

**San Dieguito Union High School District  
PERSONNEL COMMISSION**

**Regular Meeting Agenda**

3:30 P.M., July 9, 2019

710 Encinitas Blvd., Encinitas CA 92024

San Dieguito Union High School District Office – Large Board Room

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**REGULAR MEETING/OPEN SESSION**

1. Call to Order ..... Commission Chair
2. Pledge of Allegiance
3. Approval of the Agenda for the July 9, 2019, Personnel Commission Regular Meeting.  
Motion by \_\_\_\_\_, second by \_\_\_\_\_, to approve the agenda for the July 9, 2019 Personnel Commission Regular Meeting.
4. Approval of the Minutes for the June 11, 2019, Personnel Commission Regular Meeting.  
Motion by \_\_\_\_\_, second by \_\_\_\_\_, to approve the minutes for the June 11, 2019 Personnel Commission Regular Meeting.
5. Approval of the Minutes for the June 20, 2019, Personnel Commission Special Meeting.  
Motion by \_\_\_\_\_, second by \_\_\_\_\_, to approve the minutes for the June 20, 2019 Personnel Commission Special Meeting.

**ACTION ITEMS (See Supplements)**

6. ELIGIBILITY LISTS TO BE APPROVED
  - A. Motion by \_\_\_\_\_, second by \_\_\_\_\_, to approve an Eligibility List for ACCOUNTING ASSISTANT, SR-40, Open/Promotional-Dual Certification, eligibility from 6/20/19.
7. ELIGIBILITY LISTS TO BE ESTABLISHED
  - A. Motion by \_\_\_\_\_, second by \_\_\_\_\_, to establish an Eligibility List for ACCOUNTING ASSISTANT, SR-40, Open/Promotional-Dual Certification, six months eligibility.
  - B. Motion by \_\_\_\_\_, second by \_\_\_\_\_, to establish an Eligibility List for ACCOUNTING TECHNICIAN, SR-42, Open/Promotional-Dual Certification, six months eligibility.
  - C. Motion by \_\_\_\_\_, second by \_\_\_\_\_, to establish an Eligibility List for THEATER TECHNICIAN, SR-41, Open/Promotional-Dual Certification, six months eligibility.
  - D. Motion by \_\_\_\_\_, second by \_\_\_\_\_, to establish an Eligibility List for OCCUPATIONAL THERAPIST, SR-60, Open/Promotional-Dual Certification, six months eligibility.
  - E. Motion by \_\_\_\_\_, second by \_\_\_\_\_, to establish an Eligibility List for NUTRITION SERVICES OPERATIONS SUPERVISOR, Supervisory Salary Range 11, Open/Promotional-Dual Certification, six months eligibility
  - F. Motion by \_\_\_\_\_, second by \_\_\_\_\_, to establish an Eligibility List for ADMINISTRATIVE ASSISTANT II, SR-40, Open/Promotional-Dual Certification, six months eligibility.

8. CLASSIFICATION REVIEWS

A. Visual Communications Specialist

Modifications to the job description as a result of the discussion at the June PC meeting will be presented as part of this item pending finalization of revisions.

1. Motion by \_\_\_\_\_, second by \_\_\_\_\_, to establish a new classification of Visual Communications Specialist as presented.
2. Motion by \_\_\_\_\_, second by \_\_\_\_\_, to recommend to the SDUHSD Board of Education the establishment of a new salary range of 11, \$80,324-\$94,651, on the Management Salary Schedule for Visual Communications Specialist (steps to be calculated by the Director of Fiscal Services).

**DISCUSSION/INFORMATION ITEMS (See Supplements)**

9. STAFF COMMENTS ON PERSONNEL ACTIVITIES

- A. Vacancy Report
- B. Personnel List Report
- C. Other

10. CORRESPONDENCE

SDCOE Personnel Commission Budget Approval

11. PUBLIC COMMENTS

The Public Comments Section of the meeting provides the opportunity for individuals to address items that are not on the agenda. In accordance with the Brown Act, Personnel Commissioners may not engage in a discussion of non-agenda items or issues raised during public comments except to 1) acknowledge receipt of the information, 2) refer to staff for further study, or 3) refer the matter to the next agenda.

- A. California School Employees Association
- B. San Dieguito Union High School District
- C. Public

12. NEXT PERSONNEL COMMISSION MEETING

The next regular meeting of the Personnel Commission is scheduled for Tuesday, August 13, 2019, at 3:30 P.M. in the San Dieguito UHSD Board Room, 710 Encinitas Blvd., Encinitas, CA 92024.

13. ADJOURNMENT

**San Dieguito Union High School District  
PERSONNEL COMMISSION**

**Regular Meeting Minutes**

3:30 P.M., June 11, 2019  
710 Encinitas Blvd., Encinitas, CA 92024  
San Dieguito Union High School District Office - Board Room

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**REGULAR MEETING/OPEN SESSION**

1. CALL TO ORDER  
The meeting was called to order at 3:33 p.m. by JOHN BAIRD.
2. PLEDGE OF ALLEGIANCE  
Commissioner Baird led the pledge of allegiance.

Members in Attendance

John Baird  
Jeff Charles  
Justin Cunningham

Staff in Attendance

Susan Dixon, Director  
Barbara Bass, Human Resources Analyst  
Kathy Potter, Human Resources Technician

Guests

|                     |                        |
|---------------------|------------------------|
| Carmen Blum         | Debbie Johnson         |
| Dawn Campbell       | Margy Lara             |
| Diane Caron         | Agustin Lopez Clemente |
| Matt Colwell        | Dan Love               |
| Tina Douglas        | Tina Peterson          |
| Sheila Graciano     | Joann Schultz          |
| Alex Guerrero       | Joel Van Hooser        |
| Robert Haley, Ed.D. |                        |

3. APPROVAL OF THE AGENDA FOR THE JUNE 11, 2019, PERSONNEL COMMISSION REGULAR MEETING.  
It was moved by JUSTIN CUNNINGHAM, seconded by JEFF CHARLES, to approve the agenda for the June 11, 2019, Personnel Commission Regular Meeting (with the change to move Item 7B. from an action item to a discussion item) CSEA Labor Representative, Paul Valen requested this change because he could not attend due to illness.  
*Passed unanimously with 3 Ayes*
4. APPROVAL OF THE MINUTES FOR THE MAY 14, 2019, PERSONNEL COMMISSION REGULAR MEETING.  
It was moved by JEFF CHARLES, seconded by JUSTIN CUNNINGHAM, to approve the minutes for the May 14, 2019, Personnel Commission Regular Meeting.  
*Passed unanimously with 3 Ayes*

**ACTION ITEMS**

5. ELIGIBILITY LISTS TO BE APPROVED

- A. It was moved by JUSTIN CUNNINGHAM, seconded by JEFF CHARLES, to approve an Eligibility List for HUMAN RESOURCES TECHNICIAN, SR-42, Open/Promotional-Dual Certification, eligibility from 5/10/19.
- B. It was moved by JEFF CHARLES, seconded by JUSTIN CUNNINGHAM, to approve an Eligibility List for INSTRUCTIONAL ASSISTANT SpEd-BEHAVIOR INTERVENTION, SR-36, Open/Promotional, eligibility from 5/17/19.  
*Both passed unanimously with 3 Ayes*

6. ELIGIBILITY LISTS TO BE ESTABLISHED

- A. It was moved by JUSTIN CUNNINGHAM, seconded by JEFF CHARLES, to establish an Eligibility List for ACCOUNTING ASSISTANT, SR-40, Open/Promotional-Dual Certification, six months eligibility.
- B. It was moved by JEFF CHARLES, seconded by JUSTIN CUNNINGHAM, to establish an Eligibility List for CUSTODIAN, SR-32, Open/Promotional-Dual Certification, six months eligibility.  
*Both passed unanimously with 3 Ayes*

7. CLASSIFICATION REVIEWS

- A. District Office Secretary to Receptionist  
It was moved by JUSTIN CUNNINGHAM, seconded by JEFF CHARLES, to reclassify the position assigned to the District Office Reception Area from Secretary, Range 36 to Receptionist, Range 32. *Director Dixon presented an overview of this assignment including current representative duties, duties which had been anticipated and the need for staffing the assignment at the front area from 8 AM to 4:30 PM during District Office hours. In addition, she informed the commission that the employee had been advised about choices available to her per the Rules & Regulations for Classified Service. Commissioner Baird inquired about “Y” or “Star” Rating as well as the definition of “reclassification” per Ed Code 45101(e)and(f). Director Dixon stated that one of the options offered to the incumbent was to accept employment as a Secretary in a vacant position at the same rate of pay and same work year as her current assignment so she will not experience any change in earnings.*  
*Passed unanimously with 3 Ayes*
- B. The Visual Communications Specialist was moved to a Discussion Item (See Item 3 for context).
- C. Payroll Technician
  - 1. It was moved by JEFF CHARLES, seconded by JUSTIN CUNNINGHAM, to revise the class description for Payroll Technician as proposed.
  - 2. It was moved by JUSTIN CUNNINGHAM, seconded by JEFF CHARLES to recommend to the SDUHSD Board of Education reallocation of Payroll Technician from Range 44 to Range 46 based on newly assigned duties with a higher level of responsibility.  
*Both passed unanimously with 3 Ayes*

**DISCUSSION/INFORMATION ITEMS (See Supplements)**

- 7. B. Visual Communications Specialist (moved from Action Items)  
Director Dixon provided background on the need for a communications position as well as an overview of the process used to draft the job description. She explained that there are many types of communications positions and that this one is a hybrid of production and management-level responsibilities. Commissioner Cunningham acknowledged the need for this type of assignment based on his experience as a superintendent and what he has seen in the media. Commissioner Baird stated he thought there had been a position previously specific to communications which had been eliminated due to lack of funds. Director Dixon suggested he was referring to a position which had been eliminated

in 2010 which had responsibility related to technical aspects of updating the website and other forms of media. Commissioner Baird stated the position is clearly not a management position and further stated that there are definitions for “management positions” in the Educational Employment Relations Act, PERB decisions and court cases. In addition, the title suggests it is not management and there are no supervisory duties. Commissioner Baird also believes that definitions under FLSA and federal law would not exclude it from the bargaining unit. He also stated it’s been brought to his attention that a contracted employee is performing these duties and he would like to have that investigated because it could be a circumvention of the purpose of a merit system. Commissioner Cunningham asked about modifying the title and whether negotiations, specifically being privy to information, is part of the definition of management under the EERA. He suggested the role may be more consistent with a “coordinator” or “developer” title. Director Dixon responded to concerns expressed by explaining that she applied the job description to criteria outlining what constitutes management and exempt positions but that she would review the criteria listed under the EERA. Her understanding of the assignment is that it will be responsible for managing the communications program and that managing people is not a criterion for management designation. She explained her application to the FLSA criteria and believes that the position meets all three criteria and that the pay is fair and consistent with the spirit of the intent of exemption from overtime. She suggested that the unique hours of the assignment would be problematic for a bargaining unit position. Additionally, the individual will be part of the superintendent’s cabinet so he/she can hear and understand the issues and priorities of the District to develop and implement a communications plan. Commissioner Charles said after reading the description many times, he kept coming back to the cross purposes/confusion of the two roles - there are both managerial and production/contributor elements. He also commented on the use of “Visual” in the title because when looking at the managerial pieces of the assignment it would be Director of Communications or Communications Manager. Commissioner Charles also spoke about districts staffing an Associate Superintendent of Public Affairs and acknowledged the difficulty in finding comparisons to a hybridized assignment like this one. He believes the assignment will grow over time and may result in the need for a director but ultimately at this point the job seems like two people. Commissioner Charles also pointed out that given the responsibility for regulatory compliance, the education requirement does not seem to match. Commissioner Baird provided follow up from the discussion stating that other bargaining unit positions such as Theater Technician and Custodian Floater have varying hours so the need for flexible hours does not mean it cannot be a bargaining unit position. Director Dixon stated that the discussion provided her with information in which to follow up and that she would try to meet with Mr. Valen to find out his reason for wanting to attend this meeting. She clarified for Commissioner Baird the role of the Classification Advisory Committee and how although only the three management appointed members vote on management recommendations, the three CSEA members are presented with the recommendation and participate in the discussion to provide input in advance of the recommendation being brought to the commission. Superintendent Haley provided additional information and addressed several points from the discussion. He explained that an individual was contracted to perform some communications duties in light of the immediate need for communications improvement which was expressed to him by all individuals with whom he met upon starting in his role as superintendent as well as knowing the anticipated length of time it takes to establish a classification through our process. He spoke to the wide variety of communication roles in districts including those that have a communications department. Superintendent Haley acknowledged Commissioner Cunningham’s statement related to the need to have someone on staff to convey the district’s message or someone else will. He provided the reasons he considers the assignment to be management-level. He further spoke to the continuing evolution of this type of assignment. Superintendent Haley explained that in our organizational structure, he considers himself the public information officer or he may have occasion to delegate that role to an associate superintendent; however, we need an individual to ensure that the correct information gets to the media. The discussion ended with further comments about the title and how that needs to be reconsidered (e.g. Communications Coordinator).

8. PROPOSED RULE REVISION 14.3

Director Dixon informed the commissioners that this was a last minute addition to the agenda based on phone calls she had received during the previous week from potential School Bus Driver applicants and wanted to be clear that Mr. Colwell had not had an opportunity to give the revision consideration so she was not representing that he was in support of the revision. The biggest issue she has experienced in terms of salary placement with recruiting is due to the portion of the existing rule which specifies that if someone is brought in at a step higher than 1, everyone not at that step needs to be advanced to the new hire's step. Commissioner Baird would like to see the revision be more clear that higher step placement can be considered. Director Dixon stated the proposed revision mirrors the existing language in the bargaining unit agreement. Commissioner Cunningham brought up how competitive the market is for bus drivers and how this revision would be beneficial. Commissioner Charles walked through scenarios to determine whether the language would be injurious to existing employees. Distinctions between the board, superintendent and commission's role were discussed. Director Dixon will meet with Matt Colwell and the District and report back next month.

9. STAFF COMMENTS ON PERSONNEL ACTIVITIES

- A. Vacancy Report
- B. Personnel List Report
- C. Other

10. CORRESPONDENCE

Director Dixon distributed the 2020 CSPCA Conference flyer sent by George Cole

11. PUBLIC COMMENTS

The Public Comments Section of the meeting provides the opportunity for individuals to address items that are not on the agenda. In accordance with the Brown Act, Personnel Commissioners may not engage in a discussion of non-agenda items or issues raised during public comments except to 1) acknowledge receipt of the information, 2) refer to staff for further study, or 3) refer the matter to the next agenda.

- A. California School Employees Association – CSEA President, Matt Colwell thanked Director Dixon, the commissioners and everyone else involved for a great, well-attended Employee of the Year event.
- B. San Dieguito Union High School District – Tina Peterson received many comments from Classified employees praising a “great” Employee of the Year celebration. Tina also commented that Director Dixon has spent a lot of time on classification work.
- C. Public – Carmen Blum inquired about Rule 13.1. which remains in the discussion stage.

12. NEXT PERSONNEL COMMISSION MEETING

The next regular meeting of the Personnel Commission is scheduled for Tuesday, July 9, 2019, at 3:30 P.M. at San Dieguito UHSD office, 710 Encinitas Boulevard, Encinitas, CA 92024.

13. ADJOURNED – 5:10 PM

**San Dieguito Union High School District  
PERSONNEL COMMISSION**

**Special Meeting  
Public Hearing**

**Appeal of Employee Discipline**

12:30 P.M., June 20, 2019

Sunset High School, 684 Requeza Drive, Room #F2, Encinitas, CA, 92024

This special meeting was a continuation of a public hearing to appeal employee discipline. The evidentiary portion of the hearing occurred in open session on January 16 & 17 and March 21, 2019.

1. **SPECIAL MEETING/OPEN SESSION**

A. Call to Order..... Commission Chair  
The meeting was called to order at 12:35 P.M. by John Baird, Commission Chair.

Members in Attendance

John Baird  
Jeff Charles  
Justin Cunningham

Staff in Attendance

Susan Dixon, Director

Hearing Officer

Kristine E. Kwong

2. **PLEDGE OF ALLEGIANCE**

The pledge of allegiance was led by Commissioner Baird.

3. **APPROVAL OF THE AGENDA**

Motion by Justin Cunningham, seconded by Jeff Charles, to approve the agenda for the June 20, 2019 Special Meeting of the Personnel Commission.  
Passed unanimously with 3 Ayes

4. **PUBLIC COMMENTS REGARDING ITEM 5**

In accordance with the Brown Act, special meeting public comments are limited to items listed on the agenda.

Public comments were presented by the following:

Carmen Blum, Translator/Interpreter  
Jacob Grillot, Attorney, Currier & Hudson  
Jose Castrellon, Custodian Floater  
Michael Breyette, Senior Labor Relations Representative, CSEA

5. **ADJOURN TO CLOSED SESSION**

The commission adjourned to closed session at 1:20 P.M. to Deliberate the Decision Regarding Appeal of Employee Discipline. – Personnel Matter. Government Code Sections 11126 & 54957(b).

**San Dieguito Union High School District  
PERSONNEL COMMISSION**

**Special Meeting  
Public Hearing - Appeal of Employee Discipline**

12:30 P.M., June 20, 2019

*Sunset High School, 684 Requeza Drive, Room #F2, Encinitas, CA, 92024*

6. **RECONVENE TO OPEN SESSION**

The commission reconvened to open session at 3:39 P.M.

7. **REPORT OF ACTION TAKEN IN CLOSED SESSION**

Commissioner Baird reported that the commission decided to modify the suspension from the recommended eight days to three days. The written decision will be forwarded to all parties once it is finalized and the commissioners sign the document.

8. **NEXT MEETING OF THE PERSONNEL COMMISSION**

The next regular meeting of the Personnel Commission is scheduled for Tuesday, July 9, 2019, at 3:30 PM in the District Office Large Board Room 101, 710 Encinitas Boulevard, Encinitas, CA 92024.

9. **ADJOURNMENT**

The meeting adjourned at 3:41 P.M.



**San Dieguito Union High School District  
Personnel Commission  
Eligibility List  
Open/Promotional - Dual Certification**

**Effective: 6/20/19  
Expiration: 12/20/19**

**Accounting Assistant**

| <b>Rank</b> | <b>Applicant ID</b> |
|-------------|---------------------|
| 1           | 2010613             |

S. Dixon

| <b>Classification Review Report</b>             |   |
|---|---|
| Classification                                  | Visual Communications Specialist              |
| Classification Type                             | Classified Management                         |
| Salary Range                                    | Proposed New Range 11                         |
| Prepared By                                     | Susan Dixon, Director of Classified Personnel |
| Submission to Classification Advisory Committee | May 28, 2019, June 3, 2019                    |
| Submission to Personnel Commission              | June 11, 2019                                 |
| Agenda Item                                     | Establishment of New Classification           |

**Background Information**

Personnel Commission staff met with Superintendent Haley and Tina Douglas, the Associate Superintendent of Business Services, to discuss the District’s intent to add a new classified position with essential functions specific to managing a communication program and performing related tasks. Communication is an area in our District which has been identified as needing improvement. At this time, the District does not employ any staff whose primary responsibility is focused on communication. The addition of a staff member devoted to performing a broad range of communication duties will improve all stakeholders’ access to information about District events, programs, and accomplishments. Dr. Haley and Ms. Douglas shared the type of tasks which will be assigned to the new position and this information was used to draft the proposed job description included in this report.

Duties will include: designing, producing, enhancing and managing content on the District’s website and social media accounts; producing publications; and marketing and branding of the District to publicize District programs, services and accomplishments. The incumbent in the classification will serve as a member of the Administrative Council (leadership team) with significant strategic planning and decision-making responsibility as it relates to information on the District’s website and all forms of social media. The position will report to the Superintendent.

**Sources of Information**

Robert A. Haley, Ed.D., Superintendent  
 Tina Douglas, Associate Superintendent of Business Services  
 Joint Powers Authority, San Diego County Office of Education  
 Comparable districts in San Diego County

**Salary Compensation Review**

It was a challenge to find assignments which matched this classification. Although this type of classification seems to be a growing trend among school districts, there does not appear to be a benchmark type assignment. Some large school districts staff a communications unit with a director who has responsibility for planning and managing the communications functions and overseeing a group of employees who perform a variety of hands-on tasks to implement a communications plan. Other districts may employ a single communications specialist who is often within the technology department and reports to the IT director. Incumbents may perform the full range of

communication duties including: verbal, (e.g. serving as the spokesperson for a district); written, (e.g. writing speeches or correspondence to parents); visual, (e.g. photography, videography, graphic design); website and social media management; as well as branding and marketing of the district. There are even some communication classifications with responsibility for determining crisis response plans, or planning/coordinating large-scale events. Still others, perhaps because the district is large enough to staff a communications unit, have a more narrow scope of responsibility.

The proposed SDUHSD classification of Visual Communications Specialist is a hybrid type assignment in that it will have responsibility for hands-on production and artistic tasks (photography, videography, design) combined with the overall management of the District's visual communication program with significant autonomy in planning and decision-making related to branding and marketing the District. As a direct report to the superintendent, this incumbent will be tasked with primary responsibility for managing a large portion of the District's overall communication program.

In light of not being able to find a comparable assignment, the classifications reported below for salary allocation consideration are to capture the value of the production-type duties that are part of this assignment. They are not represented as exact matches to this classification for a number of reasons; most notably because they do not have the level of responsibility inherent in the SDUHSD assignment. In other words, it serves as a starting point for salary allocation consideration.

| District          | Salary Range        | Job Title                         | Minimum Salary | Maximum Salary |
|-------------------|---------------------|-----------------------------------|----------------|----------------|
| Escondido Union   | Range 52            | Digital Communications Specialist | \$58,201       | \$74,281       |
| MiraCosta College | Management 23       | Digital Marketing Coordinator     | \$69,935       | \$77,964       |
| Sweetwater Union  | Office/Technical 68 | Web/Video Services Specialist     | \$64,968       | \$79,932       |
|                   |                     |                                   |                |                |
| Average           |                     |                                   | \$64,368       | \$77,392       |

The average range of pay for a director in our comparison districts who oversees a program that is specific to communications is \$101,214 - \$123,454. Director-level classifications should not be used as comparisons, similar to the production classifications listed above, because the incumbent in this classification will not manage a staff of employees, serve as district spokesperson, or manage all aspects of a communication program. However, this incumbent will be the designated manager to plan and make decisions related to communications. As such, a 10% differential to credit the assignment with the appropriate level of responsibility and decision making it will have would place the value of the assignment at a range of \$70,805 - \$85,132. As is the case with management and supervisory assignments reviewed, due to the District's change in the benefits structure by moving from flex dollars to an on salary schedule formula, the posted range on the management salary schedule to achieve the net value of the assignment would be approximately \$80,324 - \$94,651.

**Recommendation**

Establish a new classification of Visual Communications Specialist as presented on the attached job description. Recommend to the SDUHSD Board of Education, the establishment of a new salary range of 11, \$80,324 – \$94,651, on the Management Salary Schedule for Visual Communications Specialist (steps to be calculated by the Director of Fiscal Services).

Vote by Committee Members:

| Vote | Member               | Vote | Member               |
|------|----------------------|------|----------------------|
| NA   | Matt Colwell, CSEA   | Yes  | Dan Love, Admin      |
| NA   | Debbie Johnson, CSEA | Yes  | Marley Nelms, Admin  |
| NA   | Margy Lara, CSEA     | Yes  | Tina Peterson, Admin |

## VISUAL COMMUNICATIONS SPECIALIST

### JOB SUMMARY

Under general direction from the Superintendent, the Visual Communications Specialist administers the District's digital communications program by designing, producing, implementing and managing digital content on the District's website, social media accounts and print publications; serves as a member of the Administrative Council (Leadership Team) in determining the strategic plan related to marketing District events, services, and achievements and the branding of the District; develops methods and processes to ensure the highest level of District communications.

### REPRESENTATIVE DUTIES

The position description describes the general nature of work performed.

### ESSENTIAL FUNCTIONS

The Visual Communications Specialist may perform any combination of the following:

- Collaborates with school site and district administration to identify programs, events, and other activities to highlight; determines priorities and plans work schedule accordingly.
- Develops and implements communication and social media standards, goals and priorities; coordinates and maintains the District's digital presence, marketing, and branding goals and objectives; reviews and updates as necessary.
- Takes photos and records videos to provide information as well as highlight and market District events, services and accomplishments.
- Edits photos and videos using standard editing techniques and software; creates and produces digital products to inform students, parents, staff, and the public; markets the attributes of the District.
- In collaboration with others, creates, posts, and updates content on the District Website and social media accounts; determines appropriate style and layout to effectively communicate desired outcomes.
- Determines the artistic and visual layout for District website pages, social media, and print materials. Reviews and updates District website pages and social media accounts to improve overall aesthetics.
- Reviews legislation, stays current with changes, and ensures compliance related to government mandates and best practices for displaying information (e.g. online accessibility).
- Develops training materials and delivers trainings to users on various systems (e.g. web, communication) to inform users of best practices, current/standardized templates and professional etiquette when using systems for communication.
- Performs programming and coding tasks to ensure functionality of website and related links, forms, and documents; works with representatives from the web provider and other staff members to resolve issues related to the website.
- Monitors and tracks website and social media activity to gather data; analyzes data to inform decisions related to optimizing exposure and improving the capacity for communications.
- Monitors digital communications to ensure delivery of the communication and marketing strategic plan.
- Designs graphics using standard design techniques and software.
- Collaborates with District administration to add visuals to print content for brochures and other promotional materials.
- Develops timelines and priorities for visual communications projects and publications.

## **VISUAL COMMUNICATIONS SPECIALIST**

- Oversees and manages a budget for visual communications.
- Records and posts District board meetings to website.
- Keeps current with visual media communications software, technologies and trends. Maintains organized electronic files of content and associated records.
- Communicates orally and in writing with a wide variety of staff, agencies and District stakeholders.
- Develops effective working relationships with District staff, vendors, and others contacted in the course of performing assigned duties.
- Performs other job-related duties as assigned.

### **JOB REQUIREMENTS: MINIMUM QUALIFICATIONS**

#### **KNOWLEDGE OF:**

- Principles and practices of visual communications, marketing and branding.
- Current technologies, methods and channels for delivering effective visual communications.
- Fundamentals of graphics, photography, video, layout and production for print, web, and social media.
- Photography, videography, and related imaging and editing software.
- Web design, development and associated software programs and programming languages.
- Principles, practices and legislation related to maintaining content on websites and social media.
- Correct English usage, grammar, spelling, punctuation and vocabulary
- Principles and practices of electronic file management for visual content and associated records.
- Navigation, settings, postings, editing, and professional etiquette when using social media.
- Laws, codes, rules, regulations and policies associated with publishing visual communications such as photographs, videos and graphics.

#### **ABILITY TO:**

- Use a variety of visual communications-related technologies, software, equipment, tools and delivery methods.
- Apply best practices when implementing visual communications, marketing and branding for the District.
- Adhere to ethics, standards and laws when publishing visual communications.
- Analyze situations accurately and recommend an effective course of action.
- Plan, initiate, prioritize, and organize work within established timelines.
- Keep current with trends in the visual communications field and associated technology applications.
- Attend District and school events and meetings to take photographs and record videos.
- Maintain organized files of visual content and associated records.
- Develop and maintain cooperative and professional relationships with others.
- Communicate and coordinate activities and project with other agencies and District staff.
- Maintain accurate and organized electronic files and records.

### **EDUCATION AND EXPERIENCE**

Any combination of education and experience equivalent to an Associate's degree in Digital Media Arts or closely related field and four years of experience related to visual and graphic design for print, web, and social media including experience in video production and photography. Experience in a school setting is preferred.

### **DISTINGUISHING CHARACTERISTICS**

**VISUAL COMMUNICATIONS SPECIALIST**

The Visual Communications Specialist is a single position classification within the Superintendent’s Office. The position is exempt with a work schedule that will vary considerably depending upon District events. Evening and weekend work is a regular part of this assignment. The incumbent serves as a member of the Superintendent’s Administrative Council with significant strategic planning and decision-making responsibility as it relates to information on the District’s website and all forms of social media.

**REQUIRED TESTING**

Pre-employment testing and assessment is required in order to demonstrate the minimum qualifications for the position.

**LICENSING AND CERTIFICATION REQUIREMENTS**

Valid California Class C driver license and evidence of insurability.

**CONTINUING EDUCATION/TRAINING**

Participation in ongoing job-related training as assigned.

**CLEARANCES**

California Department of Justice (DOJ) and Federal Bureau of Investigation (FBI) background (fingerprint) clearance; pre-employment physical examination including tuberculosis (TB) and drug screen clearances.

**WORKING ENVIRONMENT**

This assignment requires the ability to travel to various locations to interview, photograph and record videos of events, meetings, and other activities. The usual and customary methods of performing the job functions require the physical demands outlined below. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.

Demands: Frequency Definitions Based on an 8-Hour Day:

Never = 0%

Seldom = 1-10% (<45 minutes)

Occasionally = 11-33% (up to 3 hours)

Frequently = 34-66% (up to 6 hours)

Continuously = 67-100% (more than 6 hours)

|                         |  |
|-------------------------|--|
| Seldom                  | stooping/bending, squatting/crouching, climbing/balancing, kneeling, twisting back   |
| Seldom/Occasionally     | pushing and pulling, reach above shoulder, reach at shoulder   |
| Occasionally            | walking, standing, lifting 11-25 lbs. at waist height, carrying 11-25 lbs. up to 25 feet, lifting up to 10 lbs. overhead or at shoulder height, carrying up to 10 lbs. up to 25 feet |
| Occasionally/Frequently | handling/simple grasping, sitting, neck flexion/rotation, fingering/fine manipulation, reach below shoulder  |

**AUDITORY, ORAL OR VISUAL REQUIREMENTS**

**VISUAL COMMUNICATIONS SPECIALIST**

Auditory and oral communications ability is required to hear and clearly communicate with others within the course of performing the essential functions of the job. Vision ability to see near, distant, color, depth and peripherally.

**ENVIRONMENTAL CONDITIONS**

Indoor office work environment and outdoor environment for covering events.

**FLSA STATUS**

Exempt



# SAN DIEGUITO UNION HIGH SCHOOL DISTRICT

## VACANCY REPORT 7/03/19

Classified Personnel

24 current/pending vacancies in 12 different job classifications

| SITE      | SLOT  | JOB TITLE  | Hrs/Wk | FTE  | STATUS                               |
|-----------|-------|--|--------|------|--------------------------------------|
| DO        | AA000 | Accounting Assistant                               | 40     | 1.00 | Selection interview end of July 2019 |
| DO        | AJ649 | Accounting Technician                              | 40     | 1.00 | Selection interview end of July 2019 |
| Nutrition | AA108 | Administrative Assistant II                        | 40     | 1.00 | Selection interview end of July 2019 |
| Nutrition | AL928 | Nutrition Services Operations Supervisor           | 40     | 1.00 | Selection interview end of July 2019 |
| TP        | AL905 | Theater Technician                                 | 40     | 1.00 | Selection interview end of July 2019 |
| SpEd      | AL594 | Occupational Therapist                             | 50     | 1.00 | Selectopm interview end of July 2019 |
| TRANS     | AI895 | School Bus Driver                                  | 20     | 0.50 | Continuous recruitment               |
| TRANS     | AA498 | School Bus Driver                                  | 20     | 0.50 | Continuous recruitment               |
| SDA       | AA417 | Instructional Assistant SpEd Non-Severe            | 19.5   | 0.49 | Continuous recruitment               |
| CV        | AJ885 | Instructional Assistant SpEd Behavior Intervention | 30     | 0.75 | Selection interview end of July 2019 |
| ATP       | AI365 | Instructional Assistant SpEd Behavior Intervention | 27.5   | 0.61 | Selection interview end of July 2019 |
| ATP       | Ai616 | Instructional Assistant SpEd Behavior Intervention | 27.5   | 0.61 | Selection interview end of July 2019 |
| LCC       | AG366 | Instructional Assistant SpEd Severe                | 30     | 0.75 | Selection interview end of July 2019 |
| ATP       | AI551 | Instructional Assistant SpEd Severe                | 27.5   | 0.61 | Selection interview end of July 2019 |
| ATP       | AJ674 | Instructional Assistant SpEd Severe                | 27.5   | 0.61 | Selection interview end of July 2019 |
| ATP       | AA418 | Instructional Assistant SpEd Severe                | 27.5   | 0.61 | Selection interview end of July 2019 |
| CV        | AF717 | Instructional Assistant SpEd Non-Severe            | 19.5   | 0.49 | Continuous recruitment               |
| DG        | AI017 | Nutrition Services Assistant I                     | 12.5   | 0.31 | Continuous recruitment               |
| CV        | AI916 | Nutrition Services Assistant I                     | 12.5   | 0.31 | Continuous recruitment               |
| LCC       | AA261 | Nutrition Services Assistant I                     | 12.5   | 0.31 | Continuous recruitment               |
| SDA       | AL907 | Custodian  | 40     | 1.00 | Selection interview mid July 2019    |
| TP        | AL906 | Custodian  | 40     | 1.00 | Selection interview mid July 2019    |
| LCC       | AA130 | Custodian  | 40     | 1.00 | Selection interview mid July 2019    |
| EWMS      | AA129 | Custodian  | 40     | 1.00 | Selection interview 2019             |

## PERSONNEL LIST

### CLASSIFIED PERSONNEL

#### Employment

1. **Classified Substitutes**, per attached supplement.
2. **Coaches**, employment for the 2018-19 school year per attached supplement through 06/30/19.

#### Change in Assignment

1. **Espinoza, Monica**, from Nutrition Services Supervisor, Supervisory SR4, 87.50% FTE, Carmel Valley Middle School to 100.00% FTE, San Dieguito High School Academy and Oak Crest Middle School, effective 05/13/19.
2. **Garay, Claudia**, from Nutrition Services Assistant I, SR25, 37.50% FTE, Carmel Valley Middle School to Custodian, SR32, 100.00% FTE, San Dieguito High School Academy, effective 05/13/19.
3. **Ritchie, Atsuko**, from Nutrition Services Assistant I, SR25, 31.25% FTE, Diegueno Middle School to 43.75% FTE, effective 05/20/19.

#### Release of Probationary Employee

1. **Employee Number 608-006**, Custodian, SR32, 100.00% FTE, La Costa Canyon High School, effective 05/10/19.

#### Resignation

1. **Liu, Min**, Accounting Assistant, SR40, 100.00% FTE, District Office-Finance Department, effective 05/14/19.
2. **Newman, Heather**, Occupational Therapist, SR60, 100.00% FTE, District Office-Special Education Department, effective 06/14/19.

sj  
06/06/19  
classbdagenda

## **Classified Personnel Supplement, June 6, 2019**

### **Classified Substitutes**

Derrett, Denise, effective 05/15/19.  
Martinez Villagomez, Marco, effective 05/10/19.  
Palmer, Alexandra, effective 05/01/19.  
Reyes-Serrano, Britney, effective 05/09/19.  
Vargas, Miguel, effective 04/30/19.

### **Coaches**

#### **CCA – Walk-on**

Davis, Taylor, Boys Lacrosse, Varsity Assistant, Canyon Crest Academy, Spring Season, effective 04/15/19.

#### **LCC – Walk-on**

Gorman, Erin, Cheer, Varsity Head, La Costa Canyon High School, Fall Season, effective 07/01/19.  
Grimes, Isa, Girls Tennis, Varsity, Fall Season, effective 07/01/19.

#### **SDA – Walk-on**

Grah, Gunnar, Boys Volleyball, Junior Varsity Head, Spring Season, effective 03/14/19.  
Mazariegos Leon, Jose, Boys Soccer, Junior Varsity Head, Winter Season, effective 04-16-19.  
Aguilar, Sergio, Boys Soccer, Freshman Head, Winter Season, effective 04-10-19.

#### **TP – Walk-on**

Epple, Garrett, Boys Lacrosse, Varsity Assistant, Torrey Pines High School, Spring Season, effective 02/12/19.  
Parlier, Timothy, Football, Varsity Assistant, Torrey Pines High School, Fall Season, effective 02/25/19.

## PERSONNEL LIST

### CLASSIFIED PERSONNEL

#### Employment

1. **Classified Artist in Residence**, employment for the 2018-19 school year per attached supplement through 06/30/19.
2. **Classified Substitutes**, per attached supplement.
3. **Coaches**, employment for the 2019-20 school year per attached supplement through 06/30/20.
4. **Laity, Jennifer**, Human Resources Technician, SR42, 100.00% FTE, District Office – Human Resources, effective 06/07/19.

#### Change in Assignment

1. **Kondragunta, Swarupa**, from Nutrition Services Assistant I, SR25, 31.25% FTE, Carmel Valley Middle School to 37.50% FTE, effective 05/24/19.

#### Resignation

1. **Vijoe, Massie**, Instructional Assistant-SpEd (S), SR36, 75.00% FTE, Oak Crest Middle School, effective 06/14/19.

**Classified Personnel Supplement, June 20, 2019**

**Classified Artist in Residence**

Daniels, Arwen, Torrey Pines High School, Dance, effective 05/14/19.

**Classified Substitutes**

Braganca, Josue, effective 05/23/19.

Geelhoed, Glenn, effective 05/24/19.

**Coaches**

**TPHS – Walk-on**

Malo, Sarah, Cheer, Assistant, Torrey Pines High School, Fall Season, effective 05/01/19.



San Diego County Office of Education Main Campus  
6401 Linda Vista Road, San Diego, CA 92111  
858-292-3500 | www.sdcoe.net

June 24, 2019

Ms. Susan Dixon  
Director of Classified Personnel  
San Dieguito Union High School District  
710 Encinitas Boulevard  
Encinitas, CA 92024-3357

Dear Ms. Dixon:

In accordance with the provisions of Education Code 45253, the County Superintendent of Schools has approved the 2019-20 Personnel Commission budget for the San Dieguito Union High School District in the amount of \$417,417.

The budget submitted reflects an increase over the Personnel Commission's 2018-19 budget. If during the year, the school board approves any budget amendments for the Personnel Commission, please forward a copy of the changes to our office.

The San Dieguito Union High School District Governing Board should include the above amount of \$417,417 in the 2019-20 regular general fund adopted budget.

Sincerely,

Brent Watson  
Executive Director  
District Financial Services

BW:VS

Cc: Dawn Campbell, Director of Fiscal Services, San Dieguito Union High School District