunction with information technology staff
8. Maintains photo galleries
9. Participates as a valued member of the Marketing team – including attending team meetings as well as other College committees and working groups. Provides support as needed with media relations activities, marketing/branding, events and production of Cañada College publications, including writing and editing. Meets with the Web Programmer Analyst and the Director regularly to specify workload priorities and work implementation decisions

2. Explain how this position aligns with and supports the mission and strategic goals of the college.

The Promotions & Web Content Coordinator position aligns with and supports the College mission by working with faculty, staff, and students to develop, implement and grow impactful, cost-effective digital and print communication strategies and campaigns to enhance public awareness of the educational and enrichment opportunities at the College.

3. Explain how adding this position will strengthen the department or division.

Right now there is one person each dedicated to the web, communications and graphic design. With the slim amount of staff and the continued increased volume of work and requests, if one staff member is out, the operation is almost halted. There is an imperative need for an additional staff member to be cross trained to support the volume of department projects.

4. Explain how this work will be accomplished if the position is not filled.

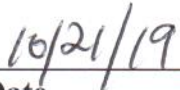
If this position is not filled, the increased work load and turnaround time, with the existing amount of limited staff, will remain the same and the Marketing Department will not be able to meet the growing volume of service requests from faculty and staff in the timely manner that is needed. Additionally, our College website will not receive the Accreditation recommended content upkeep needed to fully enhance and elevate public awareness of the educational and enrichment opportunities at our College.

Please submit completed Classified Position Hiring/ Position Justification electronically to the responsible administrator in your division or department.

This position has been reviewed by the department or division and is recommended for hiring.



Dean / Director / Hiring Supervisor



Date