



## Personnel Committee Meeting Agenda

East Multnomah Soil and Water Conservation District

(July 6, 2023)

Wednesday, December 13<sup>th</sup>, 2023, 6:30 – 8:00 PM

To be held at the TaborSpace Annex Room (5441 SE Belmont St, Portland, OR 97215)

or join virtually <https://meet.goto.com/EastMultSWCD/personnelcommitteemeeting>

Toll Free: [1 877 309 2073](tel:18773092073) US: [+1 \(571\) 317-3129](tel:+15713173129) Access Code: 458-561-837

### AGENDA

Item #	Time	Board Meeting Agenda Item	Purpose	Presenter	Packet
1	<b>6:30</b> 5 min	<b>Welcome and meeting called to order:</b> <ul style="list-style-type: none"><li>• Introductions</li><li>• Review/revise agenda</li><li>• Review and Approve July 2023 meeting Minutes</li></ul>	Information/ <b>Decision</b>	Masterson	a) <a href="#">7/06/2023 Meeting Minutes</a>
2	<b>6:35</b> 20 mins	<b>New Executive Director Hiring Process Updates</b>	Discussion	Masterson/ Zimmer-Stucky	N/A
3	<b>6:55</b> 20 mins	<b>CO&amp;E Senior Outreach &amp; Engagement Coordinators Salary Adjustments Review</b>	Discussion/ <b>Decision</b>	Hamilton/ Kent	N/A
4	<b>7:15</b> 20 mins	<b>CO&amp;E 0.5 FTE Communications Assistant Job Description Review</b>	Discussion/ <b>Decision</b>	Hamilton/ Kent	a) <a href="#">Communications Assistant Job Description</a>
5	<b>7:35</b> 20 mins	<b>Headwaters Farm Operations Coordinator Job Description Review</b>	Discussion/ <b>Decision</b>	Hamilton	a) <a href="#">HWF Operations Coordinator Job Description</a> b) <a href="#">HWF Operations Assistant Job Description</a>
<b>CLOSING ITEMS</b>					
6	<b>7:55</b> 5 min	<ul style="list-style-type: none"><li>• Announcements and reminders</li><li>• Action items</li><li>• Adjourn meeting</li></ul>	Information	Masterson	N/A



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## EMSWCD Board Members, Committees and Meeting Dates

EMSWCD Board			EMSWCD Committees		
Members	Positions	Officers	Budget	Land Legacy	Personnel
Joe Rossi	Director - Zone 1		X	X	
Laura Masterson	Director - Zone 2	Secretary	X	X	X
Mike Guebert	Director - Zone 3	Vice Chair	X	X	X
Jim Carlson	Director - At-Large 1	Treasurer	X	X	X
Jasmine Zimmer-Stucky	Director - At-Large 2	Chair	X	X	X
Upcoming Schedule					
FY23-24	2023	July	5	31	17
		August	16		
		September	6	25	
		October	2		x
		November	6	x	
		December	4	13	13
	2024	January	3	22	17
		February	5		
		March	4	25	
		April	1		15
		May	6	29	
		June	3		

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7/10/2023

**East Multnomah Soil and Water Conservation District**  
**EMSWCD PERSONNEL COMMITTEE MEETING FINAL MINUTES**

Monday, July 10, 2023

**4:01 pm- Call to Order**

**Masterson** called to order the EMSWCD Personnel Committee meeting at 4:00 pm on Monday, July 10, 2023, at the EMSWCD Office.

**4:01 pm- Introductions, Review/revise agenda, Review previous action items.**

Attendees conducted introductions for the record.

**Board members:** Laura Masterson (Zone 2 Director, Committee Chair), Mike Guebert (Zone 3 Director), Jasmine Zimmer-Stucky (At-Large 2 Director), Jim Carlson (At-Large 1 Director, Treasurer) (virtual)

**Staff present:** Nancy Hamilton (Executive Director), Dan Mitten (Chief of Finance & Operations), Heather Nelson Kent (Communications Outreach & Education Program Supervisor), Asianna Fernandez (Executive Assistant)

**Guests:** Jill Critchfield (Pacific HR), Orlando Williams (Motus) (4:10pm), Dreshawn Vance (Motus Recruiting) (4:10pm), John Paschal (Motus Recruiting) (4:10pm), Heather Gantz (Raftelis) (5:15pm)

**4:02 pm- Agenda Changes:**

**Hamilton** presented the changes to the agenda including:

- Adding three agenda items for recruiter proposals and discussions
- Move existing agenda items to fit around those three additional items.

**Previous Action Items:**

**Masterson** to discuss with **Hamilton** about the possibility of removing the number scale for performance evaluations and when to have a Board-level discussion about it. -done

• **Hamilton** to bring back more information about what happens when staff reach the maximum range in the structure. -in process

• **Fernandez** to add an agenda item to the next Personnel Committee meeting: Pay Scale and deciding where a new hire would start on the scale. -in process

**4:03 pm- Approval of minutes**

**MOTION:** Guebert moved to approve the March 27, 2023, Personnel Committee meeting minutes. Zimmer-Stucky 2<sup>nd</sup>. Motion passed unanimously (4-0).

**4:04 pm- Employee Handbook Review**

**Mitten** presented the changes made to the employee handbook for the Board to review and approve:

- Page 21: Reference to State motor pool and State vehicles removed.
- Page 30: Compensation schedule changes related to the wage analysis that will be done as needed (new hires and changes in staff positions).
  - Added language about pay increase for staff who speak a second language.
  - Added language about the shift made in staff's pay period.
  - Added language about the changes made in staff time sheets.

**Guebert** Conducting a wage analysis for each new hire feels a little excessive, instead of just doing the analysis for the whole company.

**Hamilton** It was recommended by Compensation Connection as best practice to do research on the market rate for each position. This is to decide the ranges in which a new hire would land within their classification. The range stays the same, but we determine where the candidate lands in the range.

7/10/2023

**Zimmer-Stucky** Is the recommendation what we're going with, or do we still have room for negotiation?

**Hamilton** There is some room for negotiation, but you want to honor the market rate if that's what we've done with the rest of the staff.

**MOTION: Guebert moved to recommend to the full Board to approve the updated version of the Employee Handbook. Zimmer-Stucky 2<sup>nd</sup>. Motion passed unanimously (4-0).**

#### **4:10 pm- ED Recruitment Proposals Introduction**

**Hamilton** We've gone out and looked at several recruitment firms, and we have chosen three firms to present their proposals to the Committee.

**Zimmer-Stucky** The Board has authorized herself and Masterson to decide on a final firm within the next 48 hours to move the process forward.

#### **4:10 pm- MOTUS**

**Williams** introduced Motus and their proposal: an effort to communicate experience working with companies similar to the District, which shows who they are as a part of Oregon overall. Motus has been working closely with Governor Kotek's policy advisor on placing new agency leader positions for ODA, which is the first time this has happened in the state. They have done extensive work in matters of environment, habitat, and water, etc. in Oregon, and worked with Columbia Slough in the past to place their Executive Director, which they're really excited about. They've worked with Portland Audubon Society, conducted a national recruitment search, and brought their Executive Director from Arizona. They worked with Portland Opportunities Industrialization Center (POIC) as well.

**Paschal** shared his personal background: used to be employed as Governor Brown's executive recruiter, where he placed a geologist in a high-level position.

**Vance** Motus can recruit nationally. One of the core functions we do is collaborate on creating the job description and job announcement to excite people to apply by telling a story. We will conduct listening sessions with staff and the Board to collect information on key attributes of what the District is looking for in your next Executive Director (ED). We'll also be going to market, as we believe some of the most successful EDs are those who didn't apply themselves or know about the open position. We'll be reaching out to individuals, expressing the opportunity, and sharing demographic and landscape information. Motus can also post the job description on over a dozen concentration websites to reach a broader range of individuals.

**Williams** Motus is almost 20 years old and was just recently awarded Oregon's most admired Executive search firms. Being admired means we treat people well and that the candidate's experience is equally as important to us. We want people to walk away feeling like they had a positive experience and engagement with the Organization meaning we serve as brand ambassadors as well. We want to make sure we can honor or build the brand that the District has. We've repurposed the job announcement, to use as a tool to tell a story. The District is centrally located, Williams knew Mrs. Van (previous mortician at the building before the District)- and knows that the District is preserving all this historical perspective, which goes along with preserving resources like soil and water.

**Critchfield** What's your process for sourcing passive candidates?

**Williams** Storytelling to the candidates and other people we've already built relationships with through past communications and opportunities, and by talking to people who may have not gotten the opportunity at previous companies. Relies on building trust so that a candidate can refer others to Motus knowing they'll be treated well.

**Guebert** What does the post-hire process look like? Recruiting and placing people, especially if they're moved to Portland from elsewhere.

**Williams** Motus has a subject expertise in diversity recruitment, placing individuals from marginalized communities, people of color, women, etc. into leadership roles. When relocating to Oregon,

7/10/2023

where the population demographic doesn't represent the black and brown populations around the country, we've found that being truth-tellers and being direct around what it is like to work, live, and play in Oregon helps us and the candidate be successful. It's important to find candidates who will stay when they move here.

**Vance** recently moved from Los Angeles, which gives him the ability to tell candidates those stories of what it's like to move here, being transparent, relating to the individuals who don't understand the Pacific Northwest, and being a resource for candidates who will be new to the area.

**Paschal** had a candidate from the Bay Area who decided to lease a home before seeing it, but Paschal was able to check it out for them beforehand, building a relationship with them. Continues doing check ins and ensuring placing people is the right choice.

**Zimmer-Stucky** What do you think are some of the challenges the District might encounter looking for the right person to do this job?

**Williams** Any time you're placing someone who is esteemed, you find some hesitation of people who feel concerned, so dealing with branding and ensuring candidates know the District's brand and what you do. We use a cobranding methodology of mixing the reputation we've built in the marketplace with the client's branding to strengthen the ability to narrow down candidates and tell the right stories. With any recruitment, a big part is coordinating committees, as well as deciding if the District wants a community-engaged or internal only recruitment process.

**Guebert** How do you come up with the story you're telling? How do you find out about the nuances of the District that you don't know of already?

**Williams** We start with a kickoff session to create a recruitment plan that we all can agree on, laying out the timeline, and names the who and why of everyone involved. Starts with a conversation with staff and the Board to find out what's important to everyone beyond the job description, and to ensure staff feel like they're part of the process. Would like to act as liaisons between staff and Board, to synthesize all the information provided to ensure we're presenting the information needed to form the candidate pool and interview questions.

**Guebert** What would be a typical timeline for ED hiring for a corporation of this size?

**Vance** Four to six months is typical. Understands the urgency but doesn't want that to determine quality, and we want to ensure we don't overlook any candidates which are currently flying off the market, especially during the summer.

**Hamilton** One issue with the District is that there's a strong urban constituency, as well as an agricultural consistency, how much background do you have in that area?

**Williams** We've completed almost 20 listening sessions for the Department of Agriculture: cow ranchers, cranberry farmers, etc. Being able to speak with Eastern and Southern Oregon constituents as well as local Portland constituents is what he'd consider a strength of Motus', and being able to understand that each has unique needs.

**Paschal** is knowledgeable in terms of agricultural needs as he worked with Alexis Taylor, a previous director of ODA in Salem. For example, there's the Civics law project in Southern and Eastern Oregon, with Oregon not requiring college seniors to do Civics, this organization could reach out to those folks who were trying to create that bridge. Inspired by folks who are making that connection. Folks want to be heard, and Motus does a good job of that.

**Williams** included their experience in working with tribal organizations, especially when thinking about environmental services. **Paschal** added more information about their background in working with local indigenous communities and how their relationships have turned into partnerships.

**Masterson** thanked Motus for attending. She and Critchfield will reach out in a few days.

**Motus Representatives** left at 4:35pm.

7/10/2023

**4:37 pm- Nonprofit Professionals Now**

**Hamilton** The representative couldn't make it tonight, but the Board does have their written proposal already.

**Masterson** Had a fabulous outcome (when the Board worked with them to hire Hamilton) in the past. The representative was extremely accommodating in terms of a slightly complicated process, involving the staff and Board, and many meetings and conversations. They were more involved in screening early and often, which is how we ran the process last time. They were very supportive of the Board and Hamilton even after she was hired, in the onboarding practice.

**Guebert** recalled that the District had a great experience with her, but is a smaller firm, so is not sure if she has the breadth of the passive contacts like Motus has.

**Masterson** also thinks that since she knows the organization already is a plus, making it easy to just have her do it again. Since we have a new Board, and the organization has changed a bit since last time, she might still have to get up to speed a bit, but she is familiar with us already.

**Guebert** She was super accommodating, especially in working with planning meetings with the Board.

**Hamilton** As a candidate, she did a great job with all the meetings and prep work.

**Critchfield** Each of these firms have different pricing structures and how they do their pricing.

**Action Item: Critchfield to send the Board a breakdown of the pricing structures for each organization.**

**Zimmer-Stucky** Agnus offers a four-month placement guarantee, while the other two firms mention a one-year placement guarantee.

**Critchfield and Hamilton** Actually, Raftelis offers a discounted rate for replacing a candidate who doesn't work out, but not if the candidate leaves themselves. Motus had a one-year guarantee.

**Guebert** What does exclusivity required mean?

**Critchfield** It also means if you find your own candidate you want to apply for the position, it must be through their process still. Which is standard for executive search, and you cannot use more than one recruitment organization.

**4:49 pm- Community Outreach & Engagement Team Job Descriptions Review**

**Hamilton** The Board has all the Job Descriptions that have been changed. We made one additional change to the CO&E- Rural Lands position, regarding preference of language, which is important for that position no matter who holds it. We also created commonalities in the language and titles. Both keep a bulk of what they were doing as well as the new things they'll take on in the new team.

**Kent** has tried to identify certain responsibilities that they'll each have. There is some things Katie is bringing into the position already, like data collection, management, and analysis within the Urban Lands program, which she will hopefully get to expand. For Chelsea, she has some design skills that she will be able to use in these roles as well. Therefore, they're tailored to each of their expertise while also making them similar enough to keep within the same classification.

**Guebert** Are we writing Job Descriptions for the person rather than the job?

**Hamilton** We've talked about this a bit. We've taken all of the knowledge, skills, and abilities out of the JD, which we want to do for all staff, as it is more recruitment language than the job descriptions, but this is the work the position will need in order to perform the team's requirements. The gaps will then be filled with the half time position. The intention was for one of the positions to be fluent in Spanish. Chelsea will not just do rural work.

**Masterson** It's confusing for them to retain their Rural/Urban placement, instead suggested using "data-focus" or "graphic design focus" since we'll be using their expertise more holistically. Overall, thinks it's fine the way it is, but when it comes to hiring for these positions, it'll be difficult to fill these job descriptions perfectly. Agrees that we don't want to have to rewrite these positions every time we have to hire for them, but these positions might be hard to write job descriptions for.

**Kent** Overtime, the roles will become more distributed, but coming into the rolls now, they're already

7/10/2023

carrying their expertise to come in. They're the same classification.

**Hamilton** Right now they're only moving across to a different team. We will send these to Compensation Connections for wage analysis as well.

**Zimmer-Stucky** Under Rural Lands focus, noticed a typo in conservation knowledge and practices, "and other Urban Conservation issues". Also, the District has struggled with outreach in the past, and this is an opportunity to overcome some of that. What are we doing that's different to ensure that this won't be a copy and paste from their past job descriptions? Also seeing discrepancies around planning and project management. Why isn't there similar language in the Rural Lands focus?

**Hamilton** The detail around outreach is more in the workplan rather than the job description, the how's and with who of it. The job description doesn't speak to the goals of the Team or the workplan. On the project planning and management, Chelsea already does that work, and Monica and Tiffany will continue to do that work in the Urban Lands team. So, we didn't just take two of the same positions and put them on a new team, instead we took two people who can do the work the new team needs to accomplish. Tiffany and Monica will continue to do that other work in the Urban Lands team, and they will also work closely with the CO&E team. Sees these job descriptions changing a little in a few months to a year and sees the team continuing to evolve other the year, as they figure out their priorities and what the District needs from them. This seems as good as we could get it going into the beginning of the fiscal year.

**Guebert** There's a lot of cross over between the rural and urban descriptions. Were there any considerations to instead making one description, and maybe one person doesn't do everything in it, but that's where they work with their team to fill in the blanks.

**Hamilton** That's in the workplan and the summaries of what the team will be doing. But for the job descriptions, you must be able to evaluate people to their job description one way or another.

**Hamilton** This is an HR problem for if we have a staff person who is a challenge, if it's not written in their job description, they can say they don't have to do it and vice versa if it is in there and they can't. We wanted the descriptions to reflect what the work is we want them to achieve as well as what they already do. JDs are reviewed during performance evaluations too.

**Critchfield** It's not appropriate for employees to have the same job description as someone else. It's also super common for job descriptions to be written around person, for smaller organizations who need some flexibility, and skillsets that cross over various areas.

**Action Item: Kent and Hamilton** to look through the CO&E Senior Outreach and Engagement Coordinators' job descriptions for grammar errors.

**Kent** asked Zimmer-Stucky for more information and examples about the ineffectiveness of past marketing and communications strategies.

**Zimmer-Stucky** This is something that's been brought up over the past 3 years – doesn't have a particular example but has been hearing some stuff from staff as well. The survey will give us some insight into that.

**Jim Carlson** left at 5pm.

**MOTION: Guebert moved to recommend to the full Board to adopt the two Community Outreach and Engagement Senior Outreach and Engagement Coordinators' job descriptions, with amendments. Zimmer-Stucky 2<sup>nd</sup>. Motion passed unanimously (4-0).**

### **5:07 pm- Rural Lands Program Supervisor Job Description Update**

**Hamilton** DiLeone now supervises seven staff members. The classification for other supervisors is up to five staff under a supervisor, so we had Compensation Connections review her new job description. They recommended bumping her up a level due to taking on two additional programs. Shipkey recommended adding "new farmer development and land protection" to the knowledge, skills, and abilities section, such that it agrees with the description.

7/10/2023

**Masterson** Is there any Budget impact with this?

**Hamilton** Slightly, due to salary, but the budget can handle it. Julie is in the last class, but with two new staff, she got bumped into the last class, but now she has some room to grow again.

**Masterson** Just on principal, we've been doing a lot of internal moving and shifting. While she's thrilled about it, she wanted to remind staff that it's ok or sometimes even better to go outside for hiring for these positions. We don't want to always have internal recruitment, so that we can continue to bring people in with new expertise and perspectives, in terms of hiring in general.

**Hamilton** Jon Wagner's position switch is the only instance where we did that, in which we simply moved someone. There wasn't a vacancy for the other two positions. We will be recruiting outside for the one Jon Wagner is leaving.

### **5:15 pm- Raftelis**

**Gantz** Introduced herself. She has been recruiting in Oregon for over 17 years. Has been working with Raftelis since mid-2020. Raftelis deals with local government and public sector recruiting, with national offices. Primarily recruits on the West Coast.

**Gantz** Raftelis' process is a collaborative partnership from beginning to end. Partners with the organization on what the District is looking for in the ED position. Holds discovery conversations with Board, Staff, outside stakeholders, etc. Typically does that in 1x1 settings or small groups, or through a survey for larger audience sets. Takes that information and identifies commonalities and consistencies to inform the Job Description. Would use this to identify an ideal candidate's soft skills, qualities, and characteristics. From a recruiting standpoint, would want to capture the goals and priorities of the position, comparing that to the organization's Strategic Plan. After drafting the Job Description and getting Board approval, including the District's branding and photographs. Then we'd move into recruitment (advertising, direct outreach, asking for referrals, tapping into existing networks,) for about 4 weeks. In this time Raftelis would also be evaluating candidates who are applying, answering questions, and keeping the organization informed. Once we have a group of candidates, Raftelis would come back to the hiring committee to present those candidates, background information, insight on conversations with them, etc., and then decide how we want to proceed. Original early recruitment takes place virtually to reach all potential pools and keep costs down. Gantz would help write interview questions and handle communications with candidates, whether they're moving forward or not. In the hiring process, we would find out how the candidates align with the organization, position, etc. Raftelis would be designing a hiring process that has the whole organization in mind. Ensured that extra checks are being done for candidates who get through, and Raftelis would help with hiring and onboarding.

**Critchfield** On Raftelis' fee structure, what sourcing techniques would you use for advertising?

**Gantz** Social media is used, as well as targeted promoting in spaces where ideal candidates would see it. We would target Oregon Association of Clear Water agencies, the International Association of Conservation Districts, Soil and Water Conservation Districts/Society, North American Association for Environmental Education, etc. Outreach would also be targeted. Looked at other recruitments we've done before for Clean Water services, Natural Areas director for Fort Collins, and other orgs Raftelis has worked with. Want to ensure we have good visibility, but also, we do not want to spend too much on advertising.

**Masterson** Are you building relationships with candidates, and do you already have a candidate bank?

**Gantz** Raftelis is constantly holding ongoing networking and conversations with people who are part of recruitment processes and stay in touch with those networks and developing relationships. This includes candidates from across the country.

**Guebort** Can you give an example of any of Raftelis' experience in recruiting for a position like this one that handles both urban and rural constituencies?

**Gantz** Specifically, yes for Benton County's County Administrator, similar for Washington county, and the Confederated Tribes of Grand Ronde for a Grants Manager and Tribal Engineer, which was fun to be a part of. Also, the City of Newburg, and others. We would go to them specifically instead of asking them to come to us, doing surveys in multiple languages, we've hired interpreters where appropriate, going to local



7/10/2023

churches and wherever else they feel most safe/comfortable to engage in communications. Often looks to the organization to find out where those spaces are.

**Zimmer-Stucky** What challenges do you expect the District to encounter in hiring a new Executive Director?

**Gantz** The market right now is not very big, hiring is difficult right now in all industries, so we have to make it an attractive opportunity, and show why it's an exciting time to join the organization. Not a lot of candidates are looking for a new job right now, especially since people are past the work from home times, and the people who were interested in making moves have already done so.

**Zimmer-Stucky** What are some examples of Raftelis working in the private sector to place candidates?

**Gantz** had a background in the private sector and non-profits prior to working in the local government space. It takes a very great local government organization to feel comfortable in recruiting from the private sector, in fact some like to have a mix of people who have both private and public experience and interest.

**Masterson** How much time do you anticipate the process to take?

**Gantz** 90 days is the short end. Four to five months are expected for the full process.

**Guebert** What do your prescreening interviews look like?

**Gantz** The Brochure that we'll put together for the candidates is the roadmap, so all interviews would be geared toward what we agree the District is looking for. 60–90-minute interviews are done on Zoom usually. The organization would also have access to the full applicant pool but could only see the details for those that get screened, and Gantz would be happy to share more about those who might not have gotten past the screening point. Depending on the quality of the applicant pool, Raftelis' would like to share information on 8-12 candidates for first considerations, and then cut that down for initial interviews, and then three to four for the final interview.

**Zimmer-Stucky** Can you tell the Board more about Raftelis?

**Gantz** Novak Consulting Group merged with Raftelis in 2020 since they both had common clients in the local government space. Novak has a management consulting sector that deals with strategic planning, organizational assessment, council, and goal setting. Then there's an executive recruitment sector, and Novak also does organizational assessment work with local government organizations to help with org-wide assessments or parks/public work. Raftelis handles utility rate and fee studies. Novak is a national firm, our search practice is headquarters in Cincinnati, while Raftelis is based in North Carolina, and both have offices across the country. Our role is to support our communities, and to contribute to the organizations who provide services to those communities.

**Critchfield** What does Raftelis' support for onboarding look like?

**Gantz** We are helping to ensure that the organization is setting this person up for success: figuring out who they need to meet with, what internal staff processes as well as external processes need to happen and creating a plan for the candidate and the organization.

**Gantz** left at 5:35pm.

**Masterson** asked the Committee for ending thoughts.

**Guebert and Critchfield** agree that they're all clearly qualified.

**Hamilton** They have different styles. Wouldn't put it on their competency, but more on their approach and style. Found Motus to be impressive and doing storytelling and brand building is critical to finding someone who can be successful here. They've done a lot of work in this space already, it's not only about whether they know conservation, but also about whether they know about all of the sophisticated skillsets this position needs, which they brought up. Gantz is more straightforward but didn't get a sense of what her personal abilities in explaining the process to the Board would be.

**Guebert** was impressed by how much Motus knew about the organization already but wants to spend more time with the proposals.

7/10/2023

**Zimmer-Stucky** Motus did the Executive Director search for ODA, and many listening sessions around Oregon, which gives them a great background and perspective to bring.

**Masterson** That process was very thorough, they all have different perspectives and different experiences. It's nice to have three very qualified organizations to choose from. Thanked Critchfield for her research on them.

**Action Item: Critchfield** to ask Motus who their point person would be.

#### **5:44 pm Closing Items**

##### **Action Items:**

**Critchfield** to send Zimmer-Stucky and Masterson a breakdown of the pricing structures for each organization.

**Kent and Hamilton** to look through the CO&E Senior Outreach and Engagement Coordinators' Job Descriptions for grammar and other general clean-up.

**Critchfield** to ask Motus who their point person would be.

#### **5:45pm- Adjournment**

**Masterson** adjourned the meeting at 5:45 pm.



## JOB DESCRIPTION: Community Outreach & Engagement Communications Assistant

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### **Position Overview:**

EMSWCD is a local government with a mission of helping people care for land and water within all of Multnomah County, east of the Willamette River. We inspire people to act through our education, outreach, technical assistance, grants, and cost-share programs in both urban and rural areas. Our mission: We help people care for land and water.

The Community Outreach & Engagement Communications Assistant will help to support the organization's communications, digital marketing (social, email and web properties), public relations, events, and outreach campaigns. The ideal candidate is detail-oriented, has excellent writing and editing skills, thrives in a team-oriented environment, and is passionate about our mission.

Work ranges from routine administrative tasks to actively engaging with the public and partner organizations. This position works regularly with public and nonprofit partners whose missions are focused on natural resource conservation, agriculture, and environmental justice. The position requires compelling writing and visual storytelling, the use of content management systems, record-keeping and documentation, computer proficiency, and excellent time management and organization.

**Classification:** Non-exempt (hourly, eligible for overtime), Permanent, Part-Time.

**Reports To:** Community Outreach and Engagement Supervisor

### **Primary Responsibilities:**

#### Communications and Digital Marketing

- Write and edit content for the district to be used across our various communications platforms and outreach activities.

- Contribute to EMSWCD's social media presence, including planning the editorial content calendar, creating, and uploading social media posts, and engaging with followers and partners.
- Collect stories from program participants to build a library of marketing-ready content.
- Use social media and web engagement metrics/data analytics to measure and improve performance.
- Coordinate editing projects and serve as a copyeditor.
- Make minor updates to the emswcd.org website.
- Support outreach to key media contacts including identifying and monitoring target media outlets and contacts.
- Track and report media coverage.

### Outreach

- Promote district program activities through a variety of outreach methods including email marketing, social media, online event calendars, list-serves, community newsletters, tabling, etc.
- Identify additional outreach avenues and develop methods for promoting program activities to new audiences.
- Develop and distribute promotional materials to partners, community groups, and social media outlets.
- Inventory and maintain program materials and supplies.

### Data & Reporting

- Utilize Salesforce Customer Relationship Management software (CRM) for record-keeping and documentation of outreach activities and to maintain and update contact and email lists.
- Support surveying of audiences and perform related follow-up activities.

### Event Assistance

- Assist with coordination and marketing of special and annual events.
- Support event promotions and manage communications with registrants.
- Support set up and day-of event activities hosted by EMSWCD or District partners.
- Represent EMSWCD at community events and meetings.

**Other Responsibilities:**

- Actively participate in team and organization-wide staff meetings.
- Positively represent EMSWCD to constituents, clients, public officials, community groups, and other business partners.
- Attend business-related functions as requested by the supervisor.
- Comply with EMSWCD policy, and state, federal and local requirements.
- Use discretion in all work activities and ensure that confidential information is managed appropriately.
- Maintain a commitment to the principles of diversity, equity, and inclusion.
- Contribute to EMSWCD's justice, equity, diversity, and inclusion efforts.
- Commit to continuous improvement. Help develop recommendations on how EMSWCD communications can better reach and serve our diverse communities.

**Required Knowledge, Skills, & Abilities:**

- Strong written and verbal communication skills with the ability to convey technical concepts in an easy-to-understand manner.
- Experience using communications and marketing (i.e., email, online advertising, social media) to reach key objectives
- Proficient in Microsoft Word, Office, Outlook, and PowerPoint.
- Proficient in Adobe Acrobat Pro, Canva (or similar). Experience with InDesign desired.
- Experience working with content management tools such as WordPress and Hootsuite.
- Experience with (or ability to learn) Salesforce and MailChimp.
- Background and/or interest in outdoor education, conservation, agriculture, or natural resources.
- Organized and detail-oriented with excellent time management skills.
- Experience working collaboratively in a team environment.
- Ability to handle changing program needs and meet multiple overlapping deadlines.
- Demonstrated ability to communicate and work effectively with people of diverse social, cultural, generational, economic, racial and gender identities.
- Willingness to learn new communication tools, skills, software, etc.
- Ability to work independently, be proactive and self-directed.
- Proficiency in a second language (Spanish, Russian, Ukrainian, Vietnamese, or Chinese) desired.

**Minimum Qualifications:**

- Minimum of two years of work experience in public relations, marketing, communications, community outreach, or a similar field.
- Associate degree in communications, marketing, public affairs, or related field - OR an equivalent combination of applicable work experience is required.

**Working Conditions/Physical Requirements:**

The Community Outreach & Engagement Communications Assistant may be required to travel, participate in conferences, give presentations internally and externally, and must be available to work evenings and/or weekends as needed to meet project deadlines, attend events, and complete position responsibilities. Use of EMSWCD vehicles for work purposes may be available. A valid driver's license and driving record that meets EMSWCD insurance standards is required.

The work occasionally involves bending, and stretching and may require lifting and/or moving 25 or more pounds or loading/unloading heavy, cumbersome objects.

Work in an outdoor environment is required at times. The employee may be subject to inclement weather as part of conducting required activities.

EMSWCD enjoys a hybrid work environment, and this position is eligible to work at home when not scheduled to be in the EMSWCD office, based in North Portland. EMSWCD work locations are smoke-free and drug-free environments. Work is often performed in an indoor office environment with long periods at a desk. Inter-team contact and pressure to meet deadlines are common for this position.

The individual who holds the position must be able to perform all tasks and responsibilities unaided, or with the assistance of reasonable accommodation. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.



## HEADWATERS FARM OPERATIONS COORDINATOR JOB DESCRIPTION

**Position Overview:** Responsibilities include working closely with the Headwaters Farm Program Manager and Facilities Manager to ensure farm and incubator program operations occur in a smooth and timely manner.

**Classification:** Non-Exempt (Hourly, eligible for overtime)/ full-time, regular employee. 40 hours/week (1.0 FTE); flexible schedule.

**Reports To:** Headwaters Farm Program Manager

### Primary Responsibilities:

#### Headwaters Farm Upkeep and Projects (~65%)

- Work with the Headwaters Farm Program Manager and Facilities Manager to keep Headwaters Farm functioning well for farm operations and educational value.
- Practice sound stewardship of the site including protecting soil, water, air, and biotic resources.
- Help ensure that the site is properly maintained and that safety procedures are followed.
- Coordinate and provide oversight for all the farm's shared spaces and tools.
- Spearhead the maintenance and repairs to equipment (e.g., tools, implements, small engines, and tractors), infrastructure (e.g., barn, hoopouses, curing shed) and systems (e.g., irrigation, propagation, compost) as required.
- Operate equipment.
- Conduct tillage, mow, chisel plow, sub-soil, set cover crops, apply amendments, move pallets and piles, and other tractor operations as needed.
- Establish, maintain, and terminate robust summer and winter cover crops at Headwaters Farm in areas not rented by farmers.
- Maintain non-cultivated areas of the farm including mowing, weeding, and string trimming.
- Help develop and maintain pollinator habitat and hedge rows
- Ensure farm supplies are stocked (soap, paper towels, sanidate, etc.) and contribute, as needed, to the Headwaters trash and recycling schedule.
- Assist in building and maintaining farm infrastructure as appropriate.
- Oversee shared farm systems, including the compost, irrigation, and propagation systems.

- Unload deliveries.
- Other duties as assigned.

### **Headwaters Incubator Program Support (~25%)**

- Assist the Headwaters Farm Program Manager in overseeing the Headwaters Incubator Program.
- Interact with incubator farmers to troubleshoot problems, improve systems, and identify opportunities.
- Train incubator farmers to use tractors, the BCS, Power Ox, flame weeder, string trimmer, and other HIP equipment. Support Headwaters Farm's outreach and education efforts, including offering tours, speaking at events and with media, and other engagement opportunities. Work with CO&E to photo-document Headwaters Farm and HIP for outreach and engagement purposes.
- Work with Headwaters Farm Program Manager to develop, document, and maintain system, equipment, and infrastructure protocols for staff and incubator farmers.
- Work with EMSWCD staff to maintain, improve, or perform duties on other EMSWCD properties as needed, particularly at the adjacent Mainstem Farm.
- Be accessible via work phone during work hours.
- Be point-of-contact, including during non-business hours, for incubator farmers, contractors/consultants, the Headwaters Caretaker, and staff, as appropriate, when the Headwaters Farm Program Manager is unavailable.
- Participate in the annual new HIP farmer selection process, orientation for new program participants, Farm Halls, and other HIP events.
- Other duties as assigned.

### **Team Member and Administration (~10%)**

- Work with Headwaters Farm Program Manager and Rural Lands Program Supervision on goal setting, planning, reporting, and documenting.
- Assist with various farm administrative tasks as required.
- Attend staff meetings and other staff functions as required.
- Participate in, and contribute to, EMSWCD's diversity, equity, and inclusion initiative, including the Equity Action Plan and small group discussions
- Participate in other district-wide initiatives and projects as required.
- Participate on EMSWCD's CO&E Super Group.

### **Other Responsibilities:**

- Active participation in team and organization-wide staff meetings.
- Represent EMSWCD in a positive and professional manner to constituents, clients, public officials, community groups, and other business partners. Attend business related functions as requested by the Executive Director. Or Rural Lands Program Supervisor
- Actively participate and contribute to equity-related efforts.



- Other duties as assigned by the Executive Director. Or Rural Lands Program Supervisor

**Supervisory Responsibilities:**

NONE

**Required Knowledge, Skills, & Abilities:**

- Knowledge of and experience with agricultural systems, equipment, and infrastructure.
- Knowledge of agricultural and conservation practices.
- Understanding of the Headwaters Incubator Program and farmer development is preferred.
- Strong written, oral, and electronic communication skills.
- Able to work with people from a diverse array of backgrounds.
- Self-motivated and capable of working well alone or with others.
- Able to be flexible, multitask, and fluidly move between projects.
- Ability to navigate conflict effectively, broker solutions and maintain effective working relationships.
- Good understanding of and experience with agriculture in the Pacific Northwest and agricultural systems in general.
- A solid understanding of resource stewardship and best management practices on a farm.
- Familiar with tractor operation in farm setting.
- Practical mechanical abilities including trouble shooting and repair of farm systems, equipment and infrastructure.
- Comfort working with hand tools, power tools, and heavy equipment.
- Capacity to recognize opportunities and threats to Headwaters Farm and HIP and respond accordingly.
- Ability to ensure compliance with EMSWCD policy, state, federal and local requirements.
- Basic computer skills, including the ability to use the Microsoft Office suite of applications.
- Comfortable using common technology, able to use smartphone for communication, social media, and taking photographs.
- Well-connected within the local agricultural community and familiar with existing farmer resources is preferred.
- Actively participate and contribute to equity-related efforts
- Ability to ensure compliance with EMSWCD policy, state, federal and local requirements
- Excellent organizational, time management, and project management skills
- Ability to multi-task efficiently and switch priorities as needed. Ability to work calmly and effectively under deadline

- Excellent written & verbal communication skills including plain language skills
- Ability to appropriately use discretion in all work activities. Ability to ensure confidential information is managed appropriately
- The ability to present in an engaged manner with diverse populations, to include constituents, clients, public officials, community groups, and other business partners
- Ability to work independently, be proactive and self-directed
- Cooperative & collaborative team member. Ability to communicate in a professional and respectful manner with all colleagues, constituents, clients, public officials, community groups, and other business partners
- Proficient in standard office procedures, software, and communications technology. Ability to effectively and efficiently use Microsoft Office, Google-Suite, and standard communications platforms
- Commitment to the principles of diversity, equity, and inclusion
- Performance of assigned duties is completed in accordance with established procedures. Procedures that cover the assigned work include EMSWCD annual work plans, EMSWCD policies and procedures, Oregon Department of Agriculture Guidelines for SWCDs, and Oregon public meetings law

**Minimum Qualifications:**

- Bachelor's degree in the field of natural resource management, soil science, agricultural studies, or related field, is preferred but not required. Additional years of appropriate experience will be considered in lieu of formal tertiary qualifications.
- At least 3 years of experience in farming or related field required.

Combination of equivalent lived experience and/or related professional work may be considered.

**Working Conditions/Physical Requirements: The following work conditions/physical requirements are required of the person in this position, with or without reasonable accommodations.**

This position will be required to travel, participate in conferences, give presentations internally and externally, and may work evenings and weekends to meet project deadlines, attend events, and complete position responsibilities.

Access to reliable transportation is required.

Valid driver's license and driving record which meets EMSWCD insurance standards is required.

Requires work performed in an indoor office environment with long periods at a desk.

Work in an outdoor environment is required. The employee may be subject to inclement weather as part of conducting required activities. This work requires walking long distances across sloped, uneven terrain, mud and loose soils sometimes in inclement weather. The Headwaters Farm Operations Coordinator will be required at times to operate heavy machinery, power tools, and lift heavy objects. This work will be done in a variety of weather conditions including heat, cold and rain.

Environment is oriented to client service and subject to constant work interruptions. Employees may work under the stress of continual client and/or inter-departmental contact and pressure to meet deadlines.

The employee must be able to move about the facility to communicate with staff members. Must occasionally lift and/or move up to 25 pounds.

The EMSWCD office is the primary work location for this position; and is a smoke-free and drug-free environment. Work is to be conducted primarily from the EMSWCD facilities, or specific work site locations identified by EMSWCD.

The individual who holds or desires the position must be able to perform all tasks and responsibilities in this job description unaided or with the assistance of a reasonable accommodation. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.



## HEADWATERS FARM OPERATIONS ASSISTANT JOB DESCRIPTION

**Position Overview:** Responsibilities include working closely with the Headwaters Farm Program Manager and Facilities Manager to ensure farm and incubator program operations occur in a smooth and timely manner.

**Classification:** Non-Exempt (Hourly, eligible for overtime)/ full-time, regular employee. 40 hours/week (1.0 FTE); flexible schedule.

**Reports To:** Headwaters Farm Program Manager

### Primary Responsibilities:

#### Headwaters Farm Upkeep and Projects (~60%)

- Work with the Headwaters Farm Program Manager and Facilities Manager to keep Headwaters Farm functioning well for farm operations and educational value.
- Practice sound stewardship of the site including protecting soil, water, air, and biotic resources.
- Help ensure that the site is properly maintained and that safety procedures are followed.
- Perform maintenance and repairs to equipment (e.g., tools, implements, small engines, and tractors), infrastructure (e.g., barn, hoopouses, curing shed) and systems (e.g., irrigation, propagation, compost) as required.
- Operate tractors and other equipment.
- Conduct tillage, mow, chisel plow, sub-soil, set cover crop, broadcast amendments, and other tractor operations as needed.
- Assist in building and maintaining farm infrastructure as appropriate.
- Maintain non-cultivated areas of the farm including mowing and weeding.
- Help develop and maintain pollinator habitat.
- Other duties as assigned.

#### Headwaters Incubator Program Support (~30%)

- Assist the Headwaters Farm Program Manager in overseeing the Headwaters Incubator Program.
- Interact with incubator farmers to troubleshoot problems, improve systems, and identify opportunities.
- Help train incubator farmers to use equipment.

- Support Headwater Farm's outreach and education efforts, including offering tours, speaking at events and with media, and other engagement opportunities.
- Work with Headwaters Farm Program Manager to develop, document, and maintain system, equipment, and infrastructure protocols for staff and incubator farmers.
- Work with EMSWCD staff to maintain, improve, or perform duties on other EMSWCD properties as needed, particularly at the adjacent Mainstem Farm.
- Be accessible via work phone during work hours.
- Other duties as assigned.

#### **Team Member and Administration (~10%)**

- Work with Headwaters Farm Program Manager and Conservation Legacy Program Supervisor on goal setting, planning, reporting, and documenting.
- Assist with various farm administrative tasks as required.
- Attend staff meetings and other staff functions as required.
- Participate in, and contribute to, EMSWCD's diversity, equity, and inclusion initiative, including the Equity Action Plan.
- Participate in other district-wide initiatives and projects as required.
- Participate on EMSWCD's Outreach Team if/when one is created.

#### **Other Responsibilities:**

- Active participation in team and organization-wide staff meetings.
- Represent EMSWCD in a positive and professional manner to constituents, clients, public officials, community groups, and other business partners. Attend business related functions as requested by the Executive Director or Conservation Legacy Program Supervisor.
- Actively participate and contribute to equity-related efforts.
- Other duties as assigned by the Program Supervisor or Executive Director.

#### **Supervisory Responsibilities:**

NONE

#### **Required Knowledge, Skills, & Abilities:**

- Knowledge of and experience with agricultural systems, equipment, and infrastructure.
- Knowledge of agricultural and conservation practices.
- Understanding of the Headwaters Incubator Program and farmer development is preferred.
- Strong written, oral, and electronic communication skills.
- Able to work with people from a diverse array of backgrounds.

- Self-motivated and capable of working well alone or with others.
  - Able to be flexible, multitask, and fluidly move between projects.
  - Ability to navigate conflict effectively, broker solutions and maintain effective working relationships.
  - Good understanding of and experience with agriculture in the Pacific Northwest and agricultural systems in general.
  - A solid understanding of resource stewardship and best management practices on a farm.
  - Familiar with tractor operation in farm setting.
  - Practical mechanical abilities including trouble shooting and repair of farm systems, equipment and infrastructure.
  - Comfort working with hand tools, power tools, and heavy equipment.
  - Capacity to recognize opportunities and threats to Headwaters Farm and HIP and respond accordingly.
  - Ability to ensure compliance with EMSWCD policy, state, federal and local requirements.
  - Basic computer skills, including the ability to use the Microsoft Office suite of applications.
  - Comfortable using common technology, able to use smartphone for communication, social media, and taking photographs.
  - Well-connected within the local agricultural community and familiar with existing farmer resources is preferred.
  - Actively participate and contribute to equity-related efforts
  - Ability to ensure compliance with EMSWCD policy, state, federal and local requirements
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- Excellent organizational, time management, and project management skills
  - Ability to multi-task efficiently and switch priorities as needed. Ability to work calmly and effectively under deadline
  - Excellent written & verbal communication skills including plain language skills
  - Ability to appropriately use discretion in all work activities. Ability to ensure confidential information is managed appropriately
  - The ability to present in an engaged manner with diverse populations, to include constituents, clients, public officials, community groups, and other business partners
  - Ability to work independently, be proactive and self-directed
  - Cooperative & collaborative team member. Ability to communicate in a professional and respectful manner with all colleagues, constituents, clients, public officials, community groups, and other business partners
  - Proficient in standard office procedures, software, and communications technology. Ability to effectively and efficiently use Microsoft Office, Google-Suite, and standard communications platforms
  - Commitment to the principles of diversity, equity, and inclusion
  - Performance of assigned duties is completed in accordance with established

procedures. Procedures that cover the assigned work include EMSWCD annual work plans, EMSWCD policies and procedures, Oregon Department of Agriculture Guidelines for SWCDs, and Oregon public meetings law

**Minimum Qualifications:**

- Bachelor's degree in the field of natural resource management, soil science, agricultural studies, or related field, is preferred but not required. Additional years of appropriate experience will be considered in lieu of formal tertiary qualifications.
- At least 3 years of experience in farming or related field required.

Combination of equivalent lived experience and/or related professional work may be considered.

**Working Conditions/Physical Requirements: The following work conditions/physical requirements are required of the person in this position, with or without reasonable accommodations.**

This position will be required to travel, participate in conferences, give presentations internally and externally, and may work evenings and weekends to meet project deadlines, attend events, and complete position responsibilities.

Access to reliable transportation is required.

Valid driver's license and driving record which meets EMSWCD insurance standards is required.

Requires work performed in an indoor office environment with long periods at a desk.

Work in an outdoor environment is required. The employee may be subject to inclement weather as part of conducting required activities. This work requires walking long distances across sloped, uneven terrain, mud and loose soils sometimes in inclement weather. The Headwaters Farm Operations Assistant will be required at times to operate heavy machinery, power tools, and lift heavy objects. This work will be done in a variety of weather conditions including heat, cold and rain.

Environment is oriented to client service and subject to constant work interruptions. Employees may work under the stress of continual client and/or inter-departmental contact and pressure to meet deadlines.

The employee must be able to move about the facility to communicate with staff members. Must occasionally lift and/or move up to 25 pounds.

The EMSWCD office is the primary work location for this position; and is a smoke-free and drug-free environment. Work is to be conducted primarily from the EMSWCD facilities, or specific work site locations identified by EMSWCD.

The individual who holds or desires the position must be able to perform all tasks and responsibilities in this job description unaided or with the assistance of a reasonable accommodation. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.