



# MEAD PUBLIC LIBRARY HUMAN RESOURCES COMMITTEE AGENDA

September 05, 2024 at 2:00 PM

Mead Public Library, Rocca Room

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Notice of the Mead Public Library Board of Trustees HR Committee Meeting at 2:00 p.m., Thursday, September 5, 2024, at Mead Public Library, Rocca Room, 710 N 8th Street, Sheboygan WI.

Meetings are held at the Mead Public Library, 710 N 8th Street, Sheboygan, WI. Individual Library Trustees may attend the Human Resources Committee meeting below. It is possible that the resultant attendance may constitute a quorum, or a reverse quorum of the Library Board pursuant to State ex rel. Badke v. Greendale Village Board, 173 Wis.2d 553, 494 N.W. 2d 408 (1993).

Persons with disabilities who need accommodations to attend this meeting should contact Pattie Pilz at the Mead Public Library, (920) 459-3400 extension 2039 as soon as possible. Persons other than commission, committee, and board members who wish to participate remotely shall provide notice to Pattie Pilz at the Mead Public Library at 920-459-3400 extension 2039 at least 24 hours before the meeting so that the person may be provided a remote link for that purpose.

## OPENING OF MEETING

1. Call to Order and Determination of Quorum
2. Approval of Minutes - 07/12/2024

## ITEMS FOR DISCUSSION AND POSSIBLE ACTION

3. City Centralized Maintenance Team Formation
4. Job Description

## UPCOMING MEETINGS

5. Next Meeting Date: As Needed

## ADJOURN

6. Motion to Adjourn

***In compliance with Wisconsin's Open Meetings Law, this agenda was posted in the following locations more than 24 hours prior to the time of the meeting:***

City Hall • Mead Public Library  
Sheboygan County Administration Building • City's website



# MEAD PUBLIC LIBRARY HR COMMITTEE MEETING

**July 12, 2024 at 9:00 AM**

**Mead Public Library, Board Room, 710 N 8th Street**

Present committee members: Andre Walton (Chair), and Meg Albrinck (virtual). Others present: Maeve Quinn. City staff present: Garrett Erickson, Kelly Hendee (HR - virtual), and Pattie Pilz

## OPENING OF MEETING

1. Call to Order and Determination of Quorum  
Walton called the meeting to order at 1:02 p.m. and determined a quorum.
2. Minutes  
Albrinck made a motion to approve the February 14, 2024, minutes. Walton seconded. Motion passed.

## ITEMS FOR DISCUSSION AND POSSIBLE ACTION

3. Job Descriptions  
Select job titles, pay grades, and some duties were modified in certain positions to realign the job titles with the 2023 Carlson-Dettmann Salary Study done at the state level by the Department of Public Instruction.

- a. Page Position

Albrinck made a motion to approve the recommendation to change the job title, and salary grade of the Pages. Walton seconded. Motion passed.

- Renamed to Clerk Public Services
- Salary grade bumped from 1 to 4
- It will cost Mead \$31,000 to fund this increase in pay\*

Currently, the City of Sheboygan Finance Department has assumed Mead's receipting and accounts payable duties with a Limited Term Employee (LTE). A resolution by Alderpersons Mitchell and Perrella recommends making the LTE position permanent within the Table of Organization of the City Finance Department.

\* Remaining funds from the vacant Business Manager position will be used to offset all additional salary expenses.

- b. Cleaner Position

Albrinck made a motion to approve the recommendation to change the Cleaner's job title and salary grade. Walton seconded. Motion passed.

- Renamed to Janitorial Cleaner
- Salary grade bumped from 2 to 5

- c. Maintenance Worker Position

Walton made a motion to approve the recommendation to change the Maintenance Worker's job title and salary grade. Albrinck seconded. Motion passed.

- Renamed to Building Maintenance Worker
- Salary grade bumped from 7 to 8

d. Public Services Manager Position

Walton made a motion to approve the recommendation to change the Public Services Manager's job title and job description. Albrinck seconded. Motion passed.

- Renamed to Deputy Director
- Job duties changed
- No change in salary grade

e. Library Page Position

This position will now become a seasonal position. It is not listed in our Table of Organization. Duties would be shelving books. There are no benefits associated with this position. Further discussion is warranted. A decision was tabled.

f. Library Security Monitor Position - Quinn made a motion to approve the Library Security Monitor Job Description draft. Albrinck seconded. Motion passed.

4. Table of Organization

Walton made a motion to approve the recommendations to the Table of Organization as outlined below. Albrinck seconded. Motion passed.

- Administrative Services Manager position will be eliminated
- Page position will be renamed to Clerk Public Services
- Cleaner position will be renamed to Janitor Cleaner
- Maintenance Worker position will be renamed to Building Maintenance Worker
- Public Services Manager position will be renamed to Deputy Director

#### UPCOMING MEETINGS

6. Next Meeting Date: We will meet as needed.

#### ADJOURN

7. Walton adjourned the meeting at 1:36 p.m.

# Communications Marketing Specialist

Item 4.

**Direct Supervisor:** Library Director  
**Department:** Mead Public Library  
**Version Date:** September 5, 2024  
**Salary Grade:** 11  
**FLSA Status:** Non-Exempt



## Position Summary:

This position creates a strong, positive public image of the Mead Public Library in the community and promotes the services that it offers.

## Essential Responsibilities:

1. Provide leadership in the planning and follow through of marketing library services.
2. Oversees the creation, implementation, and execution of library marketing plan.
- ~~3. Design and conduct studies and analysis.~~
4. Oversee the use of market data to inform and shape marketing materials.
5. Create printed booklets, flyers and brochures for services and programs.
6. Assess analytics and prepare reports on web traffic.
7. Oversee and expand the library's social media presence.
8. Post and/or monitor social media postings on various platforms on a daily basis.
9. Keep up with trends in social media, digital content and emerging technologies. In addition to keeping up with changes in the fast-moving digital web world, this position will assist in strategic planning for the library.
10. Oversee digital building signage and other external and internal communications on all static and interactive signs.
11. Monitor web content changes, perform content and graphic changes and help other staff with updates. This includes daily work on the home page headlines, calendar of events, and various additional webpages.
12. Act as a journalist to "get the story" by building a base of knowledge and familiarity with the various services and events offered at the library.
13. Assist in the promotion of the library in the community.
14. Assist the director on projects such as producing reports, newsletters, market research and video projects to promote the library.
15. Work with the public services team and administration to create and track advertising.
16. Create marketing plans for specific events and workshops as needed.
17. Develop guidelines and best practices related to communications related activity and content.
18. Assist with a wide range of editorial projects for various audiences.
19. Assist the director with the development identification of goals, plans and policy.
20. Works with the Information Technology Specialist
21. Serves as a resource to board members.
22. May attend conferences and workshops.
23. Performs related work as assigned.

## Education & Experience:

1. Minimum education: Bachelor's Degree in Communications, Business, English, Journalism, or a related degree from an accredited college or university.

2. Minimum experience: Three years of job related experience. ~~Non-profit or government experience is a plus.~~

## Qualifications & Skills:

1. Superb written, editorial and oral communication skills required; the ability to write and speak clearly and concisely for various media.
2. Experience writing and editing web and social media content; particularly for event promotional material.
3. Advanced skill level with Microsoft Office products (~~Word, Excel, PowerPoint and Outlook~~) and Adobe Creative Suite (Photoshop, InDesign and Illustrator) ~~as well as experience using Drupal.~~
4. Excellent knowledge of graphic design principles and practices.
5. Experience using digital photography, video and social media as news channels.
6. Must demonstrate creativity and familiarity with a variety of marketing concepts, practices and procedures.
7. Language Skills: Ability to read, analyze and interpret government regulations, technical procedures, and general government periodicals. Ability to write documents, correspondence and procedure manuals. Ability to effectively present information and respond to questions from employees and the general public.
8. Reasoning: Ability to exercise good judgment, investigate, define problems and offer solutions, research and collect data, analyze information and establish facts and draw valid conclusions.
9. Technology: Ability to create documents in MS Office and Adobe Creative Suite, ~~ability to use and maintain Drupal website, e-mail and calendars,~~ ability to develop and oversee marketing budget.
10. Mathematics: ~~Ability to calculate figures and amounts, to apply concepts such as fractions, percentages, ratios, proportions and perform analytical procedures.~~
11. Other: Ability to take initiative, interpret and apply policies and procedures, be organized, be detail-oriented, ability to prioritize, meet timelines, set goals, implement changes, handle sensitive and confidential situations/information in a positive and proactive manner, work in a fast-paced environment, ask questions, give feedback and work independently, as well as within a team structured environment. Ability to interpret variety of contractual language.

## Post Job Offer Requirements:

Job offers for this position are contingent on the individual passing a pre-employment drug screen and background check.

## Work Environment:

The work environment and physical demands 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 qualified individuals with disabilities to perform the essential functions.

1. Regularly required to talk, hear, see and sit.
2. Occasionally required to stand and walk, and lift and/or move up to 10 pounds.

## Department Summary:

The Mead Public Library provides quality services, resources, and lifelong learning opportunities to meet the needs and interests of our diverse community. The function of the Mead Public Library is to serve our customers in a way that establishes a relationship of mutual gratitude – our gratitude for our customers’ patronage, and our customers’ gratitude for the quality and value they receive.

## Acknowledgement:

The job description includes the essential responsibilities of the position and is not to be construed as all-inclusive. The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific essential responsibilities does not exclude them from the position if the work is similar, related, or is a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

My signature below is both an acknowledgement of my understanding of the job description for this position, as well as my commitment to uphold and promote the mission, vision, and core values of the City of Sheboygan, and work to fulfill the six values of the City’s Strategic Plan.

Employee Name: \_\_\_\_\_ Employee Number: \_\_\_\_\_

Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_