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Member of the AFL-CIO

The nation's largest
independent classified
employee association



May 17, 2024

Via Electronic Mail:
spullum@hartnell.edu

Shawn Pullum
Chapter President 470

Re: Memorandum of Understanding (MOU) – Layoff Impacts and Effects

Dear President Pullum:

I have received the Memorandum of Understanding (MOU) regarding the Layoff Impacts and Effects between the Hartnell Community College District and California School Employees Association and its Hartnell Chapter 470.

It has been reviewed in accordance with Policy 610. I have found no apparent violation of law, CSEA's Constitution and Bylaws, or Policy.

Ratification for this MOU **is** required.

Please provide your Labor Relations Representative with the ratification date so that we may update our records.

Please ensure your chapter complies with the Ratification Meeting requirements as identified in your chapter constitution and Policy 610 Ratification Notice.

I would like to take this opportunity to acknowledge the time and effort spent by you and the Negotiating Committee in negotiations. Your involvement and dedications are truly appreciated.

Please feel free to contact my office if you have any questions or concerns.

Sincerely,
CALIFORNIA SCHOOL EMPLOYEES ASSOCIATION

Debra Cole
Field Director

DC/js

Cc: Rebecca Delameter, Regional Representative 70; Donnell Fassler, Area C Director;
Isabela Telles, Labor Relations Representative; Chapter 470 Contract File

MEMORANDUM OF UNDERSTANDING
BETWEEN THE
HARTNELL COMMUNITY COLLEGE DISTRICT
AND THE
CALIFORNIA SCHOOL EMPLOYEES ASSOCIATION AND ITS CHAPTER 470
Re: Layoff of Classified Employee Services 2024-2025 Fiscal Year

On May 3, 2024, the Hartnell Community College District (“HCCD”) and the California School Employees Association and its Chapter 470 (“CSEA”) (hereinafter collectively referred to as “parties”) met to negotiate the impacts and effects surrounding the HCCD’s notice to effect the layoff of positions of the classified service due to a lack of work and/or lack of funds in the 2024-2025 fiscal year. Pursuant to Resolution No. 24:5 of the Hartnell Community College District Board of Trustees dated March 5, 2024, it was resolved to lay off classified positions in the CSEA bargaining unit, effective in the 2024-2025 fiscal year as follows:

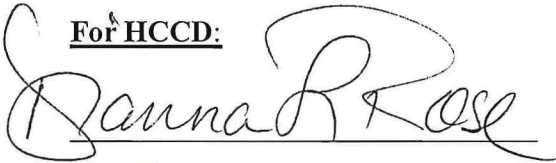
| POSITION TO BE LAID OFF | FTE |
|-------------------------|-----|
| Web Administrator | 1.0 |

To these ends, the HCCD and CSEA (“parties”) hereby agree as follows:

1. As a result of the elimination of the Web Administrator position, the parties agree to create a new job classification to be added to the bargaining unit with the title of Communication and Marketing Specialist. The new job description is attached hereto.
2. The position shall be equivalent to 1.0 FTE, 8 hours per day, 5 days per week, Monday through Friday.
3. The parties agree that the new position will be placed at Range 34 of the CSEA Classified Salary Schedule, and assigned to Classification Family 4.
4. The parties agree that the following duty will be transferred to the IT Project Facilitator: Prioritize, schedule, track, and manage new projects.
5. All remaining work or duties not expressively captured under the new Communication and Marketing Specialist position and that was previously assigned to and performed by the laid off Web Administrator position will not be transferred to any person inside or outside of the classified bargaining unit.
6. No volunteer or short-term employee shall perform any of the work or duties previously assigned to and performed by the laid off position.

7. The HCCD agrees not to create new classifications doing the same duties in full or in part of the Web Administrator position.
8. The HCCD agrees not to expand any contracting out of work described in the Web Administrator position.
9. The HCCD agrees that this layoff shall not create workload impacts to other employees of the bargaining unit.
10. The district will follow the parties' collective bargaining agreement and the Education Code surrounding reemployment rights for those members affected by layoff unless the parties have reached a settlement agreement.
11. This agreement represents the parties' understanding of all impacts and effects of these layoffs as of the date of this agreement. However, both parties understand that either may raise any new issue connected to this layoff in the future should they arise.
12. Any disputes arising from this MOU shall be subject to the grievance procedures outlined in the parties' collective bargaining agreement.

For HCCD:





For CSEA:





Date: 5/15/24



HARTNELLCOLLEGE

| | |
|---|-------------------------|
| Position: Communications and Marketing Specialist | Position Number: |
| Department/Site: Public Communications and Marketing Office | FLSA: Non-exempt |
| Reports to: Director of Communications, Marketing & Public Relations | Salary Range: 34 |

DESCRIPTION:

Under general supervision, provides professional communications and marketing support to the Director of Communications, Marketing and Public Relations and College departments; assists with the development, implementation and integration of social media, informational and marketing programs, campaigns and materials; oversees consistency of College branding, messaging, and voice across print, website and other digital platforms; assists with media relations; analyzes and reports on campaign metrics and key performance indicators; and performs related duties as assigned.

REPRESENTATIVE DUTIES:

- Provides professional support to the College and departments with the development and implementation of marketing, informational and community outreach campaigns and communications including assisting with the development of print, website and digital content.
- Coordinates and implements social media and digital outreach and informational campaigns including developing digital content, placing social media ad buys and selecting platforms; maintains consistency of College message and brand across multiple platforms; researches and responds to comments and inquiries; may assist in print and other media advertising buys, placement and performance tracking.
- Analyzes and reports on website, social media and other marketing campaign metrics used for campaign optimization and reporting; analyzes user engagement, impressions/reach, return on investment, etc., and recommends campaign enhancements and improvements.
- Oversees and performs website content management; ensures content is timely, consistent with College branding and voice, and aligns with the College's mission, vision and values.

- Assists with the development and maintenance of Collegewide print and visual assets standards and protocols; reviews departmental work for College branding, image and messaging consistency; ensures proper use of College logos and other marks.
- Proofreads and edits a wide variety of written materials; performs basic editing on photography, video and other digital media.
- Researches, designs, develops and arranges the publication of communications and marketing materials for internal and external communications including brochures, flyers, newsletters, forms, maps, calendars, directories, advertisements and other publications; functions as a photographer and graphic artist as required.
- Assists with College media relations and sports information; drafts press releases and distributes once approved; represents and performs the duties of the Community and Marketing division during formal and informal Emergency Operations activations.
- Researches, collects and compiles information, including statistical and financial data from a variety of sources for various projects and special and periodic reports; organizes and maintains department records management systems including digital image and media library.
- Manages ADA compliance for the College website and other marketing media; conducts accessibility audits for web content and provides training and support for faculty and staff on best practices for accessibility for website and other media products.

Other Functions:

- Attends and may represent the College at local, regional, state and national conferences, and with community and business groups.
- Oversees and participates in the planning and implementation of College marketing-related events.
- Provides administrative and clerical support for the department as assigned by supervisor, including purchasing, contracting and related activities as needed.
- Performs other related duties as assigned.

KNOWLEDGE, SKILLS AND ABILITIES:**Knowledge of:**

- Principles, methods and practices applicable to the design and implementation of public relations, community outreach and marketing programs.
- Newsworthiness, storytelling and what makes content interesting from the target audience's perspective.

- Principles of social media marketing including knowledge of social media channels, online engagement strategies, and platform analytic tools.
- Web content management systems usage at a level needed to create, edit and publish digital content on websites and mobile platforms.
- Direction, goals, objectives, policies, procedures and practices of College brand, image and digital communication strategy.
- Common issues and challenges facing a diverse population of community college students.
- Event planning, workshop organization and meeting facilitation practices.
- District budgeting, payroll and general accounting system operations, practices and procedures.
- Methods, practices, terminology and procedures used in print and graphic design.
- Digital cameras, videography and photographic techniques.
- Graphic arts and digital design tools in the Adobe Creative Suite used for digital imaging editing, graphics creation, and page layout design and production.
- Research methods and analysis techniques.
- Principles and practices of sound business communication; correct English usage, including spelling, grammar and punctuation.
- Federal, state and local laws, regulations and court decisions governing area of assignment including Family Educational Rights and Privacy Act (FERPA).

Skills and Abilities to:

- Perform a variety of specialized professional-level communications, marketing and public relations activities related to the development, implementation and promotion of the College's story, programs and services.
- Ask effective questions and develop rapport/trust with story subjects in order to develop engaging print, visual, audio and video content.
- Draft press releases and maintain positive media relations.
- Provide information and guidance within a professional setting on marketing and promotional strategies to meet District strategic and other goals.
- Write, proofread and copy edit highly detailed collateral and digital information and identify errors, conflicts, omissions and other problems quickly and with a high degree of accuracy.
- Interpret, apply and explain policies and procedures and reach sound decisions in assigned areas of responsibility.

- Communicate effectively, both orally and in writing.
- Compose clear, concise and comprehensive analyses, correspondence, reports, studies, agreements, presentations and other written materials from limited instructions.
- Operate a computer and use standard business software.
- Exercise tact and diplomacy in dealing with sensitive, complex and confidential student issues and situations.
- Establish and maintain collaborative and effective work relationships with those contacted in the performance of required duties.
- Demonstrate an understanding of, sensitivity to, and appreciation for the academic, ethnic, socio-economic, disability, and gender diversity of students and staff attending or working on a community college campus.

EDUCATION AND EXPERIENCE:

A bachelor's degree with coursework in marketing, business communications, public relations or a related field and two years of progressively responsible professional experience involving marketing and communications, public relations and/or the implementation of multi-platform social media campaigns; or an equivalent combination of training and experience.

LICENSES AND OTHER REQUIREMENTS:

- A valid California driver's license and the ability to maintain insurability under the College's vehicle insurance program or the ability to travel to other College campuses and locations.
- Bilingual skills in a designated second language is desired.

PHYSICAL EFFORT/WORK ENVIRONMENT:

Office environment; constant interruptions; dexterity of hands and fingers to operate a computer keyboard; sitting for extended periods; bending at the waist, kneeling or reaching to retrieve and file records.