

In accordance with [Assembly Bill 361 \(2021-2022\)](#), this meeting will be held via Zoom, a cloud-based video conference in which Commissioners, staff and the public can join via a link or by phone as listed below on the agenda. It is advisable to test your electronic devices to ensure you are able to access the link. If you have concerns or issues accessing the link prior to this meeting, email [marysiegl@maderausd.org](mailto:marysiegl@maderausd.org) by 3:00 pm on Tuesday, September 20, 2022.

**MADERA UNIFIED SCHOOL DISTRICT  
Personnel Commission  
1902 Howard Road, Madera, CA 93637**

**AGENDA  
Regular Meeting  
Wednesday, September 21, 2022**

**4:30 PM Public Meeting**

**Join Zoom Meeting**

<https://maderausd.zoom.us/j/81549539991>

**Meeting ID: 815 4953 9991  
One tap mobile  
+16699009128, 81549539991 # US**

**OUR MISSION  
Highest Student Achievement  
A Safe and Orderly Learning Environment  
Financially Sound and Effective Organization**

**1. Pledge of Allegiance, Opening and Acknowledgement of Visitors and Media**

**2. Adoption of Agenda**

Action to add or delete items from any portion of the agenda or to discuss any consent agenda items must be taken prior to adoption of the agenda.

**3. Communications**

Public Hearing for visitors who wish to speak on a subject not on the Commission agenda. Fifteen minutes of this portion of the meeting are reserved for members of the public to address the Commission on items not listed on the agenda and within the jurisdiction of the Commission. Speakers are limited to three (3) minutes. The Commission is prohibited by law from taking action on matters discussed that are not on the Agenda, and no adverse conclusions should be drawn if the Commission does not respond to public comment at this time. If you wish to address the Commission, you may do so in two ways:

- **Prior to the meeting:** you may email your comments to [marysiegl@maderausd.org](mailto:marysiegl@maderausd.org) at least 24 hours prior to the meeting. Include your full name and city of residence and public comment in your email. Your comment will be read during this portion of the meeting.
- **While in the Zoom meeting:**
  1. Click on the **Reactions** icon located at the bottom of the screen.
  2. On the new window, click on the **Raise Hand** icon and wait for your name to be called.
  3. Speakers will be address the Commission in the order this feature is used.
  4. State your name and city of residence prior to your comment.

#### **4. Consent Agenda**

Items listed under the Consent Agenda are considered routine and are acted on by the Commission in one motion. There is no discussion of these items prior to the Commission's vote unless a member of the Commission, staff or public requests specific items be considered and discussed separately and/or removed from the Consent Agenda prior to the adoption of the Agenda. It is understood that the Administration recommends approval on all consent items. Each item on the Consent Agenda approved by the Commission shall be deemed to have been considered in full and adopted as recommended.

##### **A. Approval of minutes:**

1. Approve the minutes from Monday, August 24, 2022, Regular Meeting

##### **B. Consideration and approval of Eligibility List/s for:**

1. Child Welfare & Attendance Liaison - Spanish Required - Promotional & Open/Competitive
2. Custodian - Open/Competitive
3. Data Analyst - Open/Competitive
4. Director of Communications - Open/Competitive
5. Director of Continuous Improvement - Open/Competitive
6. Human Resources Technician II - Open/Competitive
7. Licensed Vocational Nurse - Open/Competitive
8. Parent Resource Center Assistant - Spanish Required - Open/Competitive
9. Purchasing Technician - Open/Competitive
10. Server Administrator - Open/Competitive
11. Server Support Specialist - Open/Competitive

#### **5. New Business**

- A. Consideration to continue to hold the Personnel Commission's Board public meeting via teleconferencing in October 2022 to safeguard the health of attendees amid the emergency of the COVID-19 Pandemic
- B. Discuss and approve the revised job classification description for Communications Analyst
- C. Discuss and approve the revised job classification description for CALPADS Data Technician
- D. Discuss and approve the revised job classification description for Research and Systems Improvement Analyst

#### **6. Informational and Reports**

- A. Director's Report
- B. Commissioner's Report

#### **7. Next Regular Personnel Commission Meeting**

Wednesday, October 19, 2022 at 4:30 pm  
Madera Unified School District Office – TBD Virtually through Zoom  
1902 Howard Road  
Madera, California 93637

#### **8. Suggested Future Agenda Items**

#### **9. Adjournment**

Board Room Accessibility: The Madera Unified School District encourages those with disabilities to participate fully in the public meeting process. If you need a disability related modification or accommodation to participate in the public meeting, please contact the Personnel Commission Office at 559-675-4500 extension 294 at least 48 hours before the scheduled Personnel Commission meeting so that we may make every reasonable effort to accommodate you. (Government code 54954.2)



## **MADERA UNIFIED SCHOOL DISTRICT PERSONNEL COMMISSION**

### **REGULAR MEETING AGENDA ITEM COVER PAGE**

**Meeting Date:** September 21, 2022

**Agenda Item:**

Consideration and approval of the Minutes from August 24, 2022 Regular Meeting

**Agenda Placement:**

Consent

**Background:**

Approval of Minutes from the Regular Meeting of August 24, 2022.

**Recommendation:**

It is recommended that the Personnel Commission approve the Minutes from August 24, 2022 Regular Meeting.

**Minutes Record of MUSD Personnel Commission**  
**Regular Meeting held on Wednesday, August 24, 2022 at 4:30 PM**

The Personnel Commission of the Madera Unified School District convened at a Regular Board Meeting via Zoom, a cloud-based video communication, on Wednesday, August 24, 2022 at 4:30 p.m.

**Roll Call**

Philip Janzen, Personnel Commission Chair - ABSENT  
David Hernandez, Personnel Commissioner Vice-Chair  
Fran Wheat, Personnel Commissioner

Isabel Barreras, Director Classified Human Resources  
Mary Siegl, Personnel Specialist Lead  
Alejandra Venegas-Chaves, Personnel Specialist

Lucy Osuna, on behalf of Assistant Superintendent of HR, Joseph Aiello

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**1. Call to Order of Public Meeting Pledge of Allegiance, Opening and Acknowledgement of Visitors and Media**

- Commissioner Hernandez called the meeting to order at 4:30 pm.
- Commissioner Wheat led the flag salute.

**2. Adoption of Agenda**

- Director Barreras requested item 5A be pulled from the agenda as the Piano Accompanist decided to decline the position.
- Commissioner Hernandez requested that item 5A of the PC Minutes be corrected to show Commissioner Wheat's vote on the item.
- It was moved by Commissioner Wheat and seconded by Commissioner Hernandez to approve the adoption of the agenda with the removal of item 5A from the agenda and the correction to item 5A in the minutes. MOTION NO. 10-2022/23.

Ayes: Commissioners: Hernandez, and Wheat  
Noes: None  
Absent: Janzen  
Abstained: None

**3. Communications**

- No comments were made.

**4. Consent Agenda**

- It was moved by Commissioner Wheat and seconded by Commissioner Hernandez to approve the Consent Agenda. MOTION NO. 11-2022/23.

Ayes: Commissioners: Hernandez, and Wheat  
Noes: None  
Absent: Janzen  
Abstained: None



## 5. New Business

### B. Discuss and approve the new job description and salary recommendation for Supervisor - Payroll

- Director Barreras presented the new job description for Supervisor - Payroll. A salary survey was conducted using seven school districts, and Supervisory Salary Schedule of Range 10 is recommended for the position.
- It was moved by Commissioner Wheat and seconded by Commissioner Hernandez to approve to the new job description Supervisor – Payroll and recommendation on the Supervisory Salary Schedule of Range 10 - MOTION NO. 12-2022/23, DOC NO. 05-2022/23

Ayes:	Commissioners: Hernandez and Wheat
Noes:	None
Absent:	Janzen
Abstained:	None

## 6. Information and Reports

### A. Director's Report

- Director Barreras reported that the PC Office continues to be busy with recruitments as you can see from the eligibility lists that were approved tonight.
- The Classified Employee Teacher Grant was approved by the CTC. Madera Unified was approved for 25 participants' spots and will receive \$120k per year for the next five years. This is in collaboration with CSU, Fresno. Director Barreras is the Program Director in charge of the grant and is planning a meeting inviting those classified employees who are interested in becoming future teachers. Director Barreras also asked for extra help staff to assist in managing the program for the next five years.

### B. Commissioner's Report

- No reports were made.

## 7. Next Regular Personnel Commission Meeting

- Wednesday, September 21, 2022 at 4:30 pm  
Madera Unified School District Office –Virtually through Zoom  
1902 Howard Road  
Madera, California 93637

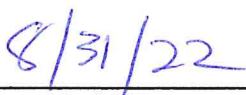
## 8. Suggested Future Agenda Items

- No suggestions were made.

## 9. Adjournment rules

- Commissioner Hernandez adjourned the meeting at 4:46 pm.

  
Isabel Barreras, Director of Classified HR

  
Date: August 31, 2022



## **MADERA UNIFIED SCHOOL DISTRICT PERSONNEL COMMISSION**

### **REGULAR MEETING AGENDA ITEM COVER PAGE**

**Meeting Date:** September 21, 2022

**Agenda Item:**

Consideration and Approval of the following Eligibility Lists for Open/Competitive & Promotional job opportunities

**Agenda Placement:**

Consent

**Background:**

Eligibility Lists has been placed on the agenda as a Consent Item. If for some reason any Commissioner would like to remove a list, it can be done.

1. Child Welfare & Attendance Liaison - Spanish Required - Promotional & Open/Competitive
2. Custodian - Open/Competitive
3. Data Analyst - Open/Competitive
4. Director of Communications - Open/Competitive
5. Director of Continuous Improvement - Open/Competitive
6. Human Resources Technician II - Open/Competitive
7. Licensed Vocational Nurse - Open/Competitive
8. Parent Resource Center Assistant - Spanish Required - Open/Competitive
9. Purchasing Technician - Open/Competitive
10. Server Administrator - Open/Competitive
11. Server Support Specialist - Open/Competitive

**Recommendation:**

It is recommended that the Personnel Commission approve the Eligibility Lists as presented.



## MADERA UNIFIED SCHOOL DISTRICT PERSONNEL COMMISSION

### REGULAR MEETING AGENDA ITEM COVER PAGE

**Meeting Date:** September 21, 2022

**Agenda Item:**

Consideration to continue to hold the Personnel Commission's Board public meeting via teleconferencing in October 2022 to safeguard the health of attendees amid the emergency of the COVID-19 Pandemic

**Agenda Placement:**

Action

**Background:**

On March 4, 2020, Governor Gavin Newsom proclaimed a State of Emergency in California due to the COVID-19 pandemic. This declaration remains active.

On March 17, 2020, the governor issued Executive Order N-29-20, which authorized the holding of public meetings via teleconferencing during the pandemic and suspended requirements of the Bagley-Keen Act and the Brown Act that members of a legislative body and the public be present in person.

Since April 16, 2020, public meetings of the Personnel Commission Board have been held via online video conferencing due to pandemic health concerns.

On June 11, 2021, the governor issued Executive Order N-08-21, which set an ending of September 30, 2021, to the public meeting rules in Executive Order N-29-20.

On September 16, 2021, the governor signed Assembly Bill (AB) 361 (2021-2022), which enables teleconferencing for public meetings during a proclaimed state of emergency under certain conditions. AB 361 will sunset on January 1, 2024.

The state and county departments of Public Health publicly report local COVID-19 data and only 54.29% of all eligible Madera County resident have been fully vaccinated for COVID-19 (as of September 16). Holding public in-person meetings in October could thus pose a potential health risk to the public.

On September 14, 2022, the California Department of Public Health (CDPH) announced that it is ending the COVID-19 policies that required weekly COVID-19 testing for unvaccinated and under-vaccinated workers in high-risk workplaces and schools. **The August 11, 2021 State Public Health Officer Order concerning Vaccine Verification for Workers in Schools will be rescinded effective September 17, 2022.** Therefore, Madera Unified will no longer require unvaccinated employees to complete weekly testing beginning Monday, September 19.

At this time the MUSD Board of Trustees will continue to hold their public meetings via teleconferencing in October 2022. The Personnel Commission will continue to review this decision and make findings every 30 days to be in line with the MUSD Board of Trustees meetings.

**Recommendation:**

The Personnel Commission discuss and consider holding their Personnel Commission's Board public meeting via teleconferencing for the month October 2022 to safeguard the health of attendees amid the emergency of the COVID-19 Pandemic.





## **MADERA UNIFIED SCHOOL DISTRICT PERSONNEL COMMISSION**

### **REGULAR MEETING AGENDA ITEM COVER PAGE**

**Meeting Date:** September 21, 2022

**Agenda Item:**

Discuss and approve the revised job classification description for Communications Analyst

**Agenda Placement:**

Action

**Background:**

District Administration has brought forward the request for approval of the revised job description for Communications Analyst. This position was reviewed in Phase 1 of the Classification and Compensation Study. However, this position is now vacant due to the one current incumbent being promoted to director and another incumbent being promoted to a teacher. Therefore, in order to recruit the most qualified applicants under the revised job description, we are seeking approval.

The changes to the job description reflect the objective to improve the functioning of certain specialized areas with a highly focused skill set. The proposed additions are highlighted in blue and the strike out language is highlighted in red. These changes will bring the job description up to date so that we can start a new recruitment to fill the both vacancies.

Both a clean copy and a track changes version of the proposed revisions are attached for your information.

No salary recommendation is submitted at this time as this classification job description will be studied in the final Phase 4 of the large study that is currently scheduled to be completed by the end of this year for the entire classification plan.

This recommended proposed action has been compiled as provided under the authority of California Education Code section 45276 and the Personnel Commission Rules 3.2.1. through 3.2.5.5 and 3.2.9. Review of positions which state that it is the responsibility of the Personnel Commission to classify duties of new or reorganized positions approved by the Board of Trustees.

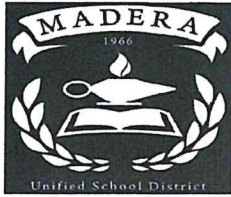
**Recommendation:**

It is recommended that the Personnel Commission approve the proposed revisions to the existing job classification description of Communications Analyst.

Attachments:

Job Classification Description: Communications Analyst





**CLASSIFIED**  
**Job Classification Description**  
Equal Employment Opportunity

MADERA UNIFIED SCHOOL DISTRICT  
PERSONNEL COMMISSION  
APPROVED MOTION NO. ##-####/##  
DOCUMENT NO. ##-####/##  
DATED Mo/Da/Year

**COMMUNICATIONS ANALYST**

**DEPARTMENT/SITE:** Communications

**SALARY SCHEDULE:** Classified Bargaining Unit

**SALARY RANGE:** 50 per 2022/2023 Schedule

**WORK YEAR:** 12 Months (261 Days)

**REPORTS TO:** Director of Communications

**FLSA:** Non-Exempt

**PURPOSE STATEMENT:**

Under the general direction of the Director of Communications, the Communications Analyst coordinates the development and communication of strong organizational messaging and materials, both written formats and broadcast visual and social media formats, to all internal and external constituents and coordinates major District-wide events; develops, coordinates, and measures the effectiveness of marketing and communication activities to implement the organization's internal and external communications and marketing strategy intended to create clarity and consistency, change perceptions and mindsets, and develop a culture of excellence. The incumbents in this classification provide the school community with clear, consistent, and accurate information about the District which directly supports student learning and achievement.

**DISTINGUISHING CHARACTERISTICS**

This is the second level in the communications group of classes. The Communications Analyst class may function in either written or broadcast/social media formats or in both, and has frequent and direct contact with the public and the media that is proactive, designed, and intentional more so than would normally occur for the majority of other District classes who interface with the public. The Communications Analyst provides non-supervisory coaching, technical assistance, advice, and work coordination for Communications Technicians.

**ESSENTIAL FUNCTIONS, DUTIES, AND TASKS:**

*The following alphabetical list of functions, duties, and tasks is typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform other closely related or department-specific functions, duties, and tasks from those set forth below to address business needs and changing business practices.*

- Analyzes new trends and competitive activities to seek out innovative ways to build out communication channels to stakeholders.
- Assists the Executive Director as assigned in the process of staffing Communication Technicians and developing their skill and expertise.
- Attend conferences and workshops to update and expand job-related knowledge and skills.
- Coordinates vendors who support graphic design, videography, printing and other high quality marketing materials as needed.
- Develops and maintains a Customer Relationship Management (CRM) system to be used to differentiate and target specific communications across the community.
- Develops standardized templates to be used by staff to prepare press releases, marketing communications,

emergency protocol communications, etc.

- Develops the narrative for strategic planning documents for both the Federal and State such as the Local Control and Accountability Plan (LCAP) and other documents
- Develops, maintains, manages and implements a formalized communications request process for Madera Unified school sites and District Office, utilizing all communications channels and media platforms (i.e., print, video, Web, email, social media) with outbound and inbound marketing capabilities.
- Establish and maintain a strong network with industry professionals and influencers via social media and other outreach to maximize communication efforts, programs and campaigns.
- Facilitates and supports periodic (e.g., weekly, bi-weekly) communications both with school-level community and District communications (e.g., monthly superintendent's message video, newsletter-Just the Facts, and Madera Unified Glass).
- Leads projects as assigned over communication efforts on behalf of the District.
- Manages and coordinates the development of the District Newspaper (currently *Madera Unified We Believe*) and/or any other District communications news publications and social media platforms and content that communicate the District and school site information and successes.
- Performs project analyses, defines important social media key performance indicators, and uses a variety of data sources to analyze and determine areas to focus targeted messaging and communication to identified audiences.
- Provides assistance and expertise on communications to District leadership and technical assistance, advice, and coordination for school-site level Communications Technicians to ensure consistent messaging on all platforms and media District-wide.
- Serves as a resource to district administrators and staff to provide assistance with drafting, editing, composing, laying out, and producing various public relations print, video, and website media as needed to ensure content is informative and appealing.
- Utilizes story brand marketing to implement unique marketing campaigns District-wide; develops and implements annual marketing and communication plans.
- Uses current technologies, including graphic design and publications/print software, photo and video editing, and website tools, to develop, write, capture, produce polished, effective, and appealing high level finished work.
- Writes and distributes District-wide press releases along with coordination of releases to local media outlets.
- Performs other related duties as assigned for ensuring the efficient and effective functioning of the work unit and the District, including various mandatory District trainings.

## **KNOWLEDGE, SKILLS, AND ABILITIES**

*(At time of application)*

### **Knowledge of:**

- Communications media and their most effective uses, including print, radio and television
- Appropriate media contacts regarding given issues and circumstances
- Utilization of social and broadcast media and other oral and written communication tools and trends in social media
- Microsoft Office, Adobe Photoshop Professional, YouTube, Vimeo, Facebook, Twitter, Instagram and other software applications and platforms to prepare, enhance, and disseminate event coverage and communicate messaging campaigns
- Correct English usage, grammar, spelling, punctuation, and vocabulary

MUSD BOARD APPROVED: Month da, Year MOTION NO. ##-####/## DOCUMENT NO. ##-####/##
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**Skills and Abilities to:**

- Operate standard office equipment and including computers and advanced software applications
- Plan, organize, and prioritize projects and special events
- Analyze situations and adopt effective courses of action
- Prepare reports and maintaining accurate records
- Address the public tactfully and courteously
- Use correct English, grammar, spelling punctuation, and vocabulary both in speaking and writing at a high level of communication
- Demonstrate initiative in planning and completing work tasks
- Maintain cooperative working relationships with both employees and the public
- Monitor and apply the latest job-related trends and technologies applicable to work assignment
- Communicate in written form utilizing a journalistic and technical writing and oral reporting style
- Translate ideas and suggestions into an effective marketing campaigns
- Gather analyze, evaluate and interpret information and data
- Map out complex public relations communications print and video projects
- Create and edit short marketing and promotional videos
- Read, hear, understand, and make use of abstract and condensed reports
- Use current technology, including graphic design and publication/print software, and social media marketing tools, to produced polished, effective, and appealing finished work
- Keep up to date with current social media trends and measure success of social median campaigns
- Read, understand, explain, and implement technical material from manuals and journals
- Develop and deliver effective oral presentations
- Maintain confidentiality of sensitive and privileged information
- Organize, edit, and lay out both print and broadcast publications

**RESPONSIBILITY:**

Responsibilities to include working under direct supervision using standardized routines; leading, guiding, and/or coordinating others; and operating within a defined budget. Utilization of resources from other work units is often required to perform the job's functions. There is a continual opportunity to have some impact on the organization's services.

**JOB QUALIFICATIONS / REQUIREMENTS:**

*(At time of application and in addition to the Knowledge, Skills, and Abilities listed above.)*

**EDUCATION REQUIRED:**

Bachelor's degree from an accredited university in one of the following: communications, journalism, broadcast media, marketing, public relations or related field.

**EXPERIENCE REQUIRED:**

Four (04) years of experience in marketing, mass communications, multimedia, public relations or similar field. Bilingual skill in English/Spanish is preferred to facilitate communication with a large segment of the school community.

**LICENSE(S) REQUIRED:**

- Valid, current California Driver's License to drive personal vehicle to various sites in the District to photograph and report on various events and activities

**CERTIFICATIONS AND TESTING REQUIRED:**

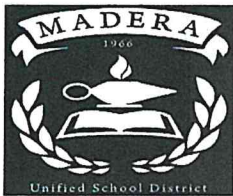
- Pass the District's applicable proficiency exam for the job class with a satisfactory score
- After offer of employment, obtain:
  - Criminal Justice and FBI Fingerprint Clearance
  - Negative TB test result plus periodic post-employment retest as required (currently every four years)
  - Pre-employment physical exam A through District's provider

**WORK ENVIRONMENT / PHYSICAL DEMANDS:**

*(Must be performed with or without reasonable accommodations)*

- Work is primarily indoors and occasionally requires sitting and/or standing for extended periods
- Lift and move equipment and other objects weighing up to 35 pounds
- Dexterity of hands and fingers to operate a computer keyboard, cameras, video equipment, other office equipment, and to maintain paper files and documents
- Use hands and fingers to grasp, hold, and manipulate objects
- Kneeling, bending at the waist, sitting, squatting, crawling, stretching and reaching overhead, above the shoulders, and horizontally to place equipment and wiring and retrieve and store files and supplies
- Hearing and speaking to exchange information in person or on the telephone
- Visual acuity to see/read documents and computer screen
- Frequent operation of a personal vehicle, and occasional operation of a District vehicle, to travel within and outside the district for meetings, training sessions and assisting staff at school sites
- Exposure to intermittent noise and interruptions typical of a school environment and public events
- Potential for contact with blood-borne pathogens and communicable diseases





**CLASSIFIED**  
**Job Class Description**  
Equal Employment Opportunity

MADERA UNIFIED SCHOOL DISTRICT  
PERSONNEL COMMISSION  
APPROVED MOTION NO. ##-####/##  
DOCUMENT NO. ##-####/##  
DATED Mo/Da/Year

**CURRENT TITLE: COMMUNICATIONS ANALYST**  
**PROPOSED TITLE: NO CHANGE**

**DEPARTMENT/SITE:** ~~Accountability and~~  
Communications

**SALARY SCHEDULE:** Classified

**SALARY RANGE:** 50 per 2022/2023+ Schedule

**WORK YEAR:** 12 Months (261 Days)

**REPORTS TO:** ~~Executive~~ Director of ~~Account-~~  
~~ability and~~ Communications

**FLSA:** Non-Exempt

**PURPOSE STATEMENT:**

Under the general direction of the Director of Communications, The Communications Analyst will coordinates the development and communication of strong organizational messaging and materials to all internal and external constituents and coordinates major dDistrict- wide events; additionally responsible for develops, coordinates, ing and measuresing the effectiveness of marketing and communication activities to implementing the organization's internal and external communications and marketing strategy which will be usedintended to create clarity and consistency , change perceptions and mindsets, and develop a culture of excellence. The incumbents in this classification provide the school community with clear, consistent, and accurate information the District which directly supports student learning and achievement.

~~This job reports to the Executive Director of Accountability and Communications.~~

**DISTINGUISHING CHARACTERISTICS**

This is the second level in the communications group of classes. The Communications Analyst has frequent and direct contact with the public and the media that is proactive, designed, and intentional more so than would normally occur for the majority of other District classes who interface with the public. While incumbents in this class may naturally tend to gravitate toward, or be assigned to, either print or broadcast media forms of communication, there is a need for undertaking either platform of communication as assignments are fluid or may be situational. The Communications Analyst provides non-supervisory technical assistance, advice, and coordination for Communications Technicians.

**ESSENTIAL FUNCTIONS, DUTIES AND TASKS:**

*The following alphabetical list of functions, duties and tasks is typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform other closely related or department-specific functions, duties and tasks from those set forth below to address business needs and changing business practices.*

- Develops~~ment~~, maint~~ains~~en~~ance~~, manag~~ement~~ and implem~~ent~~s~~ation~~ of a formalized communications request process for Madera Unified S~~s~~chool S~~s~~ites, and District Office, utilizing all communications channels and media platforms; (i.e., print, video, w~~Web~~, email, social media) with outbound and inbound marketing capabilities.
- Develops standardized templates to be used by staff for the purposes of press releases, marketing communications, emergency protocol communications, etc.
- Provides technical assistance, advice, and coordination for school-site level Communications Technicians



to ensure consistent messaging on all platforms and media District-wide.

- Develops and maintains a Customer Relationship Management(CRM) system to be used to differentiate and target specific communications across the community.
  - Writes and distributes dDistrict-wide press releases along with coordination of releases to local media outlets.
  - Development of the narrative for strategic planning documents for both the fFederal and sState such as the Local Control and Accountability Plan (LCAP) and other documents
  - Performs project analyses and uses a variety of data sources to analyze and determine areas to focus targeted messaging and communication to identified audiences.
  - Facilitates and supports periodic (e.g., weekly, bi-weekly) communications both with school-level community, ~~weekly/biweekly communications, and dDistrict~~ communications (e.g., monthly superintendent's message video), newsletter-Just the Facts, and Madera Unified Glass).
  - Analyzes new trends and competitive activities to seek out innovative ways to build out communication channels to stakeholders.
  - Coordinates of vendors who support graphic design, videography, printing and other high quality marketing materials as collateral needed.
  - Manages and coordinates the development of the District Newspaper, (currently i.e. Madera Unified We Believe-)Newspaper and/or any other District communications news publications papers.
  - Utilize story brand marketing to implement unique marketing campaigns dDistrict-wide; develops and implements annual marketing and communication plans.
- Perform other related duties as assigned for ensuring the efficient and effective functioning of the work unit and the District.

#### Other Functions

- ~~Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.~~

### **KNOWLEDGE, SKILLS AND ABILITIES**

*(At time of application)*

#### **Knowledge of:**

- eCommunications media and their most effective uses, including print, radio and television
- aAppropriate media contacts regarding given issues and circumstances
- aUtilization of social and broadcast media and other; oral and written communication tools skills
- ~~strong proficiency in~~ Microsoft Office, Adobe Photoshop Professional and other software Applications to prepare and disseminate event coverage
- Correct English usage, grammar, spelling, punctuation, and vocabulary

~~KNOWLEDGE of communications media and their most effective uses, including print, radio and television; appropriate media contacts regarding given issues and circumstances; utilization of social media and other; oral and written communication skills; strong proficiency in Microsoft Office, Adobe Photoshop Professional and other software Applications; Correct English usage, grammar, spelling, punctuation and vocabulary.~~

#### **Skills and Abilities to:**

- eOperating standard office equipment and using including computers and advanced software applications
- Plan, organize, and prioritize projects and special events planning; ~~organizing and setting priorities~~
- aAnalyzing situations and adopting effective courses of action



- ~~p~~Preparing reports and maintaining accurate records
- ~~A~~Addressing the public tactfully and courteously
- ~~p~~roper ~~u~~Use of correct English, grammar, spelling punctuation, and vocabulary both in speaking and writing
- showing Demonstrate initiative in planning and completing work tasks
- ~~planning and managing projects~~
- ~~m~~Maintaining cooperative working relationships with both employees and the public
- ~~m~~Monitoring and apply the latest job-related trends and technologies applicable to work assignment
- ~~e~~Communicate in written form utilizing a journalistic and technical writing and oral reporting style
- ~~t~~Translate ideas and suggestions into an effective marketing campaign
- ~~g~~Gather analyze, evaluate and interpret information and data
- ~~e~~Create and edit short marketing and promotional videos
- ~~digest~~ Read, hear, understand, and make use of abstract and condensed reports
- ~~proficiently u~~Use current technology, including graphic design and publication/print software, to produced polished, effective, and appealing finished work ~~for performance of duties including graphics design and publication/print software~~
- ~~r~~Read, understand, explain, and implement technical material from manuals and journals
- ~~prepare~~ Develop and deliver effective oral presentations
- ~~m~~Maintain confidentiality of sensitive and privileged information
- ~~e~~Organize, edit, and lay out both print and broadcast publications

~~SKILLS of operating standard office equipment and using advanced software applications ; special event planning; organizing and setting priorities; analyzing situations and adopting effective course of action; preparing reports and maintaining accurate records; addressing the public tactfully and courteously; proper use of English, grammar, spelling punctuation and vocabulary; showing initiative in planning and completing work tasks; planning and managing projects; maintaining cooperative working relationships; monitoring latest job related trends and technologies.~~

~~ABILITY to communicate in written form utilizing a journalistic and technical writing style; translate ideas and suggestions into an effective marketing campaign; gather analyze, evaluate and interpret information and data; create and edit short marketing and promotional videos; digest abstract and condense reports; proficiently use current technology for performance of duties including graphics design and publication/print software; read, understand, explain and implement technical material from manuals and journals; prepare effective oral presentations; maintain confidentiality of sensitive and privileged information ;organize, edit, and lay out publications.~~

### **RESPONSIBILITY:**

Responsibilities to include working under direct supervision using standardized routines ; leading, guiding, and/or coordinating others; and operating within a defined budget. Utilization of resources from other work units is often required to perform the job's functions. There is a continual opportunity to have some impact on the organization's services.

### **Working Environment**

~~The usual and customary methods of performing the job's functions require the following physical demands: some lifting, carrying, pushing, and/or pulling; and significant fine finger dexterity. Generally the job requires 40% sitting, 30% walking, and 30% standing. This job is performed under minimal temperature variations~~



**JOB QUALIFICATIONS / REQUIREMENTS:**

*(At time of application and in addition to the Knowledge, Skills and Abilities listed above.)*

**EDUCATION REQUIRED:**

Bachelor's degree from an accredited university in one of the following: communications, journalism, broadcasting media, marketing, public relations or related field.

**EXPERIENCE REQUIRED:**

Four (04) years of experience in Marketing, Mass communications, multimedia, public relations or similar field.

**LICENSE(S) REQUIRED:**

- Valid, current California Driver's License to drive personal vehicle to various sites in the District to photograph and report on various events and activities

**CERTIFICATIONS AND TESTING REQUIRED:**

- Pass the District's applicable proficiency exam for the job class with a satisfactory score
- After offer of employment, obtain:
  - Criminal Justice and FBI Fingerprint Clearance
  - Negative TB test result plus periodic post-employment retest as required (currently every four years)

**WORK ENVIRONMENT / PHYSICAL DEMANDS:**

*(Must be performed with or without reasonable accommodations)*

- Work is primarily indoors and occasionally requires sitting and/or standing for extended periods
- Lift and move equipment and other objects weighing up to 35 pounds
- Dexterity of hands and fingers to operate a computer keyboard, cameras, video equipment, other office equipment, and to maintain paper files and documents
- Use hands and fingers to grasp, hold and manipulate objects
- Kneeling, bending at the waist, sitting, squatting, crawling, stretching and reaching overhead, above the shoulders and horizontally to place equipment and wiring and retrieve and store files and supplies
- Hearing and speaking to exchange information in person or on the telephone
- Visual acuity to see/read documents and computer screen
- Frequent operation of a personal vehicle, and occasional operation of a District vehicle, to travel within and outside the district for meetings, training sessions and assisting staff at school sites
- Exposure to intermittent noise and interruptions typical of a school environment and public events
- Potential for contact with blood-borne pathogens and communicable diseases





## **MADERA UNIFIED SCHOOL DISTRICT PERSONNEL COMMISSION**

### **REGULAR MEETING AGENDA ITEM COVER PAGE**

**Meeting Date:** September 21, 2022

**Agenda Item:**

Discuss and approve the revised job classification description for CALPADS Data Technician

**Agenda Placement:**

Action

**Background:**

District Administration has brought forward the request for approval of the revised job description for CALPADS Data Technician. This position was reviewed in Phase 1 of the Classification and Compensation Study. The former title of the position was Data Technician. However, this position is now vacant and in order to recruit the most qualified applicants under the revised job description, we are seeking approval.

The changes to the job description reflect the objective to improve the functioning of certain specialized areas with a highly focused skill set. The proposed additions are highlighted in blue and the strike out language is highlighted in red. These changes will bring the job description up to date so that we can start a new recruitment to fill the current vacancy.

Both a clean copy and a track changes version of the proposed revisions are attached for your information.

No salary recommendation is submitted at this time as this classification job description will be studied in the final Phase 4 of the large study that is currently scheduled to be completed by the end of this year for the entire classification plan.

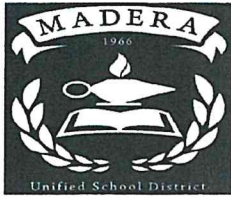
This recommended proposed action has been compiled as provided under the authority of California Education Code section 45276 and the Personnel Commission Rules 3.2.1. through 3.2.5.5 and 3.2.9. Review of positions which state that it is the responsibility of the Personnel Commission to classify duties of new or reorganized positions approved by the Board of Trustees.

**Recommendation:**

It is recommended that the Personnel Commission approve the proposed revisions to the existing job classification description of CALPADS Data Technician.

Attachments:

Job Classification Description: CALPADS Data Technician



**CLASSIFIED**  
**Job Classification Description**  
Equal Employment Opportunity

MADERA UNIFIED SCHOOL DISTRICT  
PERSONNEL COMMISSION  
APPROVED MOTION NO. ##-###/##  
DOCUMENT NO. ##-###/##  
DATED Mo/Da/Year

**CURRENT TITLE: DATA TECHNICIAN**  
**PROPOSED TITLE: CALPADS DATA TECHNICIAN**

**DEPARTMENT/SITE:** Continuous Improvement

**SALARY SCHEDULE:** Classified Bargaining Unit  
**SALARY RANGE:** 35 per 2022/2023 Schedule  
**WORK YEAR:** 12 Months (261 Days)

**REPORTS TO:** Director of Continuous Improvement

**FLSA:** Non-Exempt

**PURPOSE STATEMENT:**

Under the supervision of the Director of Continuous Improvement, the CALPADS Data Technician plans, coordinates and performs activities related to the support and operation of the District's Student Information Services (SIS) system and the California Longitudinal Pupil Achievement Data System (CALPADS). Confers with administrators and staff to provide support, documentation, training, data extraction, reporting to District staff and governmental agencies; and performs related work as assigned. The incumbents in this classification provide the school community with accurate data and data analysis and reporting for evidence-based decisions which directly supports student learning and achievement.

**DISTINGUISHING CHARACTERISTICS**

This is the technical level in the student information systems (SIS) and data analysis group of classes. The CALPADS Data Technician audits and ensures that accurate information has been entered into the SIS system and related systems in accordance with established standards, procedures, and guidelines. This class also serves as a technical resource to answer questions about the SIS from a variety of users.

**ESSENTIAL FUNCTIONS, DUTIES, AND TASKS:**

*The following alphabetical list of functions, duties, and tasks is typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform other closely related or department-specific functions, duties, and tasks from those set forth below to address business needs and changing business practices.*

- Aligns District and site student data to California Department of Education (CDE), Madera County Office of Education (COE), and CALPADS and California Dashboard standards and requirements.
- Attends District-, County Office-, and State-mandated training and retraining programs.
- Audits for, finds, and corrects data anomalies with the SIS data gate; certifies to California Basic Educational Data System (CBEDS) or the successor system to it, enrollment totals to be reported to the CDE.
- Conducts, as directed and including travel to District sites, user training sessions; annual updates to CALPADS processes for site and department staff to keep current their skills with SIS and other data information systems.
- Coordinates routine collaborative inter-departmental meetings for exchanging information and planning projects
- Creates and clears data import/export between SIS and secondary data systems.
- Designs and prepares reports to meet the needs of users and governmental agencies.
- Establishes, enforces, and maintains data entry and security standards.

- Identifies, analyzes, and resolves problems with administrative software and interacts effectively with users to solve problems advising on best practices for maintaining data.
- Interprets state and federal mandates regarding data and communicates mandates to appropriate department and school site personnel.
- Maintains confidentiality of sensitive employee and student information.
- Maintains knowledge of current state and governmental agencies reporting requirements.
- Manages data requirements for CALPADS with existing SIS.
- Manages the student data collection specifically required for the California Longitudinal Pupil Achievement Data System (CALPADS) and similar systems for mandated reporting.
- May represent the District to state and local governmental agencies relative to CALPADS and CBEDS.
- Monitors data base for accuracy and data integrity.
- Operates and applies to assigned work areas various computer software programs such as SQL Server, SQL reporting service, Excel, Access and other related programs and tools.
- Provides required information extracts to governmental and other outside agencies.
- Provides technical support for the District's Student Information Services (SIS) application and database.
- Provides training and information to office staff on the new policies related to state reporting.
- Provides user training and may travel to school sites in support of related duties.
- Performs other related duties as assigned for ensuring the efficient and effective functioning of the work unit and the District, including various mandatory District trainings.

## **KNOWLEDGE, SKILLS, AND ABILITIES**

*(At time of application)*

### **Knowledge of:**

- Computer hardware systems, software applications, and languages utilized by the District (e.g., Microsoft Office, Word, Excel, Access, Google Suites and its bundled apps, SQL Server Management Studio and reporting services, Parent Square, Sales Force)
- Interpersonal skills using tact, patience, and courtesy
- Basic statistics and analytical and problem-solving techniques
- Oral and written communication skills
- Principles and practices of management
- Applicable laws, codes, regulations, policies, and procedures
- District organization, operations, policies, objectives, and goals
- Enterprise computer applications
- PC applications
- School operations
- Work process analysis techniques
- Database management systems, concepts, and usage

### **Skills and Abilities to:**

- Periodically upgrade skills in order to meet changing job conditions, State data reporting requirements, and technology hardware and software
- Operating standard office equipment and assigned computer
- Solve problems, identify issues, create action plans, and apply logical thinking and reasoning processes and analytical skills to develop solutions
- Plan and manage projects
- Prepare and maintain accurate records
- Utilize pertinent District-standard and assigned software applications



- Schedule activities
- Gather, collate, and/ or classify data
- Work with a diversity of individuals and/or groups flexibly and in a variety of circumstances
- Analyze data utilizing defined but different processes
- Operate equipment using a variety of standardized methods
- Work with a variety of data
- Problem solving with data requires independent interpretation of guidelines; and problem solving with equipment is limited to moderate
- Communicating with persons of varied technical knowledge and backgrounds
- Establish and maintain effective working relationships and work as part of a team
- Set priorities and adapt to changing and evolving situations
- Meet deadlines and schedules
- Work with detailed information/data

### **RESPONSIBILITY:**

Responsibilities include: working under direct supervision using standardized routines; leading, guiding, and/or coordinating others; and operating within a defined budget. Utilization of resources from other work units is often required to perform the job's functions. There is a continual opportunity to have some impact on the organization's services.

### **JOB QUALIFICATIONS / REQUIREMENTS:**

*(At time of application and in addition to the Knowledge, Skills, and Abilities listed above.)*

### **EDUCATION REQUIRED:**

Bachelor's degree in Business Administration, Communications, Computer Science, Data Analytics, Information Technology or a closely related field. An Associate's degree with two additional years of the required experience can substitute for the Bachelor's degree.

### **EXPERIENCE REQUIRED:**

Three years of advanced clerical/technical data management experience working with complex data systems applications including data input, utilizing programs like CBEDS and CALPADS or other complex data sets. Must be skilled in District-standard productivity software such as Microsoft Office Suite (Excel, Word, and Access). Web-based tools, Standard Query Language (SQL), and Aeries. Experience in a California school district preferred. Four (04) years of additional qualifying experience may be substituted for the required education on the basis of one year experience for 24 semester/45 quarter units of education.

### **LICENSE(S) REQUIRED:**

- Valid, current California Driver's License to drive personal vehicle to various sites in the District to gather information, attend meetings, and participate in training sessions.

### **CERTIFICATIONS AND TESTING REQUIRED:**

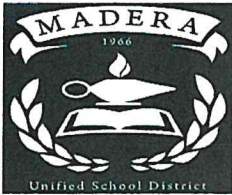
- Pass the District's applicable proficiency exam for the job class with a satisfactory score
- After offer of employment, obtain:
  - Criminal Justice and FBI Fingerprint Clearance
  - Negative TB test result plus periodic post-employment retest as required (currently every four years)
  - Pre-employment physical exam A through District's provider



**WORK ENVIRONMENT / PHYSICAL DEMANDS:**

*(Must be performed with or without reasonable accommodations)*

- Work is primarily indoors and requires sitting for extended periods of time
- Lift objects such as boxes containing documents weighing up to 35 pounds
- Bending at the waist, kneeling, or crouching to file materials or access equipment, carrying, pushing, and/or pulling
- Dexterity of hands and fingers to operate a computer keyboard and maintain paper files and documents
- Use hands and fingers to grasp, hold, and manipulate objects
- Kneeling, bending at the waist, sitting, squatting, stretching and reaching overhead, above the shoulders and horizontally to retrieve and store equipment, files, and supplies
- Hearing and speaking to exchange information in person or on the telephone
- Visual acuity to see/read documents and computer screen
- Occasional operation of a personal vehicle to travel within and outside the district for meetings, training sessions and assisting staff at school sites



**CLASSIFIED**  
**Job Class Description**  
Equal Employment Opportunity

MADERA UNIFIED SCHOOL DISTRICT  
PERSONNEL COMMISSION  
APPROVED MOTION NO. ##-####/##  
DOCUMENT NO. ##-####/##  
DATED Mo/Da/Year

**CURRENT TITLE: DATA TECHNICIAN**

**PROPOSED TITLE:**  
**CALPADS DATA TECHNICIAN**

**DEPARTMENT/SITE:** ~~Accountability and Communications~~  
~~Continuous Improvement~~

**REPORTS TO:** ~~Executive Director of~~ ~~Accountability and Communications~~ **Continuous Improvement**

**SALARY SCHEDULE:** Classified

**SALARY RANGE:** 35 per 2020/2023 Schedule

**WORK YEAR:** 12 Months (255 Days)

**FLSA:** Non-Exempt

**PURPOSE STATEMENT:**

Under the supervision of ~~the Administration of Information and Technology~~ **Director of Continuous Improvement, the CALPADS Data Technician**; plans, coordinates and performs activities related to the support and operation of the District's Student Information Services (SIS) system(SIS) and the California Longitudinal Pupil Achievement Data System (CALPADS). Confers with administrators and staff to provide support, documentation, training, data extraction, reporting to District staff and governmental agencies; and performs related work as assigned. The incumbents in this classification provide the school community with accurate data and data analysis and reporting for evidence-based decisions which directly supports student learning and achievement.

~~This job reports to the Executive Director Accountability and Communication.~~

**DISTINGUISHING CHARACTERISTICS**

This the technical level in the student information systems (SIS) and data analysis group of classes. The CALPADS Data Technician ensures that accurate information has been entered into the (SIS) and related systems in accordance with established standards and guidelines. While this class supports and works closely with the next level in the group, it differs from the Data Analyst class which has overall responsibility for developing SIS standards and standard operating procedures and guidelines to be adhered to by all staff of the District that enter and use SIS-related data.

**ESSENTIAL FUNCTIONS, DUTIES AND TASKS:**

*The following alphabetical list of functions, duties and tasks is typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform other closely related or department-specific functions, duties and tasks from those set forth below to address business needs and changing business practices.*

- Provides technical support of for the District's Student Information Services (SIS) application and database.
- Operates and applies to assigned work areas various computer software programs such as SQL Server, SQL reporting service, Excel, Access and other related programs and tools.
- Coordinates routine collaborative inter-departmental meetings for exchanging information and planning projects
- Identifies, analyzes and resolves problems with administrative software, and interacts effectively with users to solve problems and advises on best practices for maintaining data.
- Provides required information extracts to governmental and other outside agencies.
- Establishes, ment and enforces, ment and maintainse of data entry and security standards.

MUSD BOARD APPROVED:  
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DOCUMENT NO. ##-####/##



- ~~Establishment, enforcement and maintenance of security standards as defined.~~
- Interprets state and federal mandates regarding data and communicates mandates to appropriate department and school site personnel.
- Manages the student data collection specifically required for the California Longitudinal Pupil Achievement Data System (CALPADS) and similar systems for mandated reporting.
- ~~Communicates mandates to appropriate department personnel.~~
- Data import/export between SIS and secondary data systems.
- ~~Participates in~~ Attends ~~District-, County Office-, and State-~~ mandated training and retraining programs.
- Conducts, as directed and including travel to District sites, user training sessions and back-to-school orientation, for site and department staff to update their skills with SIS and other data information systems.
- Designs and ~~lay-out~~ prepares reports to meet the needs of users and governmental agencies.
- Monitors data base for accuracy and data integrity.
- Maintains knowledge of current state and governmental agencies reporting requirements.
- Alignment of all District and site student data to California Department of Education (CDE), Madera County Office of Education (COE), and CALPADS standards and requirements.
- Maintains confidentiality of sensitive employee and student information.
- Provides user training and may travel to school sites in support of related duties.
- Provides training and information to office staff on the new policies related to state reporting.
- ~~Responsible for finding~~ Audits for, finds, and ~~correcting~~ data anomalies with the SIS data gate; and ~~certifies to~~ ing California Basic Educational Data System (CBEDS) or the successor system to it, enrollment totals to be reported to the COE.
- ~~Manages the California Longitudinal Pupil Achievement Data System (CALPADS)~~ with existing SIS.
- May represent the District to state and local governmental agencies relative to CALPADS and CBEDS best practices.
- ~~Proficient and skilled in Excel, Word, Web-based tools, SPSS Access, Aeries, CALPADS interface.~~
- Performs other related duties as assigned for ensuring the efficient and effective functioning of the work unit and the District.

#### Other Functions

- ~~Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of Information Technology Department.~~
- 

### **KNOWLEDGE, SKILLS AND ABILITIES**

*(At time of application)*

#### **Knowledge of:**

- Computer hardware systems, software applications, and languages utilized by the District (e.g., Microsoft Office, Word, Excel, Access, SQL Server Management Studio and reporting services, Parent Square, Sales Force)
- Interpersonal skills using tact, patience and courtesy
- Basic statistics and analytical and problem--solving techniques
- Oral and written communication skills
- Principles and practices of management
- Applicable laws, codes, regulations, policies, and procedures
- District organization, operations, policies, objectives and goals



- eEnterprise computer applications
- PC applications
- sSchool operations
- wWork process analysis techniques
- dDatabase management systems, concepts, and usage

~~KNOWLEDGE is required to read technical information, compose a variety of documents, and/ or facilitate group discussions; and analyze situations to define issues and draw conclusions related to data management. Specific knowledge-based competencies required to satisfactorily perform the functions of the job include; enterprise computer applications; PC applications; school operations; work process analysis techniques; and database management systems, concepts, and usage.~~

#### **Skills and Abilities to:**

- pPeriodically upgrade skills in order to meet changing job conditions and technology hardware and software
- oOperating standard office equipment and assigned computer
- sSolving, problems, identify issues, create action plans, and apply logical thinking and reasoning processes and analytical skills to develop solutions
- pPlanning and managing projects
- pPreparing and maintaining accurate records
- uUtilizing pertinent District-standard and assigned software applications
- sSchedule activities
- oOften gGather, collate, and/ or classify data
- ~~Flexibility is required to w~~Work with ~~others~~ a diversity of individuals and/or groups flexibly and in a variety of circumstances
- aAnalyze data utilizing defined but different processes
- oOperate equipment using a variety of standardized methods
- wWork with a variety of data
- Problem solving with data requires ~~independentent~~ independent interpretation of guidelines; and problem solving with equipment is limited to moderate
- eCommunicating with persons of varied technical knowledge and backgrounds
- eEstablishing and maintaining effective working relationships and working as part of a team
- Set priorities and adapting to changing and evolving priorities ~~situations~~
- mMeeting deadlines and schedules
- wWorking with detailed information/data

~~SKILLS are required to perform multiple tasks with a potential need to periodically upgrade skills in order to meet changing job conditions. Specific skilled-based competencies required to satisfactorily perform the functions of the job include: operating standard office equipment; planning and managing projects; problem solving, logical thinking, preparing and maintaining accurate records; and utilizing pertinent software applications.~~

~~ABILITY is required to schedule activities; often gather, collate, and/ or classify data; and consider a number of factors when using equipment. Flexibility is required to work with others in a variety of circumstances; analyze data utilizing defined but different processes; and operate equipment using a variety of standardized methods. Ability is also required to work with a diversity of individuals and/ or groups; work with a variety of data; and utilize job-related equipment. Problem solving is required to identify issues and create action plans. Problem solving with data requires independentent interpretation of guidelines; and problem solving with equipment is limited to moderate. Specific ability-based competencies required to satisfactorily perform the functions of the job include; communicating with persons of varied technical knowledge and backgrounds; establishing and~~



~~maintaining effective working relationships; working as part of a team; adapting to changing priorities; setting priorities, meeting deadlines and schedules; working with detailed information/data; and applying logical processes and analytical skills.~~

### Working Environment

~~The usual and customary methods of performing the job's functions require the following physical demands: some lifting, carrying, pushing, and/or pulling; and significant fine finger dexterity. Generally the job requires 75% sitting, 10% walking, and 10% standing. This job is performed under minimal temperature variations.~~

### RESPONSIBILITY:

Responsibilities include: working under direct supervision using standardized routines; leading, guiding, and/or coordinating others; and operating within a defined ~~budget~~budget. Utilization of resources from other work units is often required to perform the job's functions. There is a continual opportunity to have some impact on the organization's services.

### JOB QUALIFICATIONS / REQUIREMENTS:

*(At time of application and in addition to the Knowledge, Skills and Abilities listed above.)*

#### **EDUCATION REQUIRED:**

~~High School diploma or equivalent.~~ Business Administration, Communications, Computer Science, Data Analytics, Information Technology or a closely related field. An Associate's degree with two additional years of the required experience can substitute for the Bachelor's degree

#### **EXPIENCE REQUIRED:**

Two (02) years of advanced clerical/technical data management experience working with complex data systems applications, ~~and including~~ data input, ~~consisting of~~utilizing programs like CBEDS and CALPADS or other complex data sets. Must be skilled in District-standard productivity software such as Microsoft Office Suite (Excel, Word, Access). Web-based tools. Standard Query Language (SQL), and Aeries. Experience in a California school district preferred. Four (04) years of additional qualifying experience my be substituted for the required education on the basis of one year experience for 24 semester/45 quarter units of education.

#### **LICENSE(S) REQUIRED:**

- None required OR: Valid, current California Driver's License with stated job duty reason for requiring xxx.

#### **CERTIFICATIONS AND TESTING REQUIRED:**

- Pass the District's applicable proficiency exam for the job class with a satisfactory score
- After offer of employment, obtain:
  - Criminal Justice and FBI Fingerprint Clearance
  - Negative TB test result plus periodic post-employment retest as required (currently every four years)

### WORK ENVIRONMENT / PHYSICAL DEMANDS:

*(Must be performed with or without reasonable accommodations)*

- Work is primarily indoors and requires sitting for extended periods of time
- Lift objects such as boxes containing documents weighing up to 35 pounds

- Bending at the waist, kneeling or crouching to file materials or access equipment, carrying, pushing and/or pulling
- Dexterity of hands and fingers to operate a computer keyboard and maintain paper files and documents
- Use hands and fingers to grasp, hold and manipulate objects
- Kneeling, bending at the waist, sitting, squatting, stretching and reaching overhead, above the shoulders and horizontally to retrieve and store equipment, files and supplies
- Hearing and speaking to exchange information in person or on the telephone
- Visual acuity to see/read documents and computer screen
- Occasional operation of a personal vehicle to travel within and outside the district for meetings, training sessions and assisting staff at school sites.

DRAFT





## **MADERA UNIFIED SCHOOL DISTRICT PERSONNEL COMMISSION**

### **REGULAR MEETING AGENDA ITEM COVER PAGE**

**Meeting Date:** September 21, 2022

**Agenda Item:**

Discuss and approve the revised job classification description for Research and Systems Improvement Analyst

**Agenda Placement:**

Action

**Background:**

District Administration has brought forward the request for approval of the revised job description for Research and Systems Improvement Analyst. This position was reviewed in Phase 1 of the Classification and Compensation Study. However, this position is now vacant due to the current incumbent being promoted to director. Therefore, in order to recruit the most qualified applicants under the revised job description, we are seeking approval.

The changes to the job description reflect the objective to improve the functioning of certain specialized areas with a highly focused skill set. The proposed additions are highlighted in blue and the strike out language is highlighted in red. These changes will bring the job description up to date so that we can start a new recruitment to fill the current vacancy.

Both a clean copy and a track changes version of the proposed revisions are attached for your information.

No salary recommendation is submitted at this time as this classification job description will be studied in the final Phase 4 of the large study that is currently scheduled to be completed by the end of this year for the entire classification plan.

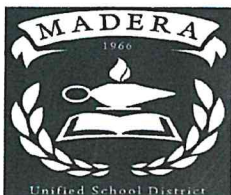
This recommended proposed action has been compiled as provided under the authority of California Education Code section 45276 and the Personnel Commission Rules 3.2.1. through 3.2.5.5 and 3.2.9. Review of positions which state that it is the responsibility of the Personnel Commission to classify duties of new or reorganized positions approved by the Board of Trustees.

**Recommendation:**

It is recommended that the Personnel Commission approve the proposed revisions to the existing job classification description of Research and Systems Improvement Analyst.

Attachments:

Job Classification Description: Research and Systems Improvement Analyst



**CLASSIFIED**  
**Job Classification Description**  
Equal Employment Opportunity

MADERA UNIFIED SCHOOL DISTRICT  
PERSONNEL COMMISSION  
APPROVED MOTION NO. ##-####/##  
DOCUMENT NO. ##-####/##  
DATED Mo/Da/Year

**RESEARCH AND SYSTEMS IMPROVEMENT ANALYST**

**DEPARTMENT/SITE:** Continuous Improvement

**SALARY SCHEDULE:** Classified Bargaining Unit

**SALARY RANGE:** 65 per 2022/2023 Schedule

**WORK YEAR:** 12 Months (261 Days)

**REPORTS TO:** Director Continuous Improvement

**FLSA:** Non-Exempt

**PURPOSE STATEMENT:**

Under the general direction of the Director Continuous Improvement, the Research and Systems Improvement Analyst supports the District's analytical needs related to completing complex analysis, including but not limited to regression, vector and longitudinal analysis; conducts research and data analysis to be used by District leadership to make data-informed decisions and will assist in the development of research briefings, presentations and proposals. The incumbents in this classification provide the school community with in-depth analysis and projections regarding all systems and available data which directly support student learning and achievement.

**DISTINGUISHING CHARACTERISTICS**

Positions in this class are distinguished by their focus on research aspects of data, uncovering previously hidden patterns in data that can be used for program improvements. The work requires extensive use of statistical methods of data analysis, the identification of data to be developed for the analysis, and the clarity and practicality of the findings and recommendations that arise from the research.

**ESSENTIAL FUNCTIONS, DUTIES, AND TASKS:**

*The following alphabetical list of functions, duties, and tasks is typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform other closely related or department-specific functions, duties, and tasks from those set forth below to address business needs and changing business practices.*

- Analyzes student data in alignment with organizational priorities to identify successes, uncover challenge areas, extrapolate trends and craft actionable, concrete steps towards making systemic improvements, including, but not limited to data about student attendance, assessment, graduations, and postsecondary readiness.
- Brings to management's attention and clarifies potential for action on key policy questions by selecting and employing advanced statistical and narrative reports based on data and/or visual representations to obtain insights that can then be acted upon.
- Builds capacity among analysts, technicians and other positions District-wide to increase proficiency in statistical and querying applications for program analysis and evaluation.
- Champions, facilitates and coaches others in continuous improvement projects using the improvement science framework.
- Completes ad hoc analysis requested by leadership using the data collected and reported both real-time and annually.
- Develops and presents periodic training sessions in person, via online tutorial videos, and online learning

MUSD BOARD APPROVED:  
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DOCUMENT NO. ##-####/##



modules.

- Formulates, suggests, develops, and manages data-driven project plans for the collation, monitoring, reporting and use of student, school, and District-level data, including demographics, student courses and grades, assessment participation and outcomes, attendance, suspensions and enrollment information.
- Manages project plans and schedules required to successfully complete all projects on time.
- Monitors change ideas introduced at District level through the rapid Plan Do Study Act (PDSA) cycle.
- Performs data collation, quality control, and analysis to identify trends, successes, problems and issues that need to be addressed through targeted technical support, trainings, and/or modifications to policies and procedures.
- Provides training to school and District office staff on best practices for data collection and cleansing (i.e., the process of detecting, correcting and/or removing corrupt or inaccurate records from a record set, table, or database.
- Supports program evaluations, including both internal evaluations and serves as the District's liaison for external researchers and evaluations.
- Supports the development of summaries of relevant external research to inform District research and analysis, strategy and decision making.
- Supports the ongoing management and maintenance of new data initiatives, such as the development of an early warning system, in alignment with District priorities and organizational goals.
- Perform other related duties as assigned for ensuring the efficient and effective functioning of the work unit and the District, including various mandatory District trainings.

## **KNOWLEDGE, SKILLS, AND ABILITIES**

*(At time of application)*

### **Knowledge of:**

- Project planning methods and organization
- Technical aspects of field of specialty
- Performance-based assessment
- Computer software applications relevant to educational assessment such as database and data management
- Methodology used in educational research and of the statistical components of research design
- Theory and practices related to learning and evaluation and education performance measurement
- Oral and written communications skills
- Interpersonal skills using tact, patience, courtesy, and customer service orientation
- Operation of a computer to enter data, maintain records and generate reports
- Principles and practices of management
- Analytical and problem-solving abilities
- District organization, operations, policies, objectives, and goals
- Advanced knowledge of statistics and software used in educational accountability
- Microsoft Office Suite, especially Excel, SPSS, SAS, STATA, and SQL or Oracle
- Salesforce administration knowledge

### **Skills and Abilities to:**

- Learn policies and procedures relating to Local Control and Accountability Plan (LCAP), comprehensive support and improvement (CSI) under the Federal Every Student Succeeds Act, and other over-arching District-level strategic programs
- Plan, organize, direct implement and report the results of evaluation or research studies or projects
- Communicate the results of evaluation and research studies to audiences with varying levels of expertise
- Complete assignments successfully with a minimum of direction and supervision
- Obtain maximum cooperation and rapport with departmental and other District employees

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- Maintain a high level of objectivity and provide quality information to facilitate decision-making at all levels
- Practice high level project management skills
- Implement strong organizational skills and maintain attention to detail
- Meeting preparation, facilitation, and follow-up
- Cleaning and improve the quality of existing data and manipulate large complex data sets into clear and easily understandable reports
- Be creative and apply outside-of-the box thinking to develop novel approaches and insights
- Demonstrate a desire to grow professionally and seek out new opportunities to learn
- Analyze situations accurately and adopt effective courses of action

### **RESPONSIBILITY:**

Includes working under general direction using advanced techniques and routines; leading, guiding, and/or coordinating others as directed; and operating within a defined budget. Utilization of resources from other work units may be required to perform the job's functions. There is a continual opportunity to have some impact on the organization's services.

### **JOB QUALIFICATIONS / REQUIREMENTS:**

*(At time of application and in addition to the Knowledge, Skills, and Abilities listed above.)*

### **EDUCATION REQUIRED:**

Bachelor's degree from an accredited college or university with a degree in Business, Statistics, Mathematics, Analytics, Information Technology, or with significant course work in research methods, statistical techniques, educational planning, or a related field.

### **EXPERIENCE REQUIRED:**

Four (04) years of increasingly responsible experience involving the collection, interpretation and analysis of research data, including extensive research experience in compiling, summarizing and critiquing external research, conducting quantitative and qualitative research, and demonstrating the ability to use Excel, SPSS, SQL and other statistical/analytical tools at an advanced level and to understand and provide feedback on research proposals. Experience with Salesforce administration preferred.

### **LICENSE(S) REQUIRED:**

Valid, current California Driver's License to drive personal vehicle to various sites in the District and to attend meetings, conferences, and training sessions.

### **CERTIFICATIONS AND TESTING REQUIRED:**

- Pass the District's applicable proficiency exam for the job class with a satisfactory score
- After offer of employment, obtain:
  - Criminal Justice and FBI Fingerprint Clearance
  - Negative TB test result plus periodic post-employment retest as required (currently every four years)
  - Pre-employment physical exam A through District's provider

### **WORK ENVIRONMENT / PHYSICAL DEMANDS:**

*(Must be performed with or without reasonable accommodations)*

- Work is primarily indoors and requires sitting for extended periods
- Lift and move equipment and other objects weighing up to 35 pounds
- Dexterity of hands and fingers to operate a computer keyboard or other office equipment and to maintain

paper files and documents

- Use hands and fingers to grasp, hold and manipulate objects
- Kneeling, bending at the waist, sitting, squatting
- Hearing and speaking to exchange information in person or on the telephone
- Visual acuity to see/read documents and computer screen
- Operation of a personal vehicle, and occasional operation of a District vehicle, to travel within and outside the district for meetings, training sessions and assisting staff at school sites





**CLASSIFIED**  
**Job Class Description**  
Equal Employment Opportunity

MADERA UNIFIED SCHOOL DISTRICT  
PERSONNEL COMMISSION  
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DOCUMENT NO. ##-####/##  
DATED Mo/Da/Year

**CURRENT TITLE: RESEARCH AND SYSTEMS IMPROVEMENT ANALYST**  
**PROPOSED TITLE: NO CHANGE**

**DEPARTMENT/SITE:** ~~Accountability and~~  
~~Communications~~  
Continuous Improvement

**REPORTS TO:** ~~Executive-Director of Account-~~  
~~ability and Communications~~  
Continuous Improvement

**SALARY SCHEDULE:** Classified  
**SALARY RANGE:** 65 per 2022/2023+ Schedule  
**WORK YEAR:** 12 Months (261 Days)  
**FLSA:** Non-Exempt

**PURPOSE STATEMENT:**

Under the general direction of the Director of Continuous Improvement, The Research, Evaluation and Assessment Analyst supports the District's analytical needs related to completing complex analysis, included but not limited to regression, vector and longitudinal analysis; ~~This position will be responsible for conducting~~ research and data analysis ~~to be~~ which will be used by the District leadership to make data- informed decisions and will assist in the development of research briefings, presentations and proposals. The incumbents in this classification provide the school community with in-depth analysis and projections regarding all systems and available data which directly support student learning and achievement.

~~This job reports to the Executive Director of Accountability and Communication.~~

**DISTINGUISHING CHARACTERISTICS**

Positions in this class are distinguished by their focus on research aspects of data, uncovering previously hidden patterns in data that can be used for program improvements. The work requires extensive use of statistical methods of data analysis, the identification of data to be developed for the analysis, and the clarity and practicality of the findings and recommendations that arise from the research. This differs from the work of the Software Developer responsible for developing and/or updating computer programs for maintaining and/or enhancing system functions and interconnection.

**ESSENTIAL FUNCTIONS, DUTIES AND TASKS:**

*The following alphabetical list of functions, duties and tasks is typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform other closely related or department-specific functions, duties and tasks from those set forth below to address business needs and changing business practices.*

- Formulates, suggest, develops, and manages data-driven project plans for the collation, monitoring, reporting and use of student, school, and District-level data, including demographics, student courses and grades, assessment participation and outcomes, attendance, suspensions and enrollment information. Develops project plans for the collection, monitoring, reporting and use of student, school, and District level data, including demographics, student courses and grades, assessment participation and outcomes, attendance, suspensions and enrollment information.
- Manages project plans and schedules required to successfully complete all projects on time.
- Performs data collation, quality control, and analysis to identify trends, successes, problems and issues that need to be addressed through targeted technical support, trainings, and/or modifications to policies

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and procedures. ~~Performs data analysis to identify trends, successes, problems and issues that need to be addressed through targeted technical support, trainings, modifications to policies and procedures.~~

- Trains school and District office staff on data collection and cleansing best practices.
- Surfaces key policy questions by selecting and employing advanced statistical and narrative reports based on data and/or visual representations to obtain insights that can then be acted upon. ~~creating statistical and narrative reports based on data and/or graphs.~~
- Completes Ad hoc analysis requested by leadership using the data collected and reported both real-time and annually.
- Regularly analyzes student data in alignment with organizational priorities to identify successes, uncovers challenge areas, extrapolates trends and crafts actionable, concrete steps towards making systemic improvements, including, but not limited to student attendance, assessment, graduations , and postsecondary readiness data.
- Supports the ongoing management and maintenance of new data initiatives, such as the development of an early warning system, in alignment with District priorities and organizational goals.
- Supports the development of summaries of relevant external research to inform District research and analysis, strategy and decision making.
- Supports program evaluations, including both internal evaluations and serves as the District's liaison for external researchers and evaluations.
- Builds capacity among analysts, technicians and other positions. District-wide to increase proficiency in statistical and querying applications for program analysis and evaluation; develops and presents periodic training sessions in person, via online tutorial videos, and online learning modules.
- Champions, facilitates and coaches others in continuous improvement projects using the improvement science framework.
- Monitors change ideas introduced at District level through the rapid Plan Do Study Act (PDSA) CYCLE.
- Perform other related duties as assigned for ensuring the efficient and effective functioning of the work unit and the District.

#### Other Functions

- ~~Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.~~

### **KNOWLEDGE, SKILLS AND ABILITIES**

*(At time of application)*

#### **Knowledge of:**

- ~~Planning~~, organization and direction of assigned projects
- ~~t~~Technical aspects of field of specialty
- ~~p~~Performance-based assessment
- ~~e~~Computer software applications relevant to educational assessment such as database and data management
- ~~m~~Methodology used in educational research and of the statistical components of research design
- ~~t~~Theory and practices related to learning and evaluation and education performance measurement
- ~~e~~Oral and written communications skills
- ~~i~~Interpersonal skills using tact, patience, and courtesy, and customer service orientation
- ~~e~~Operation of a computer to enter data, maintain records and generate reports
- ~~p~~Principles and practices of management
- ~~a~~Analytical and problem-solving abilities
- ~~d~~District organization, operations, policies, objectives, and goals



- ~~a~~Advanced knowledge of statistics and software used in educational accountability
- Microsoft Office Suite, especially Excel, proficiency required; and high proficiency with programs such as SPSS, SAS, or STATA, and SQL or Oracle proficiency required
- Salesforce administration knowledge
- ~~experience with SQL or Oracle preferred~~

**KNOWLEDGE of:** ~~Planning, organization and direction of assigned projects; technical aspects of field of specialty; performance-based assessment; computer software applications relevant to educational assessments such as database and data management; methodology used in educational research and of the statistical components of research design; theory and practices related to learning and evaluation and education performance measurement; oral and written communications skills; interpersonal skills using tact, patience and courtesy; operation of a computer to enter data, maintain records and generate reports; principles and practices of management; analytical and problem-solving abilities; district organization operations, policies, objectives and goals; advanced knowledge of software used in educational accountability, Excel proficiency required; SPSS, SAS, or STATA proficiency required; experience with SQL or Oracle preferred.~~

#### **Skills and Abilities to:**

- Learn policies and procedures relating to LCAP, CSI/DA and other over-arching District-level strategic programs
- Plan, implement and report the results of evaluation or research studies or projects
- ~~e~~Communicate the results of evaluation and research studies to audiences with varying levels of expertise
- ~~e~~Complete assignments successfully with a minimum of direction and supervision
- ~~e~~Obtain maximum cooperation and rapport with departmental and other District employees
- ~~m~~Maintain a high level of objectivity and provide quality information to facilitate decision-making at all levels
- ~~superior~~Practice high level project management skills
- Implement strong organizational skills and maintain, attention to detail
- ~~m~~Meeting preparation, facilitation, and follow-up
- ~~comfort and experience with e~~Cleaning and improving the quality of existing data and manipulating large complex data sets into clear and easily understandable reports
- Be creative and apply outside-of- the box thinking to develop novel approaches and insights
- desire to grow professionally and seek out new opportunities to learn
- ~~a~~Analyze situations accurately and adopt ~~an~~ effective courses of action

**ABILITY to:** ~~Plan, implement and report the results of evaluation or research studies or projects; communicate the results of evaluation and research studies to audiences with varying levels of expertise; complete assignments successfully with a minimum of direction and supervision; obtain maximum cooperation and rapport with departmental and other District employees; maintain a high level of objectivity and provide quality information to facilitate decision-making at all levels; superior project management skills; strong organizational skills, attention to detail; meeting preparation, facilitation, and follow-up; comfort and experience with cleaning and improving the quality of existing data and manipulating large complex data sets into clear and easily understandable reports; creative and outside-of- the box thinking; desire to grow professionally and seek out new opportunities to learn; analyze situations accurately and adopt an effective course of action.~~

#### **RESPONSIBILITY:**

Includes working under general direction direct supervision using advanced techniques and standardized routines; leading, guiding, and/or coordinating others as directed; and operating within a defined budget. Utilization of resources from other work units may be ~~is often~~ required to perform the job's functions. There is a continual opportunity to have some impact on the organization's services.



### Working Environment

The usual and customary methods of performing the job's functions require the following physical demands: some lifting, carrying, pushing, and/or pulling; and significant fine finger dexterity. Generally the job requires 40% sitting, 30% walking, and 30% standing. This job is performed under minimal temperature variations.

### **JOB QUALIFICATIONS / REQUIREMENTS:**

(At time of application and in addition to the Knowledge, Skills and Abilities listed above.)

#### **EDUCATION REQUIRED:**

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