The Personnel Commission welcomes residents of the community to attend its meetings. Members of the public have the opportunity to address the Personnel Commission at each meeting. Five minutes may be allotted to each speaker and a maximum of 20 minutes to each subject. If you wish to address the Personnel Commission, please complete the “Request to Speak” card and hand it to the clerk prior to the start of the meeting.

The Personnel Commission does not censor public comment, which may include criticisms about a specific employee, nor does the Commission require that such discussion not take place in public. The Commission encourages members of the community to make their public comments in a courteous and respectful manner so as to facilitate the resolution of disputes involving matters under the Commission’s jurisdiction.

**Reasonable Accommodations for Individuals with a Disability**

Any individual with a disability who requires reasonable accommodation to participate in a Personnel Commission meeting may request assistance by contacting the office of the Director, Personnel Services, 519 E. Badillo St., Covina, California 91723; (626) 974-7000; Fax (626) 974-7073.

Meeting called to order by the presiding officer _____________________ at _________ p.m.

Flag Salute

Roll Call:

Judith C. North, President
Reggie Alderete, Vice President
Dennis McNaught, Member
Michele Doll, Assistant Superintendent, Personnel Services
Rod Zerbel, Director, Personnel Services
I - Preliminary

1. **Adoption of Agenda.** Recommendation is made that the agenda be adopted as submitted. Motion by __________, Seconded by __________, Vote __________

2. **Approval of Minutes.** Minutes of the regular meeting of October 12, 2021, are submitted for approval. Motion by __________, Seconded by __________, Vote __________

3. **Approval of Minutes.** Minutes of the special meeting of October 27, 2021, are submitted for approval. Motion by __________, Seconded by __________, Vote __________

II - Public Comments

At this time members of the public may address the Personnel Commission. State law prohibits the Commission from acting on any issue not included on the agenda. Due to time limits imposed for public comment, the Commissioners do not answer questions or respond to statements made during the public comment.

4. **Public Comments on Non-Agenda Items.** Any person wishing to speak to any item not on the agenda will be granted up to five minutes to address the Commission regarding that item.

5. **Public Comments on Agenda Items.** Any person wishing to speak to any item on the agenda will be granted up to five minutes to address the Commission regarding that item.

III - Director/Commission Member Comments

6. **Director’s Report.** At this time the Director may address activities, correspondence, or operations; and may acknowledge or recognize specific programs, activities, or personnel.

7. **Commission Members’ Comments.** At this time Commission Members may address activities, correspondence, or operations; and may acknowledge or recognize specific programs, activities, or personnel.

IV - Conference Items

8. **Board Policy 4218.1, Causes for Disciplinary Action.** The revised Board Policy 4218.1, is presented for information. (Ref. A)
V - Action Item

9. **Personnel Commissioner Intended Appointee.** Recommendation is made that Judith North be the district appointed Personnel Commissioner for a three-year term to begin on December 1, 2021. (Ref. B)

Motion by __________, Seconded by __________, Vote____________

10. **New Job Description.** Recommendation is made that the position, Public Information Specialist, be placed on Range 659X ($4,212.49 - $5,126.01) of the Classified Management Salary Schedule. (Ref. C)

Motion by __________, Seconded by __________, Vote____________

11. **Certification of New Eligibility List.** Recommendation is made that the following eligibility list be certified. (Ref. D)

   a) Executive Assistant

Motion by __________, Seconded by __________, Vote____________

12. **Combination of Eligibility List.** Recommendation is made that the eligibility list for the position, Assistant Cafeteria Manager, be combined with the existing recruitment listing, including prior written examination scores (Education Code Section 45291). (Ref. E)

Motion by __________, Seconded by __________, Vote____________

VI - Closed Session

13. **Public Employee Discipline/Dismissal/Release** (Gov. Code 54957) Discussion

VII - Adjournment

14. **Adjournment.** ___________ p.m. Action

Motion by __________, Seconded by __________, Vote __________
Board Policy 4218.1
Causes for Disciplinary Action

The new Board Policy, 4218.1 - Causes for Disciplinary Action, is presented for information.
Personnel Commissioner Intended Appointee

Recommendation is made that Judith North, be the district appointed Personnel Commissioner for a three-year term to begin on December 1, 2021.

Public comments will be heard regarding the appointee.
New Job Description
Public Information Specialist

Under the general supervision of the Superintendent, performs specialized clerical and support work in the implementation of the District’s public information program, including the use of social media tools; to assist in the areas of special events public relations, media liaison, and publications regarding the District, its programs and general education issue. Work independently to prepare and disseminate District’s public information through internal and external publications, social media accounts, and news media.

This position will be paid on the appropriate step of the classified management salary schedule (12 months, Range 659X, $4,212.49 - $5,126.01)
Public Information Specialist

Definition
Under the general supervision of the Superintendent, performs specialized clerical and support work in the implementation of the District’s public information program, including the use of social media tools; to assist in the areas of special events public relations, media liaison, and publications regarding the District, its programs and general education issue. Work independently to prepare and disseminate District's public information through internal and external publications, social media accounts, and news media.

Essential Duties and Responsibilities
- Develops, implements, and coordinates the District’s public information program relative to the District, its programs, and education issues;
- Develops, prepares, edits, and disseminates news releases, publications, promotional materials, and social media messaging in compliance with policies, regulations, and guidelines concerning public information;
- Determines and recommends story selection, coverage for news articles and publications, District schools to be featured in news stories, and posts for social media as part of a planned information and community program;
- Writes copy, edits materials, designs layout and arranges for printing, and distribution of materials for District newsletters, publications, and brochures;
- Prepare and issues news releases and other information on articles of importance for presentation to the news media;
- Manages, designs, develops, and updates information content on the District’s social media accounts (e.g., Twitter, Facebook, Instagram, Parentsquare), posting new content, maintaining current content, and removing outdated or unrelated posts;
- Updates and maintains links and posts new content information on the District’s and school sites website page;
- Schedules and coordinate interviews, conferences, and other similar activities with District personnel and media representatives and other activities in which both school and community groups are involved;
- Collaborates with District departments to inform the public of student and District progress in meeting organizational goals and improvement goals;
- Maintains communication and positive relations with all media;
- Assists in the coordination and conduct of special events and projects as needed; arranges media or public relations tours, and provides appropriate information to the local chambers of commerce, realtors, city government, and other agencies;
- Conducts outreach activities and coordinate event volunteers;
- Solicit donations for special events and recognition programs and maintains close communication with foundations and District’s business patterns;
- Schedules and attends a variety of meetings, events, and activities;
- Takes photographs and provides photographic layouts and video/film presentations of appropriate school activities and District programs for the use of media, publications, and presentations;
- Assists in the organization and presentation of employee recognition programs;
- Gathers and preserves photos, information, district-related news clippings, and other related documents;
- Develops and maintains alumni relationships and systems of communication including, but not limited to, foundation development and fundraising;
- Maintains necessary files, records, and mailing lists;
- Serves as the District’s primary contact person for the media;
- Performs related duties as assigned.

Knowledge of:
- State and local education programs, innovations, directions, and major issues;
- Principles and practices used in preparing, producing, and disseminating public information as part of an overall program of promotional and informative public relations activities;
- Legal mandates, policies, regulations, and guidelines pertaining to the distribution of news and public information;
- Fundamentals of writing, composition, layout, and production for mass-media communications;
- Fundamentals of software, website and webpages, social media, news releases;
- Proper journalism practices;
- Methods, techniques, and procedures pertaining to the preparation of news releases, new copy, promotional brochures, and other informational materials;
- News media and other informational materials;
- Appropriate English usage, grammar, punctuation, spelling and editing, and proofreading techniques;
- Interpersonal skills using tact, patience, and courtesy;
- The principles an appropriate use of graphics and photographic materials in the creation and presentation of informational materials;
- The functions and organizations of public schools in California;
- Modern office practices, procedures, and equipment;
- Telephone techniques and etiquette.

Ability to:
- Learn and understand District policies and procedures and applicable sections of public law, including Government and Education Codes of the State of California;
- Understand national, state, and local issues and directions in education;
- Meet deadlines and work under pressure and time constraints;
- Maintain sensitivity to ethnic, religious, cultural, economic, and sexual differences;
• Communicate effectively in oral written and visual formats utilizing a journalistic and technical writing style;
• Maintain reports, prepare reports, and monitor budgets;
• Deal tactfully and effectively with employees, media representatives, elected public officials, District staff, parents, and a variety of community stakeholders, maintaining positive working relationships;
• Work confidentially with discretion, exercising professional judgment in the release of information and materials to the public and communications media;
• Present media simply, graphically, and pictorially;
• Work independently with little direction;
• Understand and carry out oral and written directions with minimal supervision;
• Establish and maintain positive and effective working relationships;
• Prioritize and identify needs and solve problems independently as appropriate;
• Skillfully handle difficult situations using good judgment;
• Maintain a high level of professionalism at all times.

Experience:
• 2 years’ experience in journalism, public relations, media writing, communications, or other similar employment, preferably experience within the K-12 public school organizations.

Education:
• A bachelor’s degree from an accredited four-year college with a major in communications, public relations, journalism, English, media arts, marketing, or related field is required;
• A master’s degree from an accredited institution of higher learning, preferably in communications, journalism, English, or media arts, is desirable.

Other Preferred Qualifications:
• Spanish fluency highly desirable;
• Experience in social media relations;
• Training in graphic arts;
• Valid California Driver’s License;
• Experience in video production.

This position will be paid on the appropriate step of the classified management salary schedule (12 months, Range 659X, $4,212.49 - $5,126.01)
Certification of Eligibility List

Recommendation is made that the eligibility list for the position, Executive Assistant, be certified.
Combination of Eligibility List

Recommendation is made that the eligibility list for the position, Assistant Cafeteria Manager, be combined with existing recruitment listing, including prior written examination scores (Education Code Section 45291)