



Department Source: Community Relations

To: City Council

From: City Manager & Staff

Council Meeting Date: August 1, 2016

Re: Amending the FY2016 Annual Budget and Classification and Pay Plan to add one FTE Communications & Marketing Manager and reassigning one FTE Contact Center Technician to one FTE Contact Center Supervisor

## Executive Summary

Staff proposes to amend the FY2016 Budget and Classification and Pay Plan to add one FTE Communications & Marketing Manager position, Grade E4 and to reassign one FTE Contact Center Technician position to one FTE Contact Center Supervisor, Grade B8.

## Discussion

In September 2015, council approved the dissolution of the Office of Public Communications and established the Office of Community Relations. Community Relations provides oversight into all city communications, both external and internal. Community Relations houses and supports the Contact Center, Media and Events Services (the City Channel), and the Communications, Marketing and Graphic Design Specialists throughout all city departments and divisions.

With 12 Communications, Marketing and Graphic Design Specialists proposed to be housed in Community Relations, a Communications & Marketing manager position is needed to provide adequate, responsible supervision and oversight to ensure, accurate, timely and cohesive internal and external communications to residents and employees. Our Strategic Plan goal is to increase citizen satisfaction with how the city communicates from 68% to 72% by 2018.

As the Contact Center continues to grow, add additional departments and reduce the number of listed phone numbers to contact city offices, the call volume continues to increase dramatically. To address this, it is proposed in the FY2017 budget to add additional Customer Service Representatives (CSR's). To manage a growing staff, we propose reclassifying a current Customer Service Technician position to a Contact Center Supervisor. This position will provide direct supervisory support to the CSR's allowing the Contact Center Manager the ability to be attentive to higher level managerial responsibilities such as creating and updating memorandums of understanding (MOU's), ensuring technology upgrades and updates are seamlessly integrated and to ensure customer service levels continue to grow. Our Strategic Plan goal is to migrate all departments and telephone numbers into the contact center in 2017.

## Fiscal Impact



# City of Columbia

701 East Broadway, Columbia, Missouri 65201

Short-Term Impact: Positions have been budgeted in the FY2017 Budget.

Long-Term Impact: Positions will continue to be funded by Community Relations.

## Vision & Strategic Plan Impact

### Vision Impacts:

Primary Impact: Governance & Decision Making, Secondary Impact: Community Character, Tertiary Impact: Not Applicable

### Strategic Plan Impacts:

Primary Impact: Operational Excellence, Secondary Impact: Not Applicable, Tertiary Impact: Tertiary

### Comprehensive Plan Impacts:

Primary Impact: Inter-Governmental Cooperation, Secondary Impact: Secondary, Tertiary Impact: Tertiary

## Legislative History

Date	Action
None	No previous history

## Suggested Council Action

Amend the FY2016/17 Classification and Pay Plan to program both positions.