



STATE OF ARKANSAS
**Department of Finance
 and Administration**

**OFFICE OF PERSONNEL MANAGEMENT
 Administrator's Office**
 1509 West Seventh Street, Suite 201
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 Little Rock, Arkansas 72203-3278
 Phone: (501) 682-1823
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March 24, 2015

Senator Bart Hester, Co-Chairperson
 Representative Douglas House, Co-Chairperson
 Uniform Personnel Classification and
 Compensation Plan Subcommittee
 Arkansas Legislative Council
 State Capitol Building, Room 315
 Little Rock, Arkansas 72201

Dear Co-Chairs:

The Office of Personnel Management (OPM) submits a request from the Arkansas Department of Veterans Affairs (ADVA) for your review.

The ADVA is requesting one (1) position from the position pool established by Arkansas Code Annotaed §21-5-225 (a) (1). The classification requested along with the position being surrendered is listed below:

<u>POSITION SURRENDERED</u>	<u>TITLE</u>	<u>CLASS CODE</u>	<u>GRADE</u>
22094514	Public Information Specialist	P027C	C116

CLASSIFICATION REQUESTED

Public Information Coordinator	P013C	C120
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JUSTIFICATION

The Arkansas Department of Veterans Affairs is requesting to surrender the position listed above and requests a Public Information Coordinator, grade C120, from the position pool.

ADVA is the designated advocate and resource for over 250,000 veterans statewide, which represents expenditures of 1.6 million annually from U.S. Dept. of Veterans Affairs. Many of these individuals are unaware of benefits and services available to assist them after service to their country. In 2012, ADVA experienced negative press as a result of miscommunication and lack of information regarding benefits and services available to Arkansas veterans. These events led to a huge negative impact on the agency.

Senator Bart Hester, Co-Chair
Representative Douglas House, Co-Chair
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The agency will utilize this position to create a positive image for ADVA by providing updated information to veterans and potential employers. In addition, this position will direct and supervise the community outreach activities of ADVA across the state.


The Office of Personnel Management has reviewed this request and **recommends** the approval of one pool position for the classification of Public Information Coordinator, P013C, grade C120 for the remainder of FY 2015 and FY 2016.

Your approval of this request is greatly appreciated.

Sincerely,



Kay B. Terry
State Personnel Administrator


Chief Fiscal Officer of the State

MAR 20 2015

Date

KBT/jd:1-2



STATE OF ARKANSAS

Department of Veterans Affairs

501 Woodlane Drive, Suite 230C
Little Rock, AR 72201
Phone: (501) 683-1787 / Fax: (501) 682-4833

Asa Hutchinson
Governor

Matt Snead
Director

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OFFICE OF PERSONNEL MGMT
CLASS & COMP

March 19, 2015

Ms. Kay Barnhill Terry
Administrator
Office of Personnel Management
1509 West 7th Street, Room 201
Little Rock, AR 72201

RE: Pool Position Request – Public Information Coordinator

Dear Ms. Terry,

It is essential to the Agency's mission that we employ a Public Information Coordinator, Grade C120, Class Code P013C. In return, we would like to surrender the currently authorized (vacant) Public Information Specialist position, Grade C116, Class Code P027C.

The ADVA is the state's designated advocate and resource for 250,000 Veterans who, together, represent a \$1.6 billion annual economic impact from U.S. Dept. of Veterans Affairs expenditures alone. Veterans across the state are unfamiliar with the benefits they have earned through their service and with the public and private resources available to them. This lack of information imposes many negative impacts on Veterans, their families and their communities, including missed economic opportunities and unaddressed health issues which all too frequently result in physical and/or mental decline, joblessness and homelessness.

The ADVA, through collaborative efforts with key stakeholders and through operational analysis, has identified critical success factors that must be addressed in order for the Agency to successfully accomplish its' mission. This pool position request is essential to the successful execution of the ADVA's strategy. The knowledge, skills, abilities, and work experience required by the ADVA for this public information role are not adequately addressed by the Public Information Specialist job title and pay grade.

Since 2012 when issues with the Little Rock Veterans Home emerged and resulted in rampant negative press and misinformation, the Agency has struggled to establish a positive image that reflects its values and commitment to Veterans and their families. Subsequent highly publicized issues within the U.S. Veterans Healthcare System have further distorted the ADVA's image because the public generally confuses the ADVA with the federal Veterans Administration.

A positive image is essential to the ADVA's ability to act as a trusted hub of information to both Veterans and potential employers, to deliver outstanding customer service to Arkansas' Veterans; and to inform communities and local leaders of the value that Veterans offer. These benefits include the fact that Veterans represent a highly skilled workforce that offers significant economic value to employers.

The ADVA intends to market this value to employers, which will reduce joblessness and homelessness rates among Veterans. In addition, this public-private collaboration will make Arkansas more attractive to Veterans and will drive economic growth to the State.

Veteran issues are highly visible and politically charged. The ADVA requires a Public Information Coordinator who takes an active posture with strategic communication and brand management to deliver a clear message to Veterans, the public, the business community and to elected representatives. This position will direct and supervise the community outreach activities of ADVA across Arkansas. Utilizing new media, this position will also develop collaboration initiatives to provide a single source for Veterans,

businesses and communities to connect with available public and private resources. In addition, this position will manage legislative analysis and governmental communications.

The return on investment to the Agency, to Veterans and to Arkansas through this exchange will be tremendous!

Thank you for your consideration of this request.

Sincerely,

A handwritten signature in black ink, appearing to read 'MS', is written over the typed name.

Matt Snead
Director

Cc: Karen Watkins, CFO
Sara Terry, Human Resources Analyst



DEPARTMENT OF FINANCE & ADMINISTRATION
Office of Personnel Management
Request for Pool Position

Business Area	Agency/Institution	Date
0385	Department of Veterans Affairs	03/19/15

Position(s) to be Surrendered


Position/Item Number	Classification Title	Pay Grade	Class Code
22094514	Public Information Specialist	C116	P027C


Classification(s) Requested

N/A	Classification Title	Pay Grade	Class Code
	Public Information Coordinator	C120	P013C

I Hereby Certify / Understand That:

- A. The position requested is critical to the operation of this Agency/Institution and a detailed justification for this request is attached. (Justification should be detailed and not less than one typed page in length.)
- B. Sufficient funds are available to fund this position at the requested grade.
- C. This is a full time position that will not be used for any other purpose than that which is outlined in the attached narrative.
- D. The position to be surrendered is the highest grade position available and the loss of this position will not adversely affect the operation of this Agency/Institution.
- E. No current employee will be displaced by this action.

Karen Watkins		Agency Personnel Rep	Date
			03/19/15

Matt Snead		Agency Director	Date
			03/19/15