

# City of Northfield

Administrative Services Organizational Assessment –  
Communication Division Comparison



# Agenda

- 01 Project Objectives**

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- 02 Recap of Previous Presentation**

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- 03 Communication Division Comparison**

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# Project Objectives



- Evaluate the division's organizational structure, staffing structure, and efficiency of staff roles and responsibilities



- Review key functions of communications, human resources, information technology, finance, and administrative services related to the processes within the division



- Identify, assess, and prioritize process improvements including but not limited to the use of technology



- Identify areas at risk for significant institutional knowledge loss and assess the division's level of preparedness for knowledge transfer

# Recommendations

## HIGH PRIORITY Recommendations

- Increase capacity and restructure administrative services division
- Formalize workforce planning strategy
- Prioritize process documentation and BS&A training efficiency

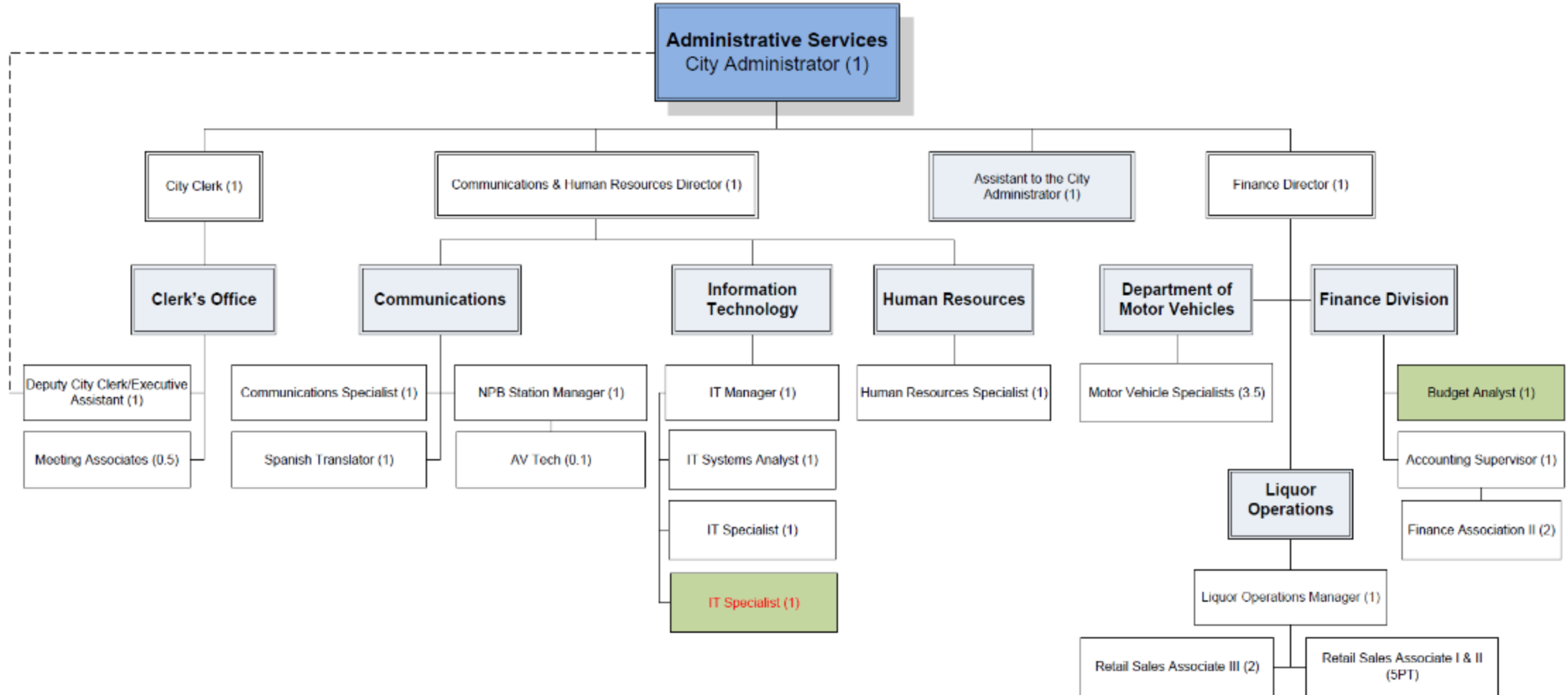
Timeline: 0 – 1 Years

Color Key:

Green Box = New Position

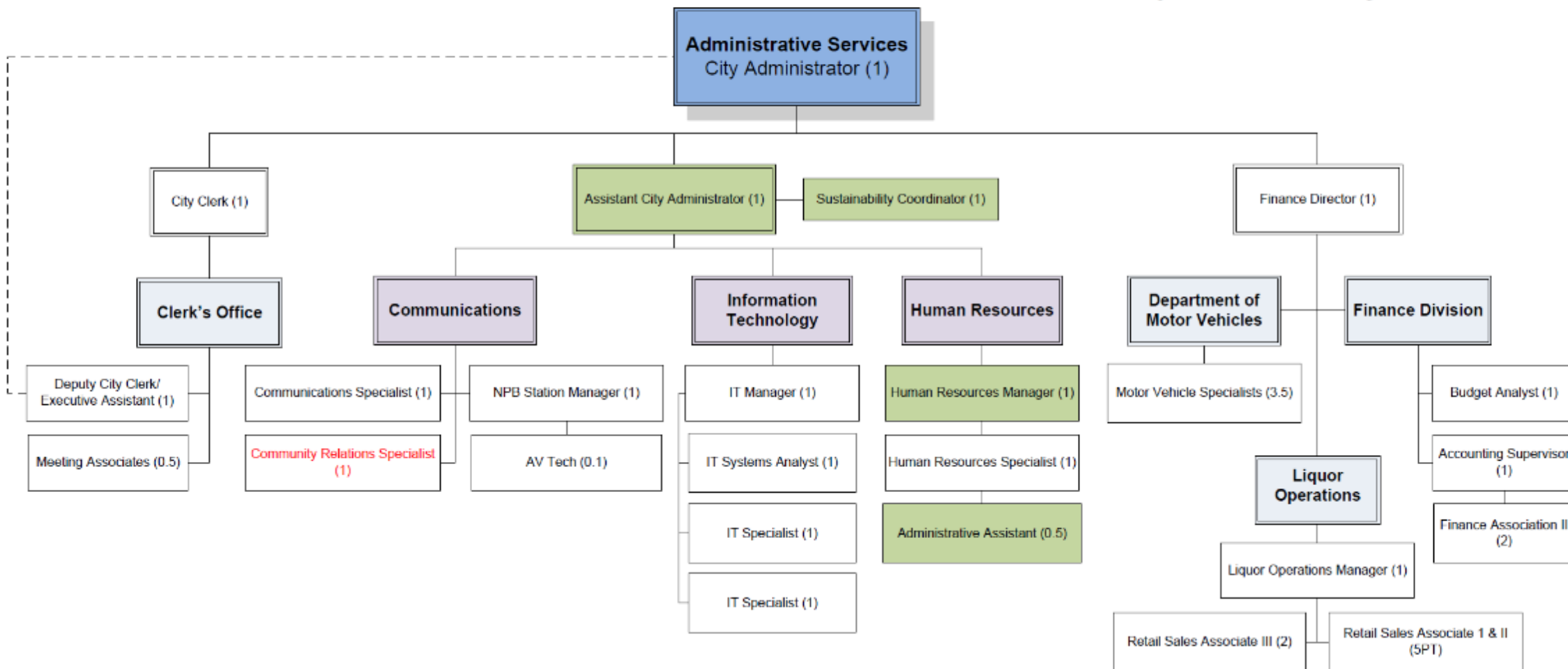
Red Text = Title Change

\* = Reports to the City Administrator



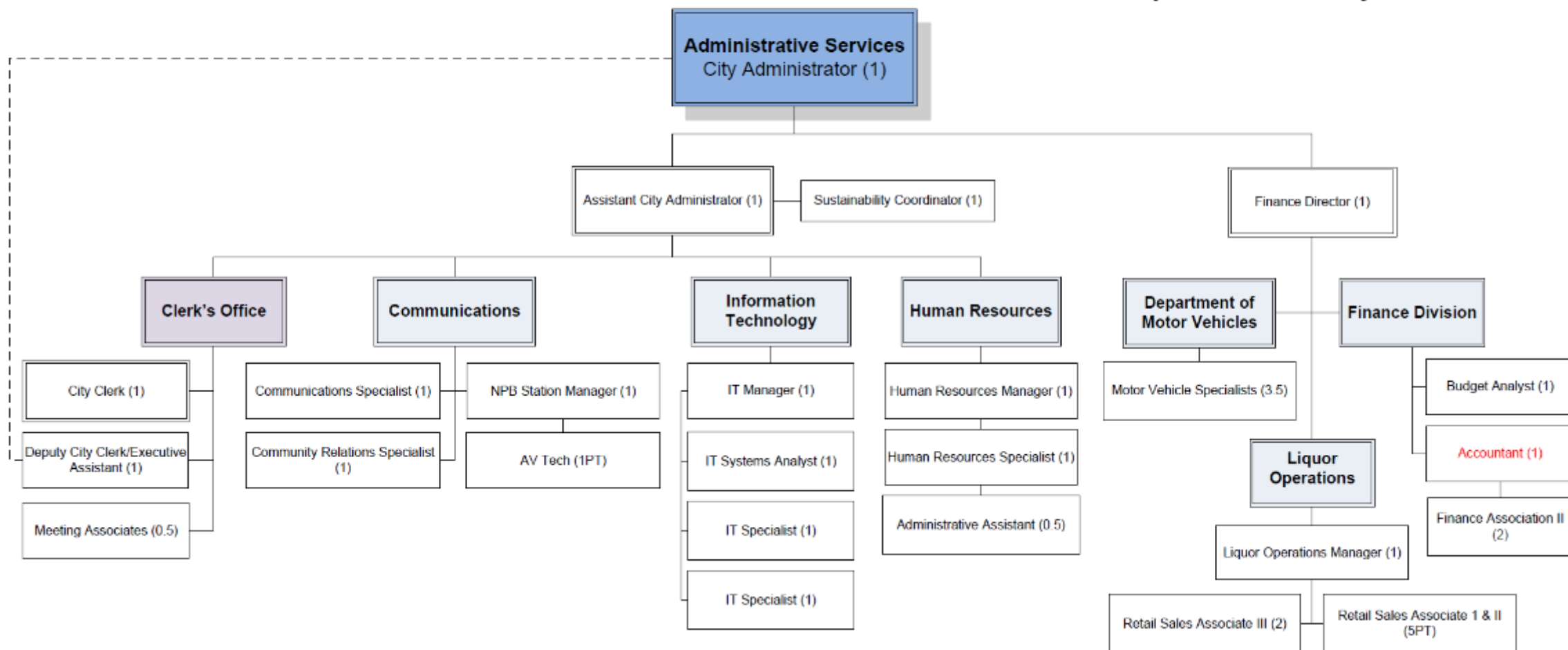
Timeline: 1 – 3 Years

**Color Key:**  
**Green Box** = New Position  
**Purple Box** = Reporting Change  
**Red Text** = Title Change  
 \* = Reports to the City Administrator



Timeline: 3 – 5 Years

**Color Key:**  
**Green Box** = New Position  
**Purple Box** = Reporting Change  
**Red Text** = Title Change  
 \* = Reports to the City Administrator



# Total FTE Changes

	0 – 1 Years	1 – 3 Years	3 – 5 Years	Total
FTE Added	Budget Analyst (1.0 FTE) IT Specialist (1.0 FTE)	Assistant City Administrator (1.0 FTE) HR Manager (1.0 FTE) Sustainability Coordinator (1.0 FTE) Administrative Assistant (0.5 FTE)	0.0 FTE	<b>5.5 FTE</b>
FTE Removed	0.0 FTE	Communications and HR Director (1.0 FTE) Assistant to the City Administrator (1.0 FTE)	0.0 FTE	<b>2.0 FTE</b>
Net FTE	2.0 FTE	1.5 FTE	0.0 FTE	<b>3.5 FTE</b>



# Communication Division – FTE Comparison

Job Titles	Northfield	Eagan <sup>1</sup>	St. Louis Park	Edina
Population <sup>2</sup>	20,790	67,534	48,827	53,494
Total Number of Employees <sup>3</sup>	114.00 FTE	298.83 FTE	293.00 FTE	337.00 FTE
Communications & HR Director	1.0 FTE			
Director of Communications				1.0 FTE
Communications and Technology Director			1.0 FTE	
Communication & Engagement Director		1.0 FTE		
Digital Media & Marketing Manager		1.0 FTE		
Video Production Manager				1.0 FTE
Communications Manager			1.0 FTE	
Public Broadcast Manager	1.0 FTE	1.0 FTE		
Senior Communications Coordinator				1.0 FTE
Communications Coordinator				0.625 FTE
Video Production Coordinator			1.0 FTE	
Digital Communications Coordinator				1.0 FTE
Digital Services Coordinator			1.0 FTE	
Community TV Administrator				1.0 FTE
Communications Specialist	1.0 FTE			
Social Media Specialist			1.0 FTE	
Multimedia Specialist			1.0 FTE	
Spanish Translator	1.0 FTE			
Senior Digital Production Lead		1.0 FTE		
Video Production Specialists				3 PT
Community & Live Producer		1.0 FTE	1.0 FTE	
Web Developer		1.0 FTE		
Customer Service Representative			1.0 FTE	1.8 FTE
Graphic Designer			1.0 FTE	1.0 FTE
Communication Support I				3 PT
Admin Support I/II				2 PT
Production Assistant		1 PT		
AV Technician	0.1 FTE	1.0 FTE		
<b>Total FTE<sup>4</sup></b>	<b>4.1 FTE</b>	<b>8.0 FTE</b>	<b>9.0 FTE</b>	<b>8.425 FTE<sup>5</sup></b>



# Communication Division – Function Comparison

Core Functions	Northfield	Eagan <sup>1</sup>	St. Louis Park	Edina
Maintenance of City Website	X	X		X
Social Media	X	X	X	X
Cable Media Projects	X	X	X	X
Instruction and Learning Opportunities	X			
Produce and/or Coordinate Programming	X	X	X	X
Graphic Design	X	X	X	X
Photography/Videography	X	X	X	X
Electronic and Print Publications	X	X	X	X
Council Meeting Broadcasting	X	X	X	X
Special Event Planning and Promotion	X	X	X	X
City Branding	X	X	X	X
Track Web Analytics	X			X
Oversee Technology	X		X	
Language Translation	X			
Marketing Plan Development		X	X	X
Crisis Communication			X	X
Oversee Interns		X	X	X
Email Campaigns		X	X	X
Training Users on Webpage Modifications				

**Questions?**