

February 29, 2000

Personnel Management and Services
Nelson E. Diaz, Deputy Superintendent

**SUBJECT: REQUEST FOR AUTHORIZATION TO ESTABLISH AND CLASSIFY THE
CONTRACTED POSITION OF PUBLIC INFORMATION OFFICER**

At the School Board meeting of February 9, 2000, Agenda Item B-6, the Board directed the Superintendent of Schools to return to the Board meeting of March 15, 2000, with a recommendation to establish the position of a facilitator for members of the press and others seeking valid information about Miami-Dade County Public Schools.

Authorization of the Board is requested to establish and classify the contracted position of Public Information Officer. The Division of Wage and Salary has analyzed the responsibilities and compensation for this position. The recommendation for a contracted position is in concert with what other private and public agencies are currently implementing.

The Public Information Officer will plan and conduct a comprehensive communication plan for Miami-Dade County Public Schools (M-DCPS); plan and direct the development and communication of information designed to keep the public informed of M-DCPS's programs, accomplishments, or point of views; arrange for public relations efforts in order to meet the needs, objectives, and policies of the school system; prepare and distribute news releases, scripts, or recordings to media representatives and other persons; promote goodwill through different publicity efforts; develop effective media and communication strategies for a multilingual media community; and will serve as primary spokesperson and public information officer, among other tasks.

Conditions of the employment contract for the position of Public Information Officer, provide for an initial employment term of 12 months, with compensation at an annual salary range between \$77,860 to \$113,100. The salary amount shall remain in effect throughout the term of the contract. The contract also provides for the individual to be granted sick leave and vacation leave as provided to managerial exempt personnel. Legal holidays are limited to: Independence Day (July 4), *Labor Day (first Monday in September), *Veterans' Day, *Thanksgiving Day (fourth Thursday in November), Christmas Day (December 25), New Year's Day (January 1), *Martin L. King's Birthday, *All Presidents' Day, and *Memorial Day (last Monday in May). Holidays listed with an asterisk shall be paid legal holidays. In addition to legal holidays, the following School Board approved holidays for 12 month employees include: Friday following the fourth Thursday in November (Thanksgiving), and two days in addition to December 25. Benefits consisting of health coverage and a variety of selections from the flexible benefits offering will be provided to

the contracted employee. Term life insurance equal to two time(s) the employee's annual base salary effective January 1 each year, for the term of the contract, is also paid by the Board. The employee shall be entitled to membership in the Florida Retirement System as required by Florida Retirement System Rule 22B-1.004.

The employment contract may be terminated by the Board or employee on 15 days written notice to the Board or to the employee, as the case may be, it being understood that except as so provided, the contracted employee's right to employment shall be subject to the Board's absolute right to terminate the employment agreement at will.

The contracted position of Public Information Officer will be advertised, following the Board-approved advertisement and selection process.

RECOMMENDED: That The School Board of Miami-Dade County, Florida, effective March 16, 2000, establish and classify the contracted position of Public Information Officer, with an annual salary range between \$77,860 to \$113,100.

NED/vh