



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

**OFFICE OF PERSONNEL MANAGEMENT
 Administrator's Office**
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August 19, 2015

Senator Uvalde Lindsey, Co-Chairperson
 Representative Lanny Fite, 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 submits a surrender pool request from the Arkansas Agriculture Department for your review. The position to be surrendered from the agency is:

<u>POSITION SURRENDERED</u>	<u>TITLE</u>	<u>CLASS CODE</u>	<u>GRADE</u>
22158511	Public Information Coordinator	P013C	C120

CLASSIFICATION REQUESTED

Public Information Manager	P004C	C123
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JUSTIFICATION

The Arkansas Agriculture Department is charged by statute with the responsibility for marketing the state's agricultural products to intrastate, national, and international markets; additionally, the department is also responsible for making available marketing and educational information and data relating to agriculture, aquaculture, horticulture, forestry, and kindred industries.

The Arkansas Agriculture Department does not currently have a specified individual serving as its public information manager; as a result, the agency has not been able to implement a marketing plan, social media plan or a strategic plan that encompasses the entire Agriculture Department and its subordinate agencies. A Public Information Manager for the agency would be a tremendous asset to communicate the mission and responsibilities of the Arkansas Agriculture Department. Approving this request would improve the agency's ability to assist farmers and ranchers throughout the state, effectively market and promote agricultural industries, and increase the economic impact of the agricultural industry in Arkansas.

Senator Uvalde Lindsey, Co-Chairperson
Representative Lanny Fite, Co-Chairperson
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The Arkansas Agriculture Department is requesting to surrender the position listed above and requests a Public Information Manager, P004C, Grade C123, from the position pool. The Office of Personnel Management has reviewed the agency's request and **recommends** the approval of one (1) pool position for the classification of Public Information Manager, P004C, Grade C123. Your consideration of this request is appreciated.

Sincerely,



Kay Barnhill
State Personnel Administrator



Chief Fiscal Officer of the State

AUG 06 2015

Date

KB/AS: 1-2

ARKANSAS AGRICULTURE DEPARTMENT

ASA HUTCHINSON
GOVERNOR

WES WARD
SECRETARY OF
AGRICULTURE



#1 NATURAL RESOURCES DRIVE
LITTLE ROCK, AR 72205

PHONE: (501) 683-4851
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E-MAIL: SECRETARY@AAD.AR.GOV

August 3, 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 Manager

Dear Ms. Terry,

It is essential to the Arkansas Agriculture Department's mission that we employ a Public Information Manager, Grade C123, Class Code P004C. In return, we would like to surrender the currently authorized Public Information Coordinator position, Grade C120, Class Code P013C.

According to A.C.A. 25-38-203(2)-(5), the Arkansas Agriculture Department is charged with the following duties: coordinating all existing programs and creating any new programs that will enhance the marketing of the state's agricultural products to intrastate, national, and international markets; establishing a clearinghouse for collecting, correlating, analyzing, and interpreting marketing and educational information and data concerning needs of and resources for agriculture, aquaculture, horticulture, forestry, and kindred industries; developing a website devoted to marketing and education concerning agriculture, aquaculture, horticulture, forestry, and kindred industries including a distinctive logo publicizing products as "Grown in Arkansas"; and encouraging the organization of neighborhood and county agricultural clubs and associations;

In addition to these duties, through A.C.A. 25-38-203 (6)-(7), the Arkansas Agriculture Department is also charged with coordinating with the federal government and other states in regard to agricultural industries as well as coordinating with the University of Arkansas Division of Agriculture on agricultural programs.

Agriculture in Arkansas remains our largest industry and contributes a substantial economic impact to our state every year. Arkansas agriculture is very diverse and we are proud to be ranked among the top 25 states in the nation each year in the production of 23 agricultural commodities. Further, agriculture provides for one in every six jobs in the state.

The Arkansas Agriculture Department's duties, as listed through the Arkansas Code, require a significant amount of time conducting coordination, marketing, promotion, and education of our state's diverse agricultural industries. Despite these listed duties, the Arkansas Agriculture Department does not have a specified individual that serves as a Public Information Manager. Due to this shortfall, the Arkansas Agriculture Department has not been able to implement a marketing plan, social media plan, or a strategic plan that encompasses the entire Agriculture Department and its subordinate agencies (Arkansas Forestry Commission, Livestock and Poultry Commission, and Arkansas State Plant Board).

A Public Information Manager for our Department would be a tremendous asset in helping to communicate the mission and responsibilities of the Arkansas Agriculture Department and its subordinate agencies to the general public and would greatly improve our ability to assist farmers and ranchers throughout the state. Effectively marketing and promoting our agricultural industries will assist in increasing the economic impact of our state's agricultural industry through creating additional markets within the state, the nation, and the world.

The return on investment to the Arkansas Agriculture Department and its subordinate agencies, as well as our state's agriculture industry, will be tremendous.

Thank you for your consideration of this request.

Sincerely,



Wesley W. Ward
Arkansas Secretary of Agriculture
1 Natural Resources Drive
Little Rock, AR 72205
501-683-4851
secretary@aad.ar.gov



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

Business Area	Agency/Institution	Date
0400	Arkansas Agriculture Department	08/03/15

Position(s) to be Surrendered

Position/Item Number	Classification Title	Pay Grade	Class Code
22158511	Public Information Coordinator	C120	P013C

Classification(s) Requested

N/A	Classification Title	Pay Grade	Class Code
	Public Information Manager	C123	P004C

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>Cynthia Edwards</i>	8/3/15

Agency Director	Date
<i>Wally W. W...</i>	8-3-15