



**Career Service Board Meeting #2296**  
**Minutes**  
**Thursday, September 15, 2016, 9:00 a.m.**  
**Webb Municipal Building**  
**201 W. Colfax Ave, Fourth Floor, Room 4.G.2**

**Gina Casias (Chair)**  
**Patti Klinge (Co-Chair)**  
**Neil Peck**

**I. Opening:** *Meeting called to order at 9:04 a.m.*

- 1. Approval of the Agenda for the September 15, 2016 Board Meeting.**  
*The Board unanimously approved the agenda for the September 15, 2016 meeting.*
- 2. Approval of the Minutes for the August 18, 2016 Board Meeting.**  
*The Board unanimously approved the minutes for the August 18, 2016 meeting.*

**II. Board Comments:** *None.*

**III. Public Comments:** *None.*

**IV. Public Hearing:**

1. Public Hearing Notice No. 528 – Prevailing Wage – Baggage Handlers

*Alena Duran, Classification and Compensation Analyst from the Office of Human Resources, presented Public Hearing Notice No. 528 to the Board.*

*Ms. Duran proposed the following for classifications in the Baggage Handling System Maintenance series:*

<u>Classification</u>	<u>Current Wage</u>	<u>Proposed Wage</u>
Entry-Support Mechanic	\$21.29 per hour	No change
Machinery Maintenance Mechanic	\$25.83 per hour	\$27.98 per hour
Controls System Technician	\$32.04 per hour	No change

*The Board unanimously approved Public Hearing Notice No. 528.*

2. Public Hearing Notice No. 527 – Proposed Revision of Career Service Rule 14 (Separation Other than Dismissal)

*Dani Brown, Human Resources Manager with the Office of Human Resources, presented Public Hearing Notice No. 527 to the Board.*

*Ms. Brown outlined each of the proposed changes for Rule 14.*

*Board member, Neil Peck, asked about the language in the suggested change for Rule 14-10 B where it states that delivery of notifications via U.S. mail, courier, or e-mail require a certificate or proof of delivery. Mr. Peck wondered if the key word should be “delivery” or “receipt”. He said that a document may be delivered, but this does not guarantee receipt.*

*Ms. Brown said that the rule places emphasis on delivery rather than receipt because there are cases when an employee may choose not to open an envelope that is delivered to their home or they may decline service when a delivery attempt is made.*

*Rob Nespor, Assistant City Attorney, agreed with Ms. Brown and stated that with respect to service, all of the rules place importance on delivery rather than receipt because they cannot control whether or not someone opens a letter. He said that once a document has been delivered, the city has fulfilled its obligation.*

*Ms. Brown moved on to the proposed changes for Rule 14-21 and said they have recently been amended. She said Chief Elias Diggins from the Denver Sheriff's Department pointed out that the proposed changes unintentionally affect how the rule may be interpreted. As a result, this portion of the rule will be reverted back to the original language.*

*With regard to Rule 14-31 A.2, Marilyn Carroll, Administrator II from the Office of Human Resources Leave Administration team, indicated that the proposed changes are not necessary and said these changes do not provide any needed solutions.*

*In response to Ms. Carroll's comments, Ms. Brown said that she will withdraw the proposed changes for 14-31 A.2.*

*The Board unanimously approved Public Hearing Notice No. 528 with the amendments that were outlined.*

**V. Director's Briefing:**

1. *Karen Niparko, Executive Director of the Office of Human Resources, explained that over the past year, the need to create greater awareness of the city's employment opportunities has become apparent. As a result, an employment brand was created to increase the city's pipeline of job candidates. Ms. Niparko introduced Diane Vertovec, Marketing and Communications Manager in the Office of Human Resources. Ms. Vertovec presented an overview of the new employment brand and explained the research that was involved in creating the new campaign.*

*Ms. Vertovec's slide presentation is included at the end of this document.*

**VI. New Cases: None.**

**VII. Pending Cases:**

1. *Robert Roybal v. Department of Safety, Denver Sheriff's Department, Appeal No. 47-15A  
The Career Service Board affirmed the Hearing Officer's decision, written order to follow.*
2. *Marion Stewart v. Denver Sheriff's Department, Appeal Nos. 38-15A and 60-15A  
The Career Service Board affirmed the Hearing Officer's decision, written order to follow.*
3. *Wayne Jochem v. Department of Safety, Denver Sheriff's Department, Appeal No. 25-15A  
The Career Service Board reversed the Hearing Officer's decision and reinstated the discipline imposed by the agency, written order to follow.*
4. *Desiree Archuleta v. Department of Safety, Denver Sheriff's Department, Appeal No. 45-15A  
The Career Service Board reversed the Hearing Officer's decision and reinstated the discipline imposed by the agency, written order to follow.*

**VIII. Executive Session:**

*The Board went into executive session at 9:53 a.m. to discuss cases and staffing matters.*

*The Board re-convened the meeting at 11:03 a.m.*

**IX. Adjournment: Adjournment was at 11:03 a.m.**

Ms. Vertovec's Employment Branding Presentation:

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 **DENVER**  
OFFICE OF HUMAN  
RESOURCES

# Talent Acquisition / Employment Branding

## CS Board of Directors

September 15, 2016

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 **DENVER**  
OFFICE OF HUMAN  
RESOURCES

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## Employment Brand & Purpose

The City and County of Denver employs over 11,000 people in a vast array of jobs across the city.

- 67,000 people will apply for jobs in 2016
- 124,000 job applications will be submitted and processed

### Employment Brand Strategic Role

- Competitive market
- Low unemployment rate
- Attract and retain talent
- Employee's market



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## Employment Brand & Purpose

### Market Conditions

- Historic growth
- Increased demand for services
- Over 1,000 CCD jobs to fill



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## Project Phases

1. Research & Discovery
2. Marketing Strategy
3. Creative Concepts & Campaign



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## Segments, Targets & Techniques

### Three Segments

New to Workforce  
Young Professionals  
Established in Career

### Three Targets

Job Seekers  
Currently Employed  
CCD Employees

### Three Techniques

Opinion Polls  
Focus Groups  
Interception Interviews

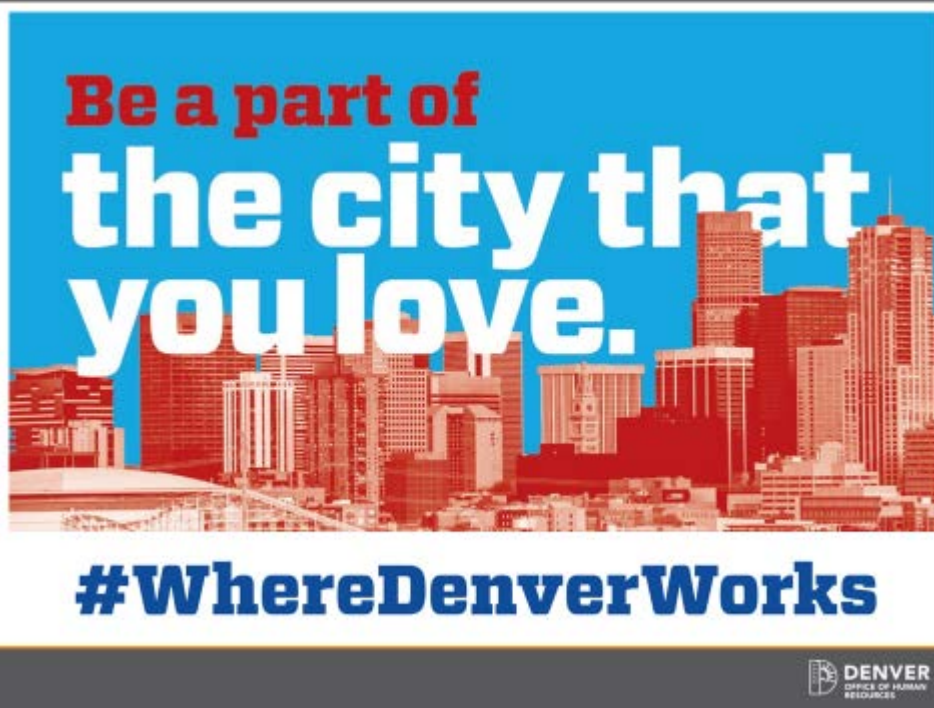


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## Audience Beliefs

### All target audiences believe:

- there is a great culture at CCD
- they want the sense of camaraderie that is perceived at the city
- a career with the city puts them at the center of the action
- working with the city on exciting projects outweighs some of the negative perceptions





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## Next Steps

- DMO/Mayor's Communications Office
- HR Community
- Mayor's Office
- Citywide Marketing
- CS Board
- Mayoral Cabinet
- Agency Tour
- CCD Citywide Introduction
- Market Introduction
- 2017 Mass Media Advertising Campaigns

