

BEFORE THE COUNCIL OF THE  
METROPOLITAN SERVICE DISTRICT

FOR THE PURPOSE OF AMENDING THE ) RESOLUTION NO. 87-742  
FY 1986-87 BUDGET AND APPROPRIA- )  
TIONS SCHEDULE OF THE METROPOLITAN ) Introduced by Randy Boose  
SERVICE DISTRICT AND AMENDING THE )  
PAY AND CLASSIFICATION PLANS TO )  
UPGRADE THE GRAPHIC/EXHIBIT )  
DESIGNER CLASSIFICATION )

WHEREAS, The need has been established to upgrade the  
Graphic/Exhibit Designer classification; now, therefore,

BE IT RESOLVED,

1. That the Classification Plan be amended to include  
the revised classification of Graphic/Exhibit Designer attached  
hereto as Exhibit A.

2. That the FY 1986-87 Metropolitan Service District  
budget and appropriations schedule be amended as shown in Exhibits B  
and C.

3. That the Pay Plan be revised to upgrade the Graphic/  
Exhibit Designer classification to the 7.0 salary range.

ADOPTED by the Council of the Metropolitan Service District  
this 26th day of March, 1987.



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Jim Gardner,  
Deputy Presiding Officer

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7131C/496  
03/17/87

## EXHIBIT A

### GRAPHIC/EXHIBIT DESIGNER

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#### GENERAL STATEMENT OF DUTIES:

Works with the elements of design, typography, illustration, silk-screening, carpentry, photography and printing to create communications tools such as brochures, advertising, signage, posters, slide shows, other forms of printed or graphic communication, and exhibitry. Work encompasses advertising, editorial, institutional and educational communications. Solves visual communication problems.

#### SUPERVISION RECEIVED:

Works under the supervision of the Graphics Coordinator. Specific assignments are given with general guidelines. Is required to work independently in determining methodology and procedure for completing assignments. Must also be able to work within a team setting on major projects. Review is an ongoing collaborative process.

#### SUPERVISION EXERCISED:

Graphic designer may be required to supervise assistant graphic designers or work-study students, and Zoo volunteers on a limited basis as assigned by Graphics Coordinator. Graphic Designer 2 also supervises non-graphic personnel on a project by project basis.

#### EXAMPLES OF PRINCIPAL DUTIES:

An employee in this classification may perform any of the following duties. However, these examples do not include all the specific tasks which an employee may be expected to perform.

1. Applies principles of graphic design to plan and maintain visual communications systems.
2. Composes memoranda presenting results of original analysis of complex visual material.
3. Organizes and analyzes a variety of communication materials for effective visual presentation.
4. Solves communication problems requiring creative thinking where knowledge of advanced concepts and technical skills are essential.
5. Designs and prepares final artwork for communications tools such as reports, brochures, displays, and other forms of printed or graphic communications.

6. Designs and fabricates exhibitry and signage.
7. Prepares plans for construction of exhibit cases and other elements of displays.
8. Participates in exhibit planning as a team member.
9. Ascertain proper utilization of computer graphics in printed media. Must stay current with desktop publishing industry as can be applied to graphics projects.
10. Contacts outside firms and agencies when necessary to provide services and materials. Prepares a concise description of the materials or services to be rendered and obtains competitive bids as appropriate.
11. Assists general public and local jurisdictions with the sale of maps when necessary.

RECRUITING REQUIREMENTS:  
KNOWLEDGE, SKILL, ABILITY

Thorough theoretical knowledge of the principles of graphic design. Knowledge of principles of exhibit design. (Proportion, color, communication, advertising, design management, and design theory; photography, typography, and design history, psychology of visual perception, visitor psychology and awareness of the variety of public audiences.)

Analytical, verbal, and visual communication skills, principles of form, line, space, texture.

Thorough technical knowledge of typography, paper, printing and photographic processes and equipment.

Thorough working knowledge of the production of signage in the multitudes of media and materials, specially through silkscreening.

Ability to use tools associated with simple carpentry.

Ability to use darkroom equipment.

Skill with the tools associated with graphic design and production.

Ability to use creative skills in executing a project.

Ability to establish and maintain effective working relationships with other staff, vendors, and the general public.

Ability to plan and organize a project including making time and budget estimates. Ability to work well under time pressure.

EXPERIENCE AND TRAINING:

Education or experience equivalent to four years of professional work in graphic design. Previous work in an advertising agency, graphics department in a museum, zoo or company preferred. Familiarity with the operation of a governmental agency desirable. Any satisfactory equivalent combination of experience and training that ensures the ability to perform work may substitute for the above.

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EXHIBIT B

FY 1986-87 BUDGET

ZOO OPERATING FUND

<u>Category</u>	<u>Current Adopted Budget</u>	<u>Revision</u>	<u>Proposed Budget</u>
Personal Services			
Graphics/Exhibit			
Designer	\$ 36,692	\$ 1,500	\$ 38,192
Fringe Benefits	809,908	450	810,358
All Other Accounts	<u>2,597,953</u>	<u>0</u>	<u>2,597,953</u>
Subtotal	\$ <u>3,444,553</u>	\$ <u>1,950</u>	\$ <u>3,446,503</u>
Materials & Services	\$ 2,078,321	\$ 0	\$ 2,078,321
Capital Outlay	422,182	0	422,182
Transfers	3,150,605	0	3,150,605
Contingency	442,817	(1,950)	440,867
Unappropriated Balance	<u>531,091</u>	<u>0</u>	<u>531,091</u>
	\$ <u>10,069,569</u>	\$ <u>0</u>	\$ <u>10,069,569</u>

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EXHIBIT C

FY 1986-87 APPROPRIATIONS SCHEDULE

<u>Zoo Operating Fund</u>	<u>Current Appropriations</u>	<u>Revision</u>	<u>Proposed Appropriations</u>
Personal Services	\$ 3,444,553	\$1,950	\$ 3,446,503
Materials & Services	2,078,321	0	2,078,321
Capital Outlay	422,182	0	422,182
Transfers	3,150,605	0	3,150,605
Contingency	442,817	(1,950)	440,867
Unappropriated Balance	<u>531,091</u>	<u>0</u>	<u>531,091</u>
TOTAL FUNDS	\$10,069,569	\$ 0	\$10,069,569

No other changes to this schedule.

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CONSIDERATION OF RESOLUTION NO. 87-742, FOR THE  
PURPOSE OF AMENDING THE FY 1986-87 BUDGET AND  
APPROPRIATIONS SCHEDULE OF THE METROPOLITAN  
SERVICE DISTRICT AND AMENDING THE PAY AND  
CLASSIFICATION PLANS TO UPGRADE THE GRAPHIC/  
EXHIBIT DESIGNER CLASSIFICATION

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Date: March 11, 1987

Presented by: Randy Boose

FACTUAL BACKGROUND AND ANALYSIS

A classification study was conducted by personnel, which reviewed the two Graphic/Exhibit Designer positions at the Zoo and the one Graphic/Exhibit Designer position downtown. Formerly this classification was titled Graphic Designer. The skill level and the types of duties for these positions have increased since they were reviewed as part of the 1984 Creative Personnel Associates agency-wide classification study.

While the emphasis on the type of work done at the Zoo and the downtown graphic/exhibit designers is different, both locations now need graphic/exhibit designers with a higher level of knowledge, experience, and education. The Zoo does more exhibit and signage work than is done downtown. All three of the designers are involved heavily with a wide variety of print media (posters, flyers, brochures, annual reports, booklets, special events handouts). This type of work requires a greater expertise in the elements of typography, illustration, photography, printing and computer graphics. To be able to do this work the designers must have higher design skills and be able to work with a minimum of supervision to take projects from conception to final production. Because of these efforts Metro is able to reach more of the public and to provide an improved marketing effort.

The Classification Study Report (Attachment A) recommends changing the class specifications for the Graphic/Exhibit Designer and increasing the salary level. The proposed new classification is attached to the Resolution as Exhibit A. The recommended salary level is 7.0. The salary range for this position is \$18,970 to \$23,483 per year. The current salary level is 5.5 and the salary range is \$16,370 to \$20,530 per year.

The effective date of these three reclassifications is recommended for January 1, 1987, because this is when personnel started the study. This reclassification will add an additional expense of \$895 to the downtown Public Affairs Department. Money is

available in their budget because positions in their department were vacant for several months. The Zoo budget will be increased by \$1,950. These additional costs are proposed to be covered by transferring appropriations from the Zoo contingency to the Educational Services Department personal services budget as shown in Exhibits B and C of the Resolution.

EXECUTIVE OFFICER'S RECOMMENDATION

The Executive Officer recommends adoption of Resolution No. 87-742 amending the current Pay and Classification Plans by upgrading the Graphic/Exhibit Designer classification to the 7.0 salary range in the Pay Plan and adding a revised job classification to the Classification Plan. The Resolution also recommends that the Council approve the transfer of funds from the Zoo contingency to the Educational Services budget in the FY 1986-87 budget.

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03/17/87

## ATTACHMENT A

### CLASSIFICATION STUDY REPORT

#### GRAPHIC/EXHIBIT DESIGNER

Reason for the Study: The duties and qualifications required for this position have changed. A study was requested by Alan Holsted, Graphic Coordinator, and Jack Delaini, Education Services Manager. Mr. Holsted supervises one graphic/exhibit designer, Janice Larson. Mr. Delaini supervises two graphic/exhibit designers, Eileen Yee and David Kato.

Methodology: Both Mr. Holsted and Mr. Delaini submitted requests for reviews that included a revised job duty list that included the additional tasks performed by these positions and a rationale for the change. I discussed this reclassification with both of them. I conducted a point factoring analysis using Metro's factoring system. I compared the salary range for the position with other similar positions in Metro and with what other graphic positions are being paid at other governmental agencies.

Findings: The graphic/exhibit designer positions now require more previous work experience to be able to meet the minimum qualifications of the position. The current requirement is six months to one year of experience. The upgraded position requires from one to three years of experience. The knowledge experience and the judgment and problem-solving requirements for the job have also been increased based on the Metro factor system. The reason for these increased requirements is that the positions are more involved in the design aspects of the projects they work on and they work more independently in taking projects from conception to final production. The additional types of qualifications for the upgrade position include a greater expertise in typography, illustration, photography, printing, exhibit design, signage, and computer graphics. A revised class specification is attached.

Because the current graphic/exhibit designers all possess the higher qualifications for upgraded Graphic Designer position it is appropriate to reclassify them into the higher level Graphic/Exhibit Designer classification. The current classification is at the 5.5 salary level (\$16,370 to \$20,530). The results of the point factoring put the position at the 7.0 salary level (\$18,970 to \$23,483 per year).

Recommendation: Upgrade the current classification of Graphic Designer from the 5.5 salary level to the 7.0 salary level. Adopt the revised class specification as part of the Classification Plan. The incumbents should remain in their positions because they are qualified. The effective date should be January 1, 1987. Personnel has delayed completing the study, which began in January.

Action Required: Funding for the recommended salary range increase (an additional \$895 for FY 1986-87) for Janice Larson is available in the current personal services budget for Public Affairs because positions were vacant for several months. Funding for the other two positions needs to be transferred out of the Zoo contingency. This amounts to \$1,950. According to Metro Code this requires Council approval. Council approval is also needed to amend the Pay and Classification Plans. Executive Officer has approved the reclassification of Larson, Kato and Yee to the revised Graphic/Exhibit Designer classification pending Council approval. A resolution to this effect needs to be prepared for Council action.

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