



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

OFFICE OF PERSONNEL MANAGEMENT
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November 14, 2017

Senator John Cooper, Co-Chairperson
Representative Les Eaves, 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 Educational Television Network (AETN) for your review.

The Arkansas Educational Television Network requests one (1) pool position from the OPM Surrender Pool established by Ark. Code Ann. §21-5-225(a)(1). The agency is also requesting the establishment of a new title and grade for this position. The classification requested with the positions being surrendered are listed below:

<u>POSITIONS SURRENDERED</u>	<u>TITLE</u>	<u>CLASS CODE</u>	<u>GRADE</u>
22133926	Administrative Specialist III	C056C	GS04
22082202	Broadcast Promotion Specialist	P023C	GS06

<u>PROPOSED CLASSIFICATION TITLE</u>	<u>PROPOSED GRADE</u>
AETN Senior Director of Content	GS13

JUSTIFICATION

AETN is requesting to surrender the two positions listed above and requests one (1) position from the OPM position pool, with the creation of a new title AETN Senior Director of Content, grade GS13.

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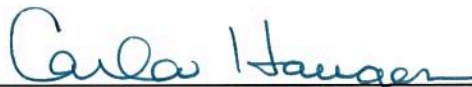
This position, which will function as part of the agency's CEO/Executive Director's Senior Leadership Team, is needed to ensure the continued delivery of quality network programming at AETN. The primary duties of this position will include building digital broadcast infrastructure; developing strategies to expand the viewing audience; enhancing marketing plans and on-air promotions; and creating delivering new cultural, local, and educational programming. OPM estimates that the cost of the proposed surrender is \$12,661.

The Office of Personnel Management (OPM) has reviewed this request and **recommends** the approval of one (1) pool position from the OPM surrender pool and the establishment of the new classification of AETN Senior Director of Content, grade GS13. Your approval of this request is greatly appreciated.

Sincerely,



Kay Barnhill
State Personnel Administrator



Chief Fiscal Officer of the State

OCT 24 2017

Date

KB/jd:1-2



DATE: October 13, 2017

TO: Kay Barnhill
State Personnel Administrator

FROM: Courtney Pledger
AETN Executive Director

RE: Pool Position Request

AETN is requesting a new position, **AETN Senior Director of Content**, that is not part of the State's current Job Class system. This position will be an integral, valued member of the CEO/Executive Director's Senior Leadership Team. The conception of this position is a result of strategic planning sessions involving AETN staff and the commitment to the Governor's efficiency initiatives. In order to remain viable and relevant to the citizens of Arkansas it is necessary to have a position that will focus on the needs of Arkansans; how to deliver quality services; and the different formats that will reach the greatest percentage of our population. Responsibilities will include: creating content and audience development strategies; developing the on-air look and feel of AETN; refresh and maintain AETN's existing local productions; develop and create original local content; refurbish the AETN brand, marketing plans and on-air promotions; increase audience engagement using PBS and AETN content; build infrastructure to enhance communication directly with viewers and supporters; develop strong relationships with the creative community in Arkansas and beyond; lead production changes to deliver content on emerging digital and on-demand platforms; develop digital-first and digital-only videos and series.

These responsibilities cannot be absorbed by an existing position and is essential to AETN's ability to provide quality content for Arkansas; therefore, AETN is requesting a new pool position, **GS13, AETN Senior Director of Content**. A new class code will need to be assigned by OPM. AETN will surrender two (2) positions listed below:

#22133926	Administrative Specialist	GS04
#22082202	Broadcast Promotion Specialist	GS06

AETN certifies that we have sufficient funding available to fill this position.



PBS

• A R K A N S A S E D U C A T I O N A L T E L E V I S I O N N E T W O R K

Thank you for your assistance with this request. Please contact me at 501-682-4183 or Lela Hodges, AETN Personnel Manager, at 501-682-0316 if you have any questions about this pool request.

Attachments



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

Business Area	Agency/Institution	Date
0516	Arkansas Educational Television Network	09/20/17

Position(s) to be Surrendered

Position/Item Number	Classification Title	Pay Grade	Class Code
22133926	Administrative Specialist III	GS04	C056C
22082202	Broadcast Promotion Specialist	GS06	P023C

Classification(s) Requested

N/A	Classification Title	Pay Grade	Class Code
	Senior Content Producer	GS13	

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.

Agency Personnel Rep	Date
<i>Lena B. Hodges</i>	10/13/17

Agency Director	Date
<i>Courtney Pledger by Fred H. Woodrow</i>	10/13/17