

MEMORANDUM OF UNDERSTANDING
Between
Merced Community College District
And
The California School Employees Association
And
Its Chapter 274

JDs and Custodian and Grounds I and II Integration

This memorandum is agreed between Merced Community College District (“District”) and the California School Employees Association and its Merced College Chapter 274 (together “CSEA”) concerning the referenced job descriptions and changes to job titles, as described.

WHEREAS, the parties share an interest in recommending for ratification and Board approval the job description for the new Data Visualization Analyst; and

WHEREAS, the parties share an interest in recommending for ratification and Board approval the job description for the new Professional Development Coordinator; and

WHEREAS, the parties share an interest in recommending for ratification and Board approval the job description for new Marketing and Community Outreach Strategist; and

WHEREAS, the parties share an interest in recommending for ratification and Board approval the change of “Custodian I” (Range 13) and “Custodian II” (Range 16) job titles to “Custodian” and change “Groundskeeper I” (Range 16) and “Groundskeeper II” (Range 18) job titles to “Groundskeeper” (Range 18); and

THEREFORE, the parties agree to the following:

- 1) Recommend for ratification and Board approval the attached Data Visualization Analyst job description (new position)
- 2) Recommend for ratification and Board approval the attached Professional Development Coordinator job description (new position)
- 3) Recommend for ratification and Board approval the attached Marketing and Community Outreach Strategist job description (new position)
- 4) Recommend for ratification and Board approval that the “Custodian I” and “Custodian II” positions become “Custodian” positions and Groundskeeper I” and “Groundskeeper II” become “Groundskeeper” as follows:
 - a. The new Custodian job title will utilize the existing Custodian II job description.
 - b. The new Groundskeeper job title will utilize the existing Groundskeeper II job description.
 - c. Employees who do not currently meet the minimum qualifications for the “II” classification will be grandfathered into the position but will receive District-provided training as needed to meet the requirements of the position.

- d. The employees currently in the “I” classification will be moved to the range of the existing “II” classification and placed at the step nearest – but not less than – their current base salary. Employees who are not placed on step 7 will move to the next step on July 1, 2024 and continue to earn step advancement on July 1 until they reach step 7.

This agreement is effective upon ratification by Chapter 274 and adoption by the Merced College Board of Trustees and will be in effect the first day of the month following Board adoption.

FOR THE DISTRICT:



Superintendent/President

Sep 21, 2023

Date

FOR CSEA:



Sandi Goudy (Sep 22, 2023 09:53 PDT)

CSEA Chief Negotiator

Sep 22, 2023

Date

FOR CSEA:



Darwin I Duncan (Sep 27, 2023 16:19 PDT)

CSEA Labor Representative

Sep 27, 2023

Date



MERCED COMMUNITY COLLEGE DISTRICT

DATA VISUALIZATION ANALYST

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class.

SUMMARY DESCRIPTION

Under the general supervision of the Dean of Institutional Effectiveness, the Data Visualization Analyst will create reports and dashboards in order to support district-wide decision-making and planning. This position requires hands-on dashboard development experience, with solid data analysis and data modeling skills. The role analyzes complex datasets to solve district-wide issues, ensures data quality, data policies and standards are enforced across the District.

REPORTS TO

Dean of Institutional Effectiveness

SALARY RANGE

32

REPRESENTATIVE DUTIES

1. Collaborates with ITS team to design and build visual reports, dashboards, and fulfill ad-hoc data requests from a variety of stakeholders
2. Collaborates with stakeholders across the district to meet their needs for data informed decision making
3. Writes SQL code to extract data from various data sources
4. Focuses on effective data visualization to delivers actionable and consumable insights
5. Utilizes best practices in analytics and visualizations
6. Prepares informative materials related to visualization tools
7. Conducts training sessions for administrators, faculty, and staff on utilization of visualization tools
8. Delivers presentations to committees and Board of Trustee
9. Develops and conducts quality assurance checks to test, validate, and evaluate visualizations for accuracy, performance, and alignment with end-user requirements
10. Creates documentation including procedures and instructions
11. Performs other related duties as assigned

QUALIFICATIONS

Knowledge of...

- Connecting to a variety of data sources
- Relational Databases and SQL queries
- MS-SQL Reporting Services
- MS-SQL Analysis Services
- Transact-SQL Programming Extensions
- Data Analytics and Business Intelligence Tools (Tableau, Power BI, etc.)
- MS Office Suite (Word, Excel, PowerPoint)

- Statistical Software (SPSS, SAS or R)
- District organization, operations, policies, and procedures

Ability to...

- Attend and participate in various meetings, workshops, and conferences related to data visualization
- Provide customer service by resolving end-user questions and concerns in a timely, professional, and proactive manner
- Generate innovative and visually striking dashboards, interactive graphics, charts, graphs, and infographics
- Utilize database systems with appropriate software applications in order to conduct data analytics
- Clean and standardize data for efficient reporting
- Ensure proper data sanitization when sharing data with internal or external parties
- Develop and maintain complex reports and visualization using district provided tools
- Provide maintenance on existing data reports and dashboards to assure continued accuracy
- Identify and help address gaps in the data, or inconsistencies in data fields
- Understand user's data needs and interpret these into effective and powerful visualizations and reports
- Ensure data content is correct, accurate, and verifiable to the greatest degree possible
- Communicate clearly and concisely, both orally and in writing
- Work independently and in a team setting with diverse professional backgrounds
- Present complex technical information to non-technical audiences
- Plan and organize work effectively to meet schedules and deadlines
- Demonstrate sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students

REQUIRED EDUCATION AND EXPERIENCE

Education/Training/Experience

Bachelor's degree **AND** three (3) years of applicable experience **OR** Associate's degree **AND** four (4) years of applicable experience **OR** the equivalent education and experience

License or Certificate

None

DESIRED QUALIFICATIONS

Education/Experience

Master's degree

License or Certificate

None

PHYSICAL DEMAND AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment

Work is performed primarily in an office environment with some travel to different sites; incumbents may be required to work extended hours including evenings and weekends.

Physical Ability to...

- Hear and understand speech at normal levels
- Communicate so others will be able to clearly understand normal conversation
- Read printed matter and computer screens
- Stand or sit for prolonged periods of time
- Bend, twist, stoop, kneel, crawl, push, and pull
- Reach in all directions
- Work at a desk, conference table or in meetings of various configurations
- Operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard

Vision

See in the normal visual range with or without correction.

Hearing

Hear in the normal audio range with or without correction.

8/2023



MERCED COMMUNITY COLLEGE DISTRICT

PROFESSIONAL DEVELOPMENT COORDINATOR

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class.

SUMMARY DESCRIPTION

Under minimal direction, facilitate and coordinate the daily functions of the District's professional development program, including coordinating with the faculty Flex Coordinator, coordinating District-wide professional development workshops and resources, for faculty, staff and management; planning and implementing various programs to address institutional, departmental, and individual training needs; and perform related work as required.

The Professional Development Coordinator develops and coordinates institutional professional development programs and events, and facilitates the development and delivery of workshops that serve the professional, educational, and training needs of District employees; and provides resource materials to faculty and staff.

REPORTS TO

Director of Human Resources

SALARY RANGE

30

REPRESENTATIVE DUTIES

1. In conjunction with the Professional Development Committee and under direction, develops the District's Professional Development Plan, establishes goals and objectives to align with institutional goals; facilitates and develops related programs throughout the year.
2. Coordinates with the faculty Flex Coordinator to implement the Flexible Calendar Program for faculty including: development of processes and systems, maintenance of records, communication with faculty and administrators, reporting of performance measures, monitor program compliance, and provide yearly certification to the Chancellor's office.
3. Plan and coordinate the District professional development program, including the design and production of promotional materials and web pages, event logistics, serving as master of ceremonies at general sessions, tracking attendance, and conducting post-event assessment.
4. Coordinates related purchasing and budgets and contracting of services and speakers.
5. Coordinate/assist in coordinating the onboarding programs for new faculty, staff, and management.
6. Monitor professional development budget; gather and compile data for the Chancellor's Office Expenditure Report; evaluate proposals and advise faculty, managers and staff on related State and District policies.
7. Collaborate with various district departments and constituent groups to address institutional and departmental training needs; prepare flyers, announcements and assessments tools for individual workshops.
8. Design and conduct professional development annual needs assessment

9. Ensures compliance with related district policies.
10. Maintains memberships and liaison relationships with state and national professional development organizations.
11. Evaluate and purchase appropriate training materials and resources for the department website and library.
12. Supervises student and short-term, non-continuing employees.
13. Performs other related duties as assigned.

QUALIFICATIONS

Knowledge of...

- Principles of professional development and training trends in community college programs
- Adult education principles and theory; public speaking and presentation techniques
- Office methods and practices including filing, proofreading, formatting, report writing and basic bookkeeping and fiscal management
- Proper English usage, spelling vocabulary, and grammar
- Meeting facilitation
- Event coordination
- Marketing principles, practices and techniques
- Current office technology, including webpage maintenance, operation of personal computer software programs including word processing and spreadsheet tools, and standard office equipment.

Ability to...

- Perform public speaking in front of small and large audiences
- Develop and maintain processes and procedures
- Work independently with a minimum of supervision
- Interpret and apply District policies and procedures
- Maintain cooperative working relationships
- Interact with faculty, staff and the public in a helpful, courteous and friendly manner
- Coordinate the activities of a comprehensive professional development program
- Perform difficult, complex and detailed planning, reporting and communicating with multiple constituency groups, senior management, and outside entities
- Ability to work under pressure to meet deadlines
- Ability to analyze situations accurately and take appropriate action
- Identify problems and recommend solutions
- Compose correspondence and reports
- Communicate effectively in English
- Follow and give oral and written directions
- Demonstrate sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identify, sexual orientation, and ethnic backgrounds of community college students

REQUIRED EDUCATION AND EXPERIENCE

Education/Training/Experience

Bachelor's degree **AND** three (3) years of applicable experience **OR** Associate's degree **AND** four (4) years of applicable experience **OR** the equivalent education and experience.

License or Certificate

None

DESIRED QUALIFICATIONS**Education/Experience**

None

License or Certificate

None

PHYSICAL DEMAND AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment

Work is performed primarily in an office environment with some travel to different sites; incumbents may be required to work extended hours including evenings and weekends.

Physical Ability to...

- Hear and understand speech at normal levels
- Communicate so others will be able to clearly understand normal conversation
- Read printed matter and computer screens
- Stand or sit for prolonged periods of time
- Bend, twist, stoop, kneel, crawl, push, and pull
- Reach in all directions
- Work at a desk, conference table or in meetings of various configurations
- Operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard

Vision

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Hearing

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Revised 09/2023



MERCED COMMUNITY COLLEGE DISTRICT

MARKETING AND COMMUNITY OUTREACH STRATEGIST

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class.

SUMMARY DESCRIPTION

Under general supervision of the Director of Communications and External Relations, the Marketing and Community Outreach Strategist will be at the forefront of shaping our outreach and engagement efforts. The Marketing and Community Outreach Strategist's expertise will drive the development of marketing strategies, data-driven campaigns, Customer Relationship Management (CRM) optimization, adult learning outreach strategies, and the cultivation of lasting alumni connections. This position is responsible for creating and implementing innovative marketing strategies aligned with the college's goals, target demographics, and competitive landscape; developing marketing campaigns that attract diverse prospective students to various academic programs; and developing and executing strategies to engage alumni through various channels, such as events, e-newsletters, social media, and other targeted and strategic communications.

REPORTS TO

Director of Communications and External Relations

SALARY RANGE

29

REPRESENTATIVE DUTIES

1. Create and implement innovative marketing strategies that resonate with the college's core vision, mission and values
2. Conduct thorough market research to identify trends, opportunities, and target audiences
3. Engage in meaningful conversations with faculty, staff, students, and other stakeholders to gather insights and input for crafting effective marketing and community outreach approaches
4. Monitor campaign performance, tracking essential metrics and adjusting strategies for optimal results
5. Collaborate with various departments to ensure consistent messaging and branding across all marketing and outreach materials
6. Utilize data analytics to identify key audience segments and develop personalized marketing campaigns
7. Develop and implement strategies to engage and cultivate relationships with alumni, fostering a sense of community and support
8. Make presentations to community organizations, special interest groups, and to other relevant events/functions to promote adult learning, community engagement, general support, and other special campaigns
9. Plan and execute events, communications, and initiatives aimed at involving alumni in the college's activities and initiatives
10. Oversee the maintenance and utilization of the college's CRM system

11. Collaborate with IT and/or Web Developer to ensure smooth CRM functionality and integration with other systems
12. Utilize CRM data to inform marketing strategies and track campaign performance
13. Performs other related duties as assigned

QUALIFICATIONS

Knowledge of...

- Established marketing principles and best practices
- Role and impact of CRM systems in driving effective marketing and fundraising initiatives
- Targeted marketing, data analysis, and reporting
- Strategies for cultivating alumni engagement and building robust community networks
- Excellent communication and interpersonal skills for engaging with diverse stakeholder groups
- Microsoft Office Suite software (Excel, Word, Outlook, and PowerPoint) and other business-related software
- Strategies, tactics and best practices in branding, advertising and content marketing

Ability to...

- Formulate and execute comprehensive marketing strategies
- Foster seamless collaboration with diverse, cross-functional teams
- Engage stakeholders in insightful and productive interactions
- Effectively utilize data analytics tools to decipher campaign metrics
- Strategize and coordinate successful alumni outreach initiatives
- Work independently, assume responsibility, and use professional judgement based on established guidelines and procedures
- Communicate effectively and accurately orally and in writing
- Understand and carry out oral and written directions
- Establish and maintain cooperative working relationships with students, faculty, staff, trainees, and others connected in the performance of duties
- Demonstrate sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender, identity, sexual orientation, and ethnic backgrounds of community college students

REQUIRED EDUCATION AND EXPERIENCE

Education/Training/Experience

Bachelor's degree **AND** three (3) years of applicable experience **OR** Associate's degree **AND** four (4) years of applicable experience **OR** the equivalent education and experience.

DESIRED QUALIFICATIONS

- Earned bachelor's degree
- Three (3) years of relevant experience
- Demonstrated track record in marketing, preferably within education or community-focused settings
- Strong analytical acumen, enabling the interpretation of data for informed decision-making
- Strong organizational skills with the ability to manage multiple projects and deadlines

- Experience in alumni engagement and relationship-building
- Knowledge of the community college environment and educational sector

PHYSICAL DEMAND AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment

Work is performed primarily in an office environment with some travel to different sites; incumbents may be required to work extended hours including evenings and weekends.

Physical Ability to...

- Hear and understand speech at normal levels
- Communicate so others will be able to clearly understand normal conversation
- Read printed matter and computer screens
- Stand or sit for prolonged periods of time
- Bend, twist, stoop, kneel, crawl, push, and pull
- Reach in all directions
- Work at a desk, conference table or in meetings of various configurations
- Operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard

Vision

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Hearing

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Revised 09/2023



MERCED COMMUNITY COLLEGE DISTRICT

CUSTODIAN

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

SUMMARY DESCRIPTION

Under general supervision, to keep assigned buildings or building areas clean and orderly; to provide complete floor care and perform minor maintenance duties; and to do related work as required.

REPORTS TO

Director of Facilities Management

SALARY RANGE

16

REPRESENTATIVE DUTIES

1. Sweeps, mops, dusts, washes, and polishes furniture and woodwork
2. Vacuums carpets and cleans waste receptacles
3. Cleans erasers and blackboards
4. Washes windows, doors, and walls
5. Cleans restrooms
6. Sweeps sidewalks and picks up papers
7. Cleans drinking fountains
8. Polishes metal work
9. Fills paper and soap dispensers
10. Makes minor electrical repairs including replacing light bulbs
11. Replenishes supplies
12. Turns out lights; locks doors and windows; observes assigned areas to prevent vandalism
13. Reports need for repairs
14. Maintains equipment and supplies in proper condition
15. Performs minor, technical building maintenance
16. Assists with in-service training
17. Trains and oversees the work of student assistants and special project worker
18. Substitutes for and/or provides cleaning services for absent custodians
19. Strips and waxes floors, and steam cleans rugs and carpets
20. Supervises moving, arranging, and setting up of furniture and equipment for special events and meetings
21. Sand screens the gym's hardwood floor and apply finish to the wood
22. Evacuates buildings during a bomb threat, fire or any emergency which may occur during shift
23. Other related duties as assigned

QUALIFICATIONS

Knowledge of...

- Cleaning supplies, methods, materials, and practices

Ability to...

- Speak, read and write standard English
- Lead the work of others
- Carry out oral and written directions
- Work independently
- Perform heavy physical labor
- Lift up to 60 pounds
- Stand and walk for long periods
- Climb stairs
- Work cooperatively with others
- Demonstrate sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students

REQUIRED EDUCATION AND EXPERIENCE**Education/Training/Experience**

High school diploma **OR** GED **AND** one (1) year of applicable experience **OR** the equivalent education and experience.

License or Certificate

Possession of valid California driver's license.

DESIRED QUALIFICATIONS**Education/Experience**

None

License or Certificate

None

PHYSICAL DEMAND AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individual with disabilities to perform the essential job functions.

Environment

Work is performed in an indoor and outdoor work environment with regular exposure to fumes, dust, and odors. There may be travel to different sites and incumbents may be required to work extended hours including evenings and weekends.

Hazards

- Exposure to cleaning agents and chemicals
- Working on ladders

Physical Ability to...

- Hear and understand speech at normal levels
- Communicate so others will be able to clearly understand normal conversation
- Read printed matter and computer screens

- Stand or sit for prolonged periods of time
- Bend and twist, stoop, kneel, crawl, push, pull
- Lift 60 pounds
- Carry 60 pounds
- Reach in all directions
- Work at heights
- Ascend and descend a ladder
- Work in the elements (extreme temperatures)

Vision

See in the normal visual range with or without correction.

Hearing

Hear in the normal audio range with or without correction.

Revised ~~12/2019~~9/2023

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MERCED COMMUNITY COLLEGE DISTRICT

GROUNDSKEEPER

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class.

SUMMARY DESCRIPTION

Under supervision, to perform maintenance and gardening tasks on District grounds, athletic fields, and landscaped areas; and to do related work as required.

REPORTS TO

Director of Facilities Management

SALARY RANGE

18

REPRESENTATIVE DUTIES

1. Mows lawns and fields
2. Prunes shrubs, hedges and trees
3. Sprays insecticides, herbicides and pesticides as needed
4. Applies fertilizer by mechanical means
5. Mows, waters, trims, edges lawns and turf areas
6. Spades and prepares grounds around flowers, shrubs and trees
7. Assist in sprinkler installation and makes repair
8. Repairs and does preventive maintenance of grounds keeping equipment
9. May supervise student assistants
10. General grounds cleanup
11. Drives a truck or tractor
12. Assists in the installation of asphalt, concrete, fencing, landscaping and grounds equipment
13. Other related duties as assigned

QUALIFICATIONS

Knowledge of...

- Methods used in caring for plants, shrubs, flowers, trees and lawns
- Lawn planting and cutting procedures
- Safe work practices

Ability to...

- Operate light motorized equipment
- Use gardening hand tools
- Lift up to 60 pounds
- Work under extreme heat and cold temperatures
- Carry out oral and written directions
- Work independently
- Train and oversee the work of student assistants

- Work cooperatively with others
- Demonstrate sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students

REQUIRED EDUCATION AND EXPERIENCE

Education/Training/Experience

High school diploma **OR** GED **AND** two (2) years applicable experience **OR** the equivalent education and experience.

License or Certificate

- Possess a valid California driver's license
- Possess or be eligible for a State of California Department of Food and Agriculture Certified Commercial Applicator license

DESIRED QUALIFICATIONS

Education/Experience

Three years of experience in commercial landscape maintenance.

License or Certificate

None

PHYSICAL DEMAND AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment

Work is performed primarily in an outdoor environment, seasonal heat and cold or diverse weather conditions. Moderate exposure to fumes, dust, odors, oil/grease and gases, driving a vehicle to conduct work, with some travel to different sites; incumbents may be required to work extended hours including evenings and weekends.

Hazards

- Working around and with machinery having moving parts
- Working on ladders
- Exposure to chemicals used in pest control and weed abatement

Physical Ability to...

- Hear and understand speech at normal levels
- Communicate so others will be able to clearly understand normal conversation
- Read printed matter and computer screens
- Stand or sit for prolonged periods of time
- Bend and twist, stoop, kneel, crawl, push, pull
- Lift 60 pounds
- Carry 60 pounds
- Reach in all directions

- Work at heights
- Ascend and descend a ladder
- Work in the elements (extreme temperatures)

Vision

See in the normal visual range with or without correction.

Hearing

Hear in the normal audio range with or without correction.

Revised 912/2023~~2019~~