



Career Service Board Meeting #2308
Minutes
Thursday, March 16, 2017, 9:00 a.m.
Webb Municipal Building
201 W. Colfax Ave, Fourth Floor, Room 4.G.2

Gina Casias (Co-Chair)
Patti Klinge (Co-Chair)
Patricia Barela Rivera

- I. Opening: Meeting called to order at 9:09 a.m.
1. Approval of the Agenda for the March 16, 2017 Board Meeting.
The Board unanimously approved the agenda for the March 16, 2017 meeting.
2. Approval of the Minutes for the March 2, 2017 Board Meeting.
The Board unanimously approved the minutes for the March 2, 2017 meeting.

II. Board Comments: None.

III. Public Comments: None.

IV. Public Hearing:

- 1. Classification Notice No. 1536 – Minimum Wage Increase

Alena Duran, Classification and Compensation Analyst from the Office of Human Resources, presented Classification Notice No. 1536 to the board.

Ms. Duran said that due to the State of Colorado's recent increase in the minimum hourly wage from \$8.31 to \$9.30, current pay ranges and pay structures were reviewed to ensure compliance. As a result of this review, Ms. Duran proposed revisions to the following pay schedules

Training and Intern Schedule

Table with 3 columns: Pay Grade, Current Hourly Rate, Proposed Hourly Rate. Row 1: 403-A, \$8.31, \$9.30

Community Rate Schedule

Table with 3 columns: Pay Grade, Current Hourly Rate, Proposed Hourly Rate. Row 1: 111-Z, \$8.75-\$11.99, \$9.30-\$12.74

The following classifications had pay rate and/or pay grade changes:

Table with 3 columns: Classification Title, Current Pay Grade & Range, Proposed Pay Grade & Range. Rows include Mayor's Youth Worker, Recreation Trainee, Golf Cart Attendant, Library Aide, Park Seasonal Laborer, Golf Starter and Ranger.

Boating Ranger	323-Y (\$14.69-\$18.74)	118-Z (\$14.27-\$19.25)
Recreation Assistant	110-Z (\$8.31-\$11.38)	111-Z (\$9.30-\$12.74)
Lifeguard	111-Z (\$8.75-\$11.99)	111-Z (\$9.30-\$12.74)
Usher	310-Z (\$8.31-\$10.60)	111-Z (\$9.30-\$12.74)

Ms. Duran also proposed the abolishment of the following pay grades:

<u>Pay Grade</u>	<u>Hourly Rate</u>
110-Z	\$8.31-\$11.38
310-Z	\$8.31-\$14.79
402-A	\$8.31

Ms. Duran said that in order to reduce the administrative burden of maintaining two pay schedules, all classifications in the Short Range pay schedule were moved to the Community Rate schedule. She said these classifications are all seasonal or on-call and involve similar types of duties.

Since classifications were removed from the Short Range pay schedule, Ms. Duran requested an addendum be made to Classification Notice No. 1536. This addendum requests the abolishment of the Short Range schedule immediately, rather than posting the abolishment and bringing it before the board at the April 6 meeting. She said the abolishment was not included in the posting for the current classification notice due to some confusion as to when the ordinance and rule portions were required to take place within the process.

Board co-chair Patti Klinge asked if the addendum is required to be posted prior to the board meeting.

Ms. Duran responded that it is not required to be posted and said that addendums have been brought before the board in the past without having been posted.

Bob Wolf, Assistant City Attorney, asked if any employees will be affected by the abolishment.

Ms. Duran responded that there will be no employees affected.

Mr. Wolf then indicated that he did not see a problem with the addendum to the classification notice.

The Career Service Board unanimously approved Classification Notice No. 1536 with the addendum proposing the abolishment of the Short Range pay schedule.

V. Director's Briefing:

1. Diane Vertovec, Marketing and Communications Manager from the Office of Human Resources, presented Phase 2 of Talent Acquisition's branding campaign. Ms. Vertovec provided a review of the new employment brand and the research behind it. She explained that there will be four-week advertising campaigns launched in the spring and fall of 2017. She said the spring campaign will launch soon and will include ads in numerous locations, such as billboards, RTD light rails and buses, and Denver International Airport. Ms. Vertovec said a 15-second ad will also be played at many local theaters.

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

2. Cindy Bishop, Director of Talent Acquisition from the Office of Human Resources, presented an overview of the 2017 diversity and inclusion recruiting strategy. Her presentation included data reflecting the current level of diversity among city employees and identified areas in need of improvement. She said the Talent Acquisition team will be working to recruit for a

more diverse applicant pool and strive for more diversity among employees in leadership roles.

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

3. *Karen Niparko, Executive Director of the Office of Human Resources, informed the board that the Career Service Hearing Office has been given approval to move forward with Hightail, a new file sharing program to securely transmit large case files.*
4. *Ms. Niparko said that the Office of Human Resources' Talent Acquisition team has completed a compliance review of the Department of Safety's HR hiring authority delegation. This is an annual review of hiring practices as required under Rule 3, Executive Order 135, and the Office of Human Resources' departmental orders. She said the Department of Safety's HR practices passed the compliance review. No areas of absolute noncompliance were found, but some other areas are being addressed collaboratively.*
5. *Ms. Niparko also told the board that Rory McLuster, Deputy Director of the Office of Human Resources, recently met with Valerie McNaughton, Hearing Officer from the Career Service Hearing Office, regarding citywide mediation training. Ms. McLuster shared with Ms. McNaughton that the Office of Human Resources has trained staff and, as the board requested, will handle the upcoming manager mediation education.*

VI. Pending Cases:

1. *Krishna Colquitt v. Department of Human Services, Appeal No. 34-15A
The Career Service Board affirmed the Hearing Officer's decision, written order to follow.*
2. *Anna Romero v. Department of Safety, Denver Sheriff Department, Appeal No. 28-16A
The Career Service Board affirmed the Hearing Officer's decision, written order to follow.*
3. *Steven Roybal v. Department of Safety, Denver Sheriff Department, Appeal No. 44-16A
The Career Service Board affirmed the Hearing Officer's decision, written order to follow.*

VII. Executive Session:

The Board went into executive session at 10:35 a.m. to discuss staffing matters and the following case:

1. *Isabelle Rocha v. Denver Department of Safety, Denver Sheriff Department, Appeal No. 19-16A
The Career Service Board affirmed the Hearing Officer's decision, written order to follow.*

The Board re-convened the meeting at 11:21 a.m.

VIII. Adjournment: *Adjournment was at 11:21 a.m.*

Ms. Vertovec's Talent Acquisition Branding Campaign-Phase 2 presentation:



Talent Acquisition Advertising Campaign

Office of Human Resources – Career Service Board

March 16, 2017



Talent Acquisition Advertising Campaign

Objective

- Attract the best and brightest
- Enhance employee engagement

Key Market Segments

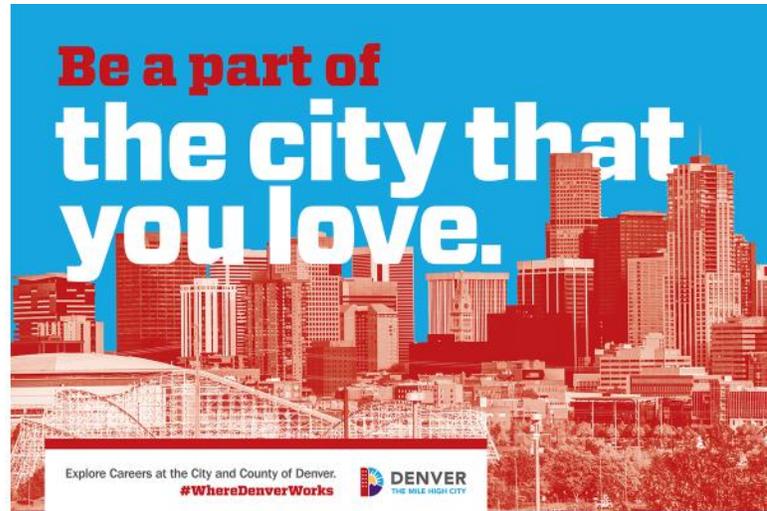
- New to Workforce
- Young Professionals
- Established in Career

Research Review

- Denver is the hottest place to live AND an appealing place to work
- Shaping the city's future



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Campaign Strategy

- Highlight the love people have for the city
- Working at the city is a great opportunity
- Career growth, personal satisfaction and a source of pride
- Build the future and make a difference
- Four-week campaign during peak hiring demand periods
 - March/April
 - September/October



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Employee Spotlights



Media Mix

- Transit Ads
- Denver International Airport
- Movie Theater Ads
- Denver Business Journal
- Digital Campaign
- Direct Marketing
 - Career Fairs

Annual Budget

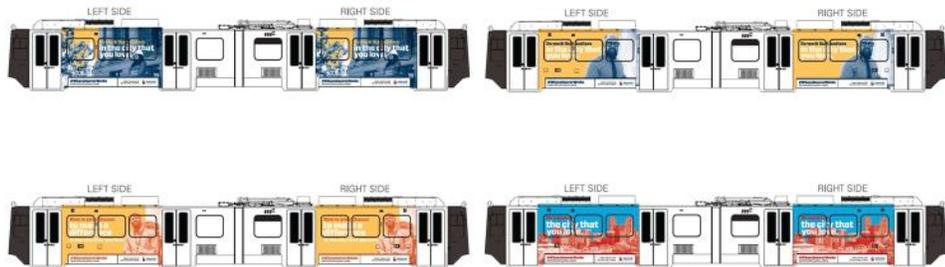
- \$150,000/Two Campaigns

Billboards/Bus Interiors/Light Rail Interiors



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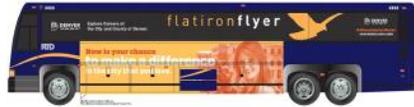
Light Rail Kongs



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Flatiron Flyer Wrap



16th Street Bus Wrap



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Launch/Next Steps

- Video Job Descriptions
- PW Video
- Employee Video Spotlights

Measures of Success

- \$80,000 Spring Campaign Budget
- Increase Total Applications
- Increase Unique Applications
- Drive Jobs Page Web Traffic



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Talent Acquisition 2017

Office of Human Resources, MARCH 16, 2017



Hire the Best Talent in the City

- Talent Acquisition Update
 - 2016 Foundational Changes
 - What's Ahead in 2017
- Diversity Recruiting Enhancements
 - How Do We Measure Up
 - Enhancements in 2017

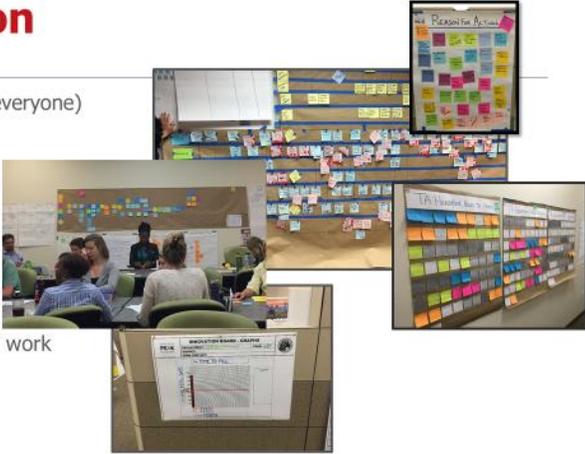


2016 Foundational Changes

- Pre-employment Assessment Program Revamp
- Centralized the Recruiting Team
- Centralized Onboarding
- Launched New Talent Brand
- Revised Rule 3
- Neogov replacement approved (Workday Recruiter)
- Peak Partnership
- Developed Analytics for measurement and improvement

TA Peak in Action

- Black Belts (5) and Green Belts (everyone)
- Utilize our peak partnership
- Involve the entire team
- Current state & future state
- Understand the current metrics
- Set the goal
- Identify lead and lag measures
- Define and document standard of work
- Execute
- Measure the results





Focus on the Goal

*Hire the Best
Faster*

**Time to fill average
60 days**

Post-to-Offer Accept

2015 83 days average	2016 77 days average	2017 60 days average
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What our clients can expect

- ✓ Stronger collaboration to fill 3500-4000 positions
- ✓ Start to finish support
- ✓ Strategically focused with tactical execution
- ✓ Ongoing improvements with testing and assessments
- ✓ Inspiring, inviting and informative job postings
- ✓ Ideal candidates
- ✓ Interview & Selection training for hiring teams
- ✓ Seamless offer and onboarding
- ✓ Hire the **BEST** talent for our organization, faster



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1/19/17

Be a Part of The City That You Love

- Billboards
- Buses
- Trains
- Movie Theater
- Airport Ads
- Denver Business Journal
- LinkedIn Ads
- Facebook Ads
- Career Fairs
- Job Videos

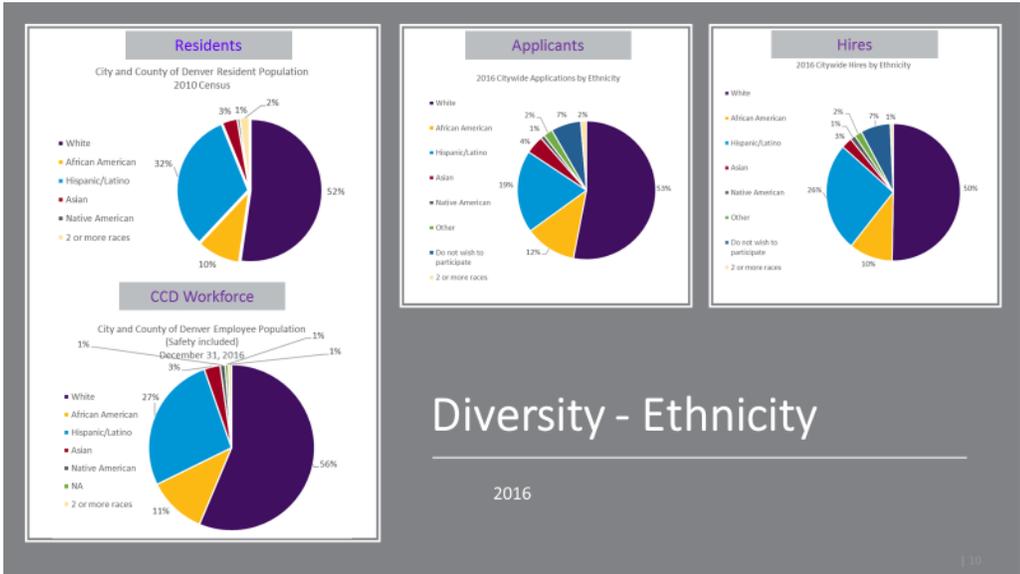
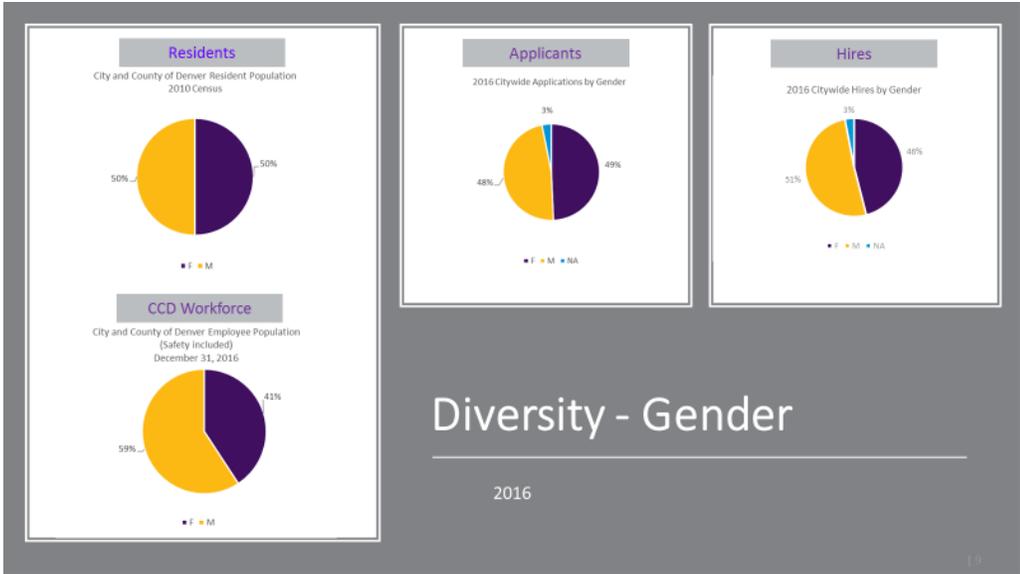


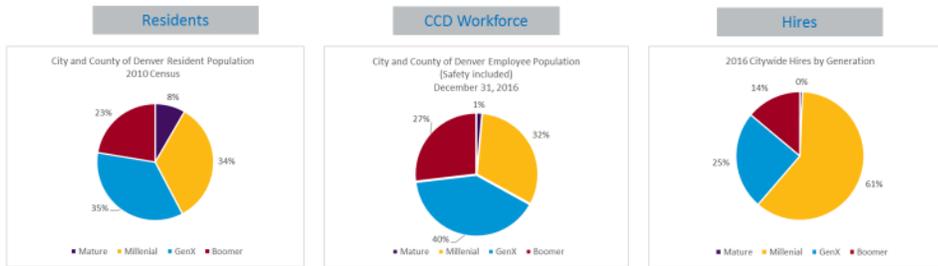
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Diversity Recruiting Enhancements

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Diversity - Generational

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CURRENT OUTREACH



- Job Posting and Advertising
 - ZipRecruiter, Indeed, Strive, and Organizations & Associations (SWE, WIT, NSBE, SHPE), LinkedIn Groups
- Existing Recruiter Networks
 - Urban League
 - Talent Inclusion Engagement Diversity (TIED)
 - Hispanic Chamber of Commerce
 - Denver African American Chamber of Commerce
 - National Pan-Hellenic Council
 - Local Colleges, Universities and Trade Schools
- Outreach and Events
 - Cabinet in the Community
 - Hispanic and Multi-Cultural job fairs
 - Veterans fairs, outreach events
 - Disability job fairs
 - College job fairs and events

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2017 Enhancements

- Focus on diversity in leadership
- Expand our outreach
 - Job posting distribution through Professional Diversity Network (PDN)
 - Additional targeted diversity associations and schools HBCU's (Alumni)
 - Leverage relationships already in place, such as Urban League and TIED
 - Partner with Human Rights & Community Partnerships (HRCP)
 - Expand "Be a part of the City you love" campaign with a focus on diversity and inclusion: videos and website enhancements
 - Utilize internal networks to create "City Ambassadors"
- Increase internal awareness and knowledge around diversity and inclusion
 - Provide quarterly workforce snapshots to agencies
 - Initiate and engage in conversations to help increase awareness and drive change
- Grow and develop employees from within
 - OHR Workforce Readiness initiative
 - Learning and Development: Navigating your next job with the city, Exploring your decision to be a front line supervisor
 - Provide assessments for employees to outlining opportunities for development



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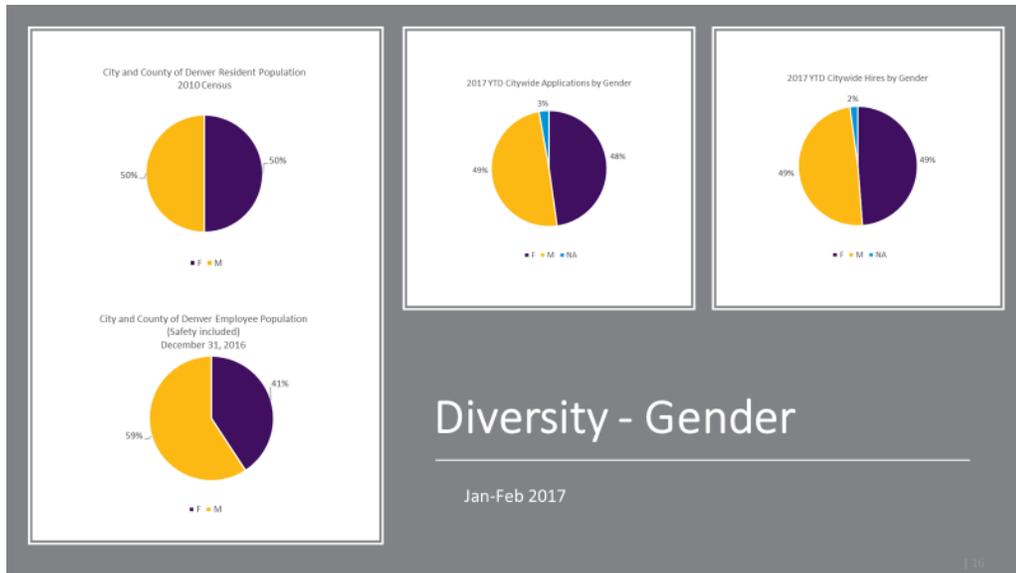


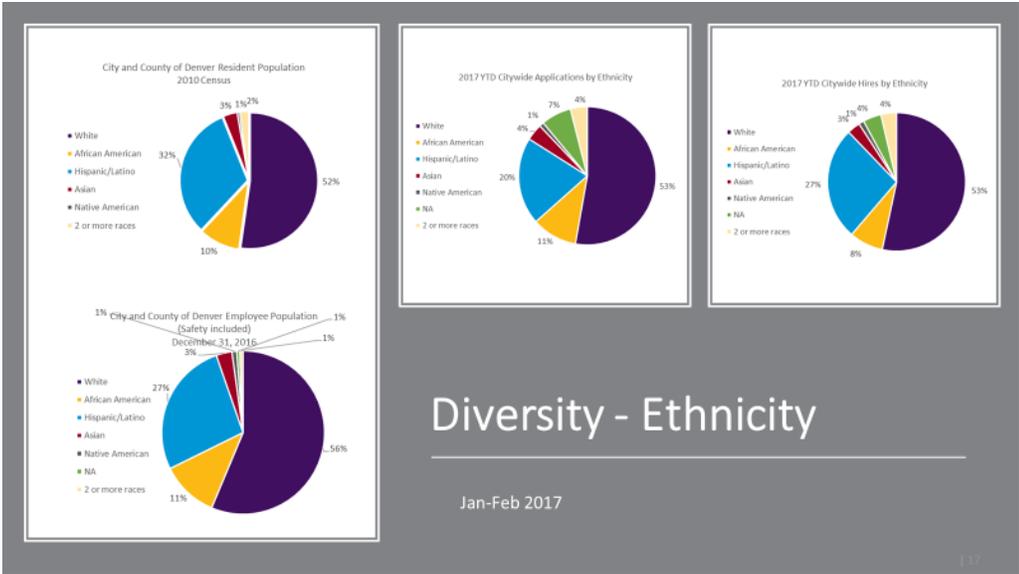
Serving the City
OHR Talent Acquisition Team

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Additional references

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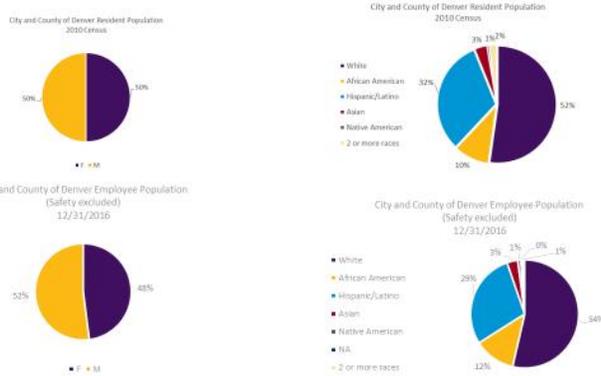




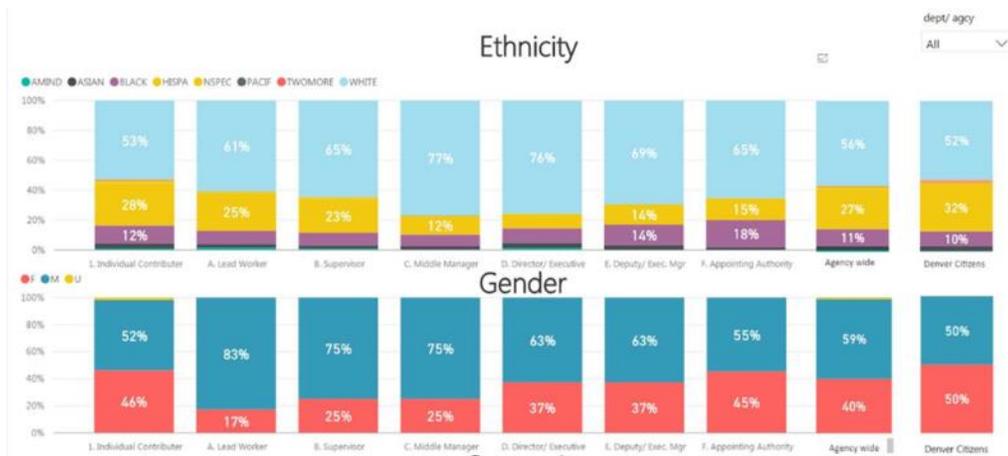
CCD Workforce, minus safety



CCD Workforce, minus safety



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Areas to Improve



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