



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

**OFFICE OF PERSONNEL MANAGEMENT
 Administrator's Office**
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 Phone: (501) 682-1823
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November 18, 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 (OPM) submits a request from the Arkansas Department of Labor (ADL) for your review.

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

<u>POSITIONS SURRENDERED</u>	<u>TITLE</u>	<u>CLASS CODE</u>	<u>GRADE</u>
22094001	Public Information Specialist	P027C	C116
22094008	Editor	P021C	C117

CLASSIFICATION REQUESTED

Public Information Coordinator	P013C	C120
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JUSTIFICATION

The ADL is requesting this classification due to the retirement of their current public relations employee and the need to foster the well-being of wage earners by invoking legislation to promote a chance for beneficial employment, profitable services, and agency efficiency.

The duties will consist of serving as the primary ADL media contact; maintaining effective working relationships with the news media to coordinate coverage of activities and special events; reviewing all press releases; overseeing messaging on the ADL website and social media platform; designing and laying out publications; developing and directing the distribution of educational and promotional material; and representing the agency at workshops, trade shows, and other community activities.

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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 Fiscal Year 2016. Your consideration of this request is greatly appreciated.

Sincerely,



Kay Barnhill
State Personnel Administrator



Chief Fiscal Officer of the State

NOV - 5 2015

Date

KB/cls:1-2



STATE OF ARKANSAS

ARKANSAS DEPARTMENT OF LABOR

10421 WEST MARKHAM • LITTLE ROCK, ARKANSAS 72205-2190
(501) 682-4500 • Fax: (501) 682-4535 • TDD: (800) 285-1131

October 12, 2015

Ms. Kay Terry
State Personnel Administrator
Office of Personnel Management
State of Arkansas
Little Rock, AR

Re: Request for Pool Position

Dear Ms. Terry:

ADL would like to request a Pool Position to assist us in the realignment of its public relations function. We are requesting to relinquish two lower level positions to get one higher level pool position. This action will not impact any current employees as one position will be vacant due to an upcoming retirement and the other is currently vacant.

The core mission of the ADL is to foster, promote, and develop the health, safety and welfare of the wage earners of Arkansas by providing services and enforcing laws to improve working conditions and enhance their opportunities for safe and profitable employment. An effective and comprehensive public relations program is critical for ADL to meet this mission. The current public information specialist, Ms. Sharon Adams, is retiring on October 30, 2015. She provides fundamental public relations functions including research and writing of articles for publications; updating, printing and distribution of agency books, brochures; writing and distributing press releases; printing invitations, letter head, business cards, etc. The scope of her position has required that most divisions in the handle much of their own public relations, media relations, conference and event planning. With the vacancy of this position the agency would like to add a higher level position of public information coordinator to develop and implement a comprehensive and strategic communications program. The administrative staff in the divisions will take over the more fundamental communications duties. The higher level public relations coordinator position will report directly to the ADL director and provide strategic communications and marketing to the agency. The public relations coordinator is critical to the mission of the agency and public safety in Arkansas.

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The public relations coordinator will cover communication for the entire agency and perform duties that are limited or not being performed in the agency. These duties will include:

- Develop and communicate an ADL brand to increase public awareness of agency services and educational programs that promote safety and compliance.
- Serve as media relations contact for the agency, set-up and host press conferences; develop and place public service announcements; schedule television and radio coverage of events and conferences.
- Manage the ADL website and social media platforms such as Twitter, Facebook, Instagram and Snapchat, establishing a greater presence and reaching a broader audience and more diverse constituency.
- Provide public relations service to each division; writing and distributing announcements, press releases, conferences, testing and event planning.

The ADL divisions provide safety and compliance information that have a direct impact on the lives of all Arkansans. Below is just one example of how this new position can impact ADL goals and objectives.

OSHA Division

This division provides safety consultations, education programs and special safety initiatives to employers. This year there has been an alarming increase in the number of amputations in Arkansas workplaces. To address this concern the unit created and implemented a special educational program "The Amputation Stand Down" that was held September 14-29, 2015. Our team contacted employers, announced the program on the ADL Website. Participating employers scheduled special safety training for amputation dangers in their workplaces and the participation was very good. However, having a public relations coordinator could have provided increased media coverage of this initiative such as a press conference about the Stand Down, public service announcements on television, radio, Twitter and Facebook and public appearances on local news shows to increase awareness of this concern and leading to even greater safety in Arkansas workplaces.

Attached is a Request for Pool Position form outlining the positions that would be used to accomplish this request. Should you need additional information regarding this request please call me at 501-682-2811 or veronica.alexander@arkansas.gov.

Sincerely,



Veronica W. Alexander
Human Resources Manager



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

Business Area	Agency/Institution	Date
0800	Arkansas Department of Labor	10/12/15

Position(s) to be Surrendered

Position/Item Number	Classification Title	Pay Grade	Class Code
22094001	Public Information Specialist	C116	P027C
22094008	Editor	C117	P021C

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.

Agency Personnel Rep	Date
Veronica Alexander	10/12/15

Agency Director	Date
Leon Jones, Jr.	10/12/15