

BALTIMORE COUNTY PUBLIC SCHOOLS

DATE: October 11, 2011

TO: **BOARD OF EDUCATION**

FROM: Dr. Joe A. Hairston, Superintendent

SUBJECT: **SELECTED REFINEMENTS TO BCPS ORGANIZATIONAL
STRUCTURE**

ORIGINATOR: Dr. Joe A. Hairston, Superintendent

**RESOURCE
PERSON(S):** Renee A. Foose, Deputy Superintendent
Donald A. Peccia, Assistant Superintendent, Human Resources

INFORMATION

That the Board of Education receives the refinements to the organization for information purposes.

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Attachment I – Executive Summary
Attachment II – Organization Charts
Attachment III – Job Description

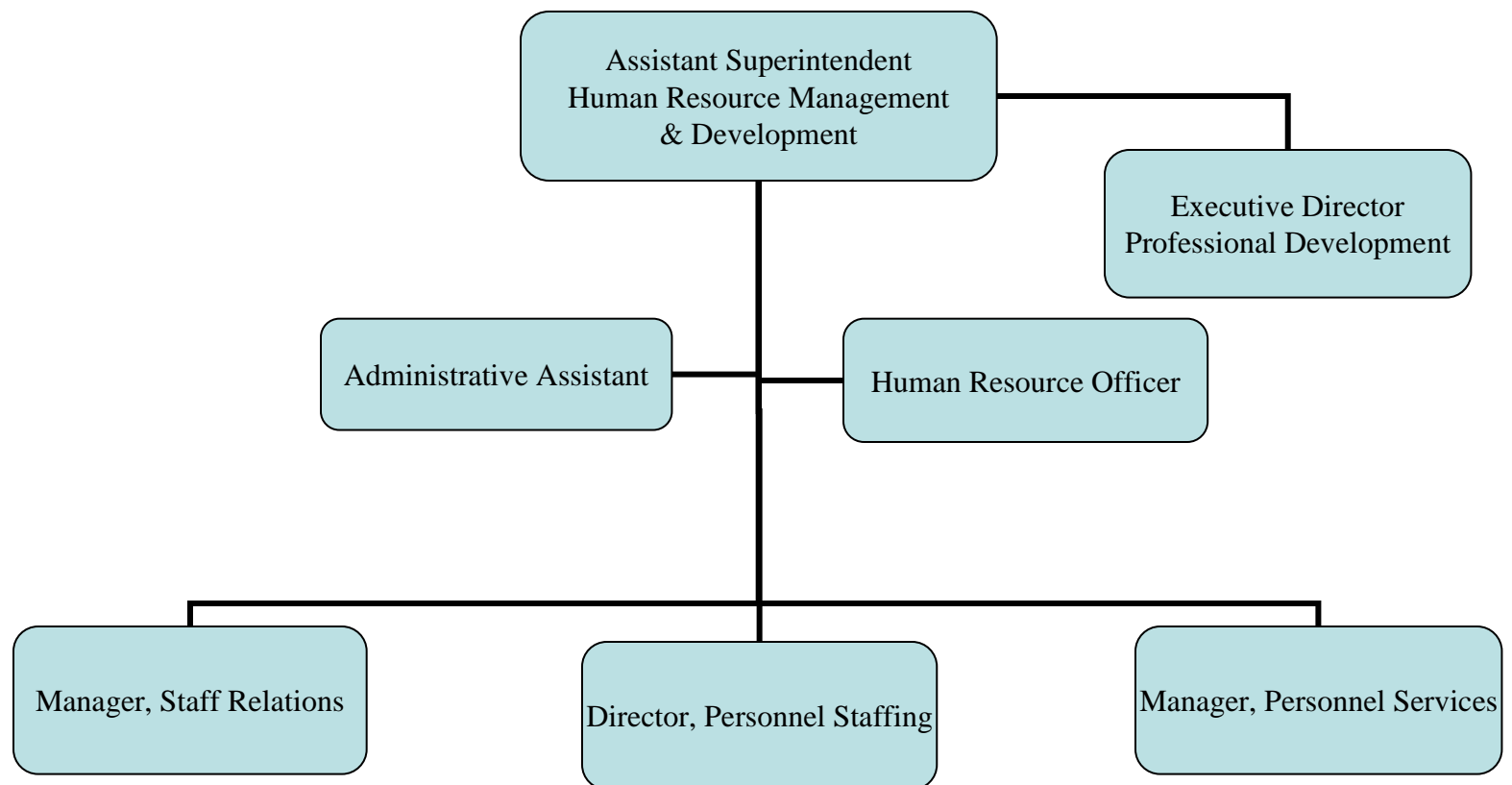
Selected Refinements to Organizational Structure

Executive Summary

The following changes to the organizational charts are hereby submitted for information to the Board of Education.

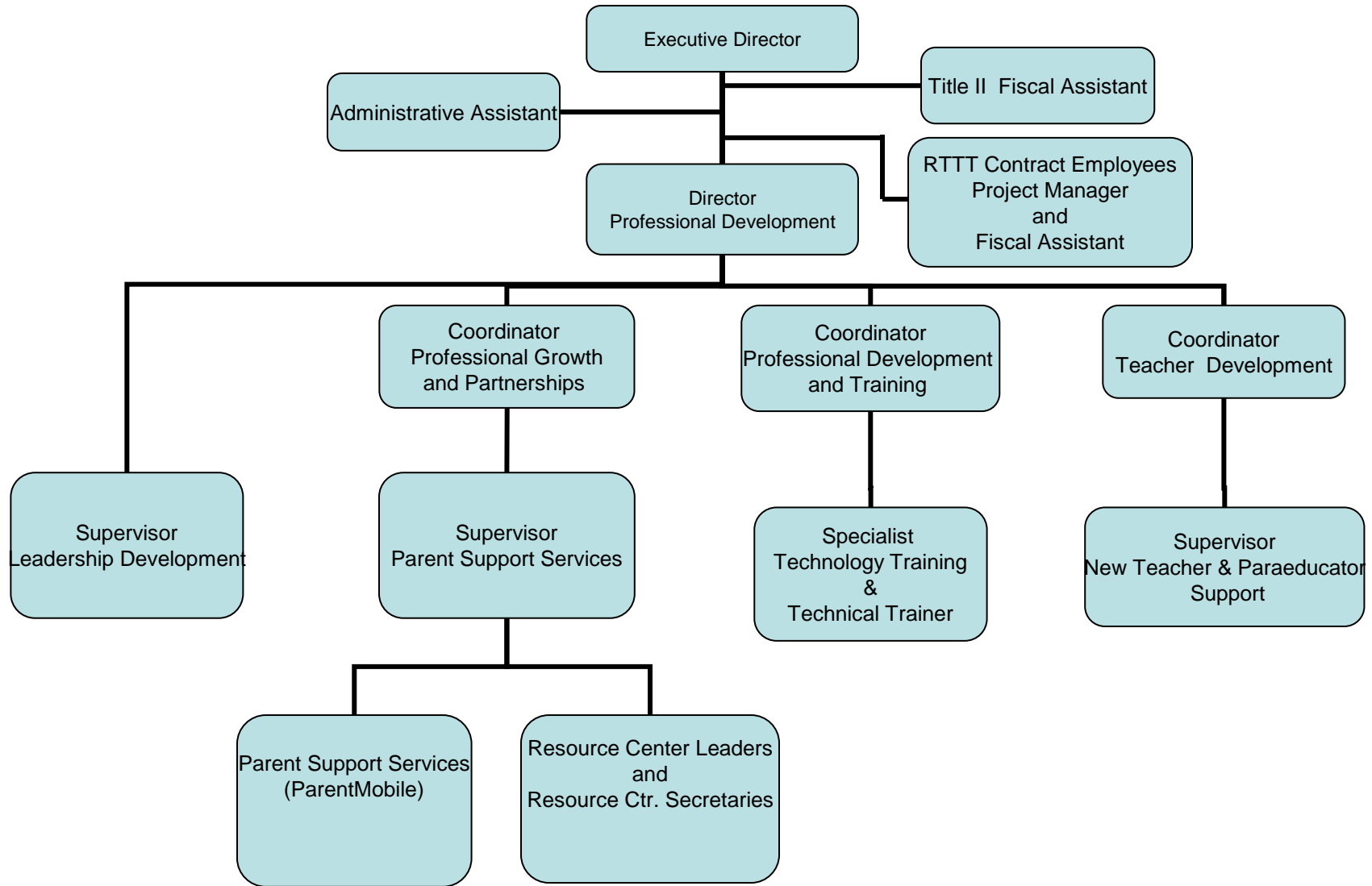
- Page one: The Department of Professional Development is being combined with the Department of Human Resources. The new title will be the Department of Human Resource Management and Development.
- Page two: Title change only. No change in organizational structure for 2011-2012.
- Page three: The Office of Student Data will be moved from the Department of Technology to the Department of Research, Accountability and Assessment. The Director of Special Projects has been moved to the Superintendent of Schools organizational chart and will report to the Deputy Superintendent. The supervisor position reporting to the Coordinator, System Report on Results, has been reclassified to Statistical Data Specialist.
- Page four: Title change only. No change in organizational structure for 2011-2012.
- Page five: Transfer of the Department of Professional Development to the Department of Human Resource Management and Development. Movement of position of coordinator of college boards/AVID from Department of Liberal Arts to executive director, special programs and the Office of School Counseling. A more direct relationship with guidance counselors/students will be established. The communications officer from the Office of Communications will be moved to the Division of Curriculum and Instruction Services. A job description is enclosed.
- Page six: Change in reporting relationship for college board/AVID coordinator.
- Page seven: Director of Special Projects, which was moved from the Department of Research, Accountability and Assessment, now reports directly to the Deputy Superintendent. Executive Director of Professional Development is now reporting to the Assistant Superintendent, Human Resources.

Department of Human Resource Management & Development

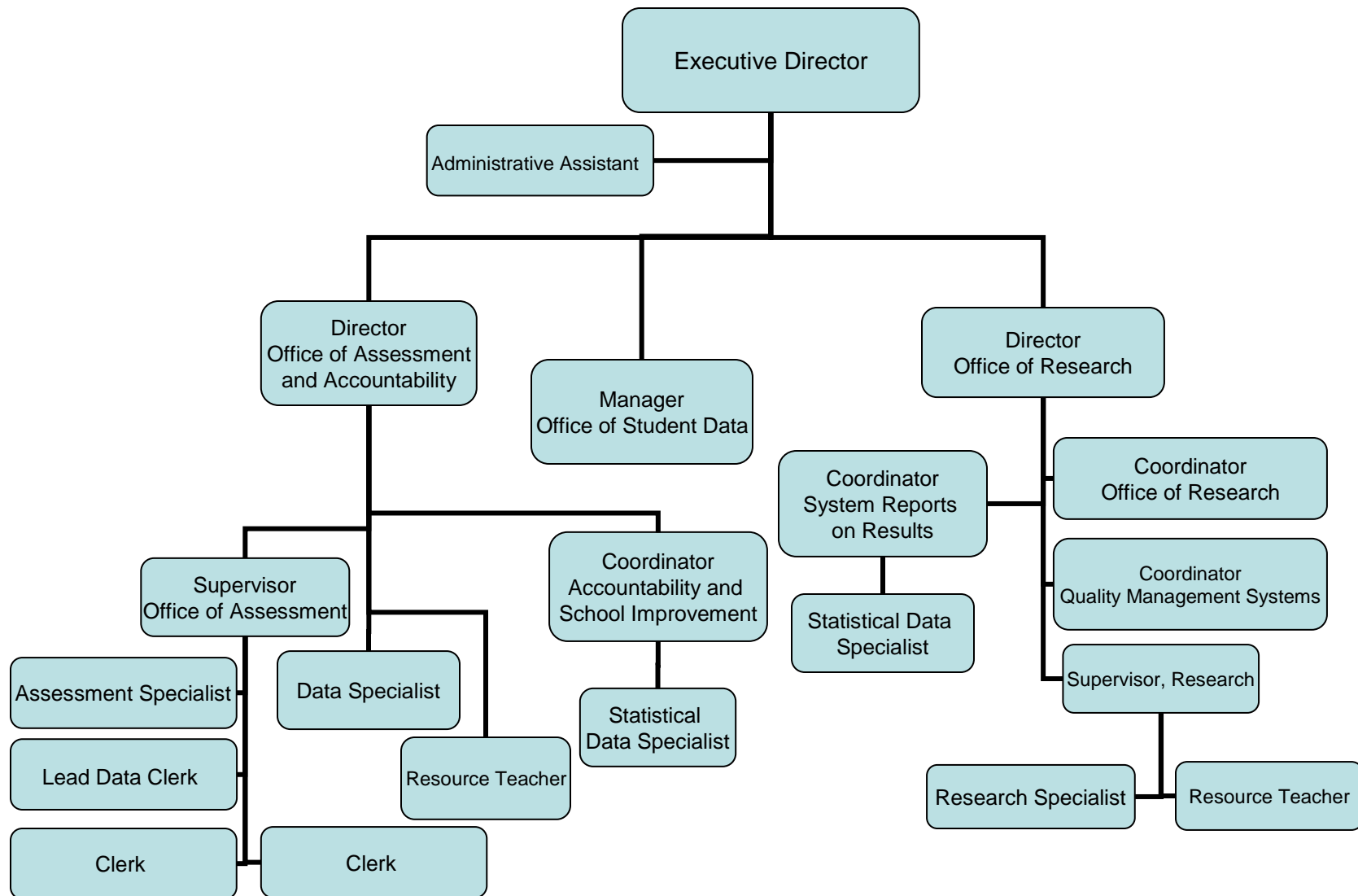


Department of Human Resource Management & Development

Office of Professional Development

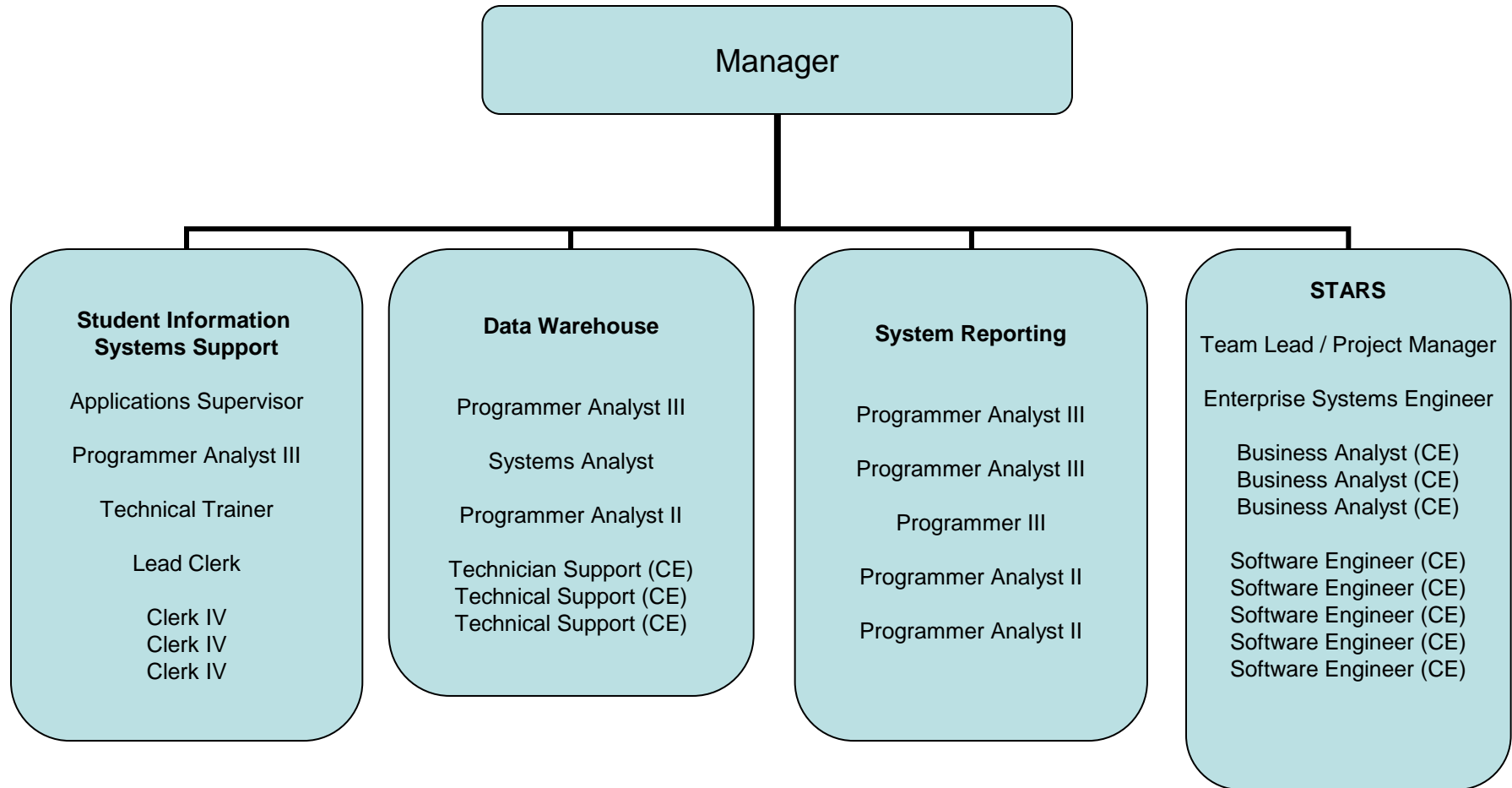


Department of Research, Accountability, and Assessment

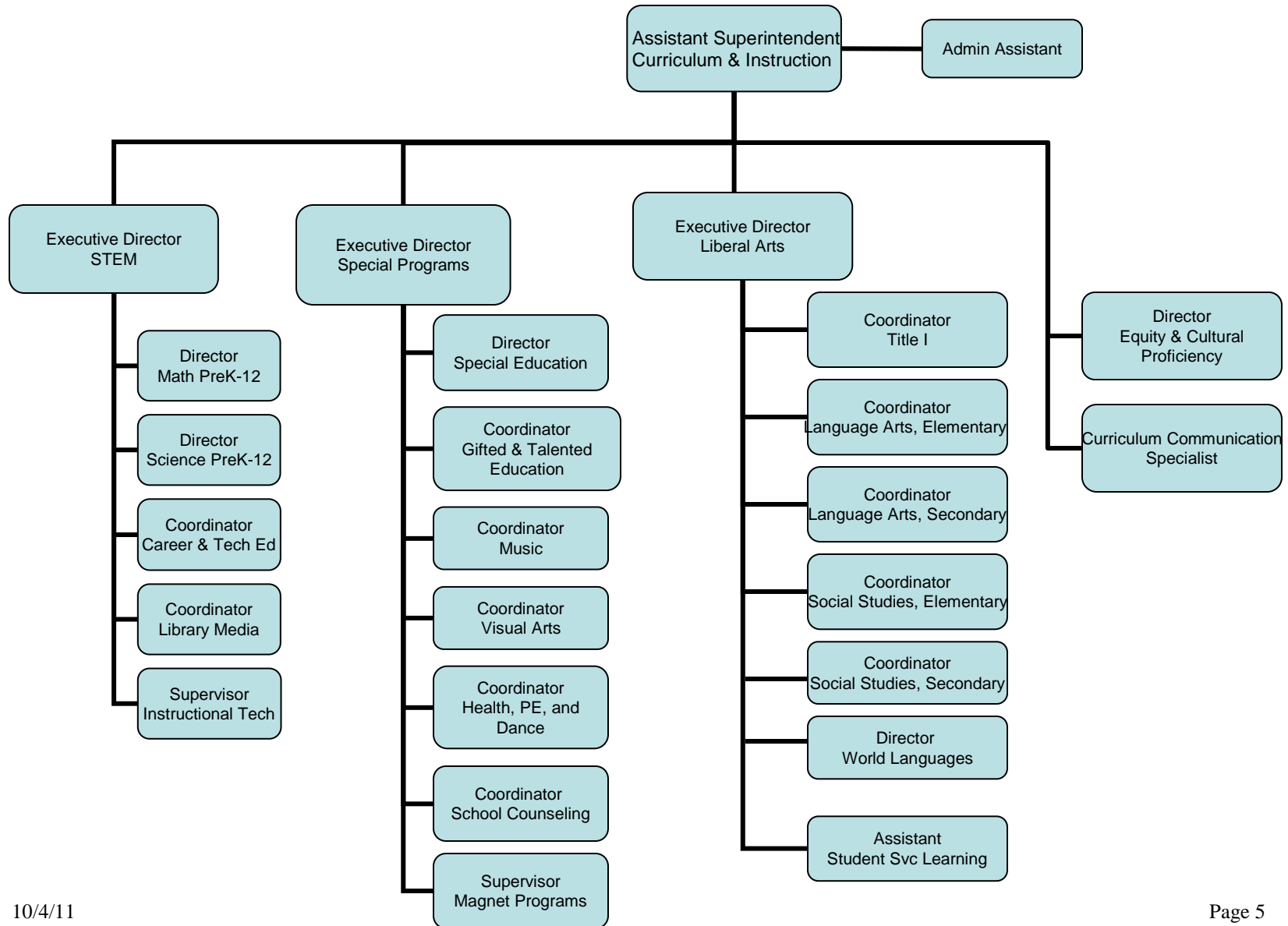


Department of Research, Accountability & Assessment

Office of Student Data

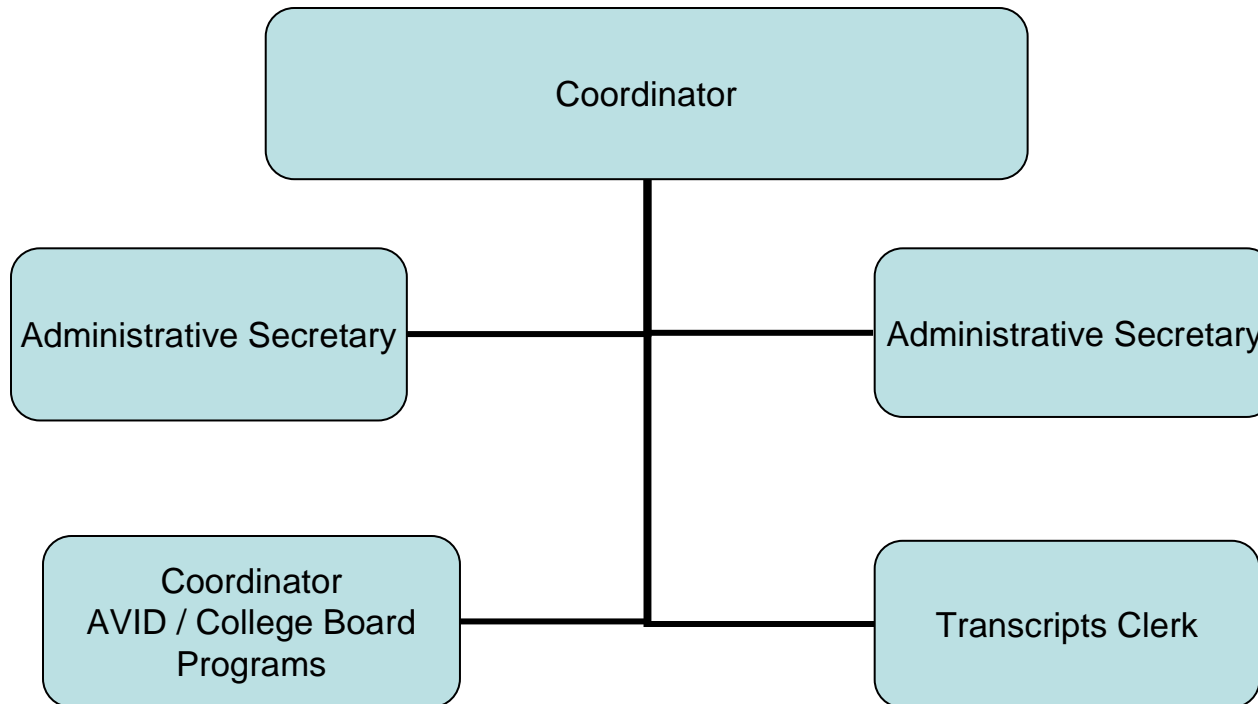


Division of Curriculum and Instruction Services

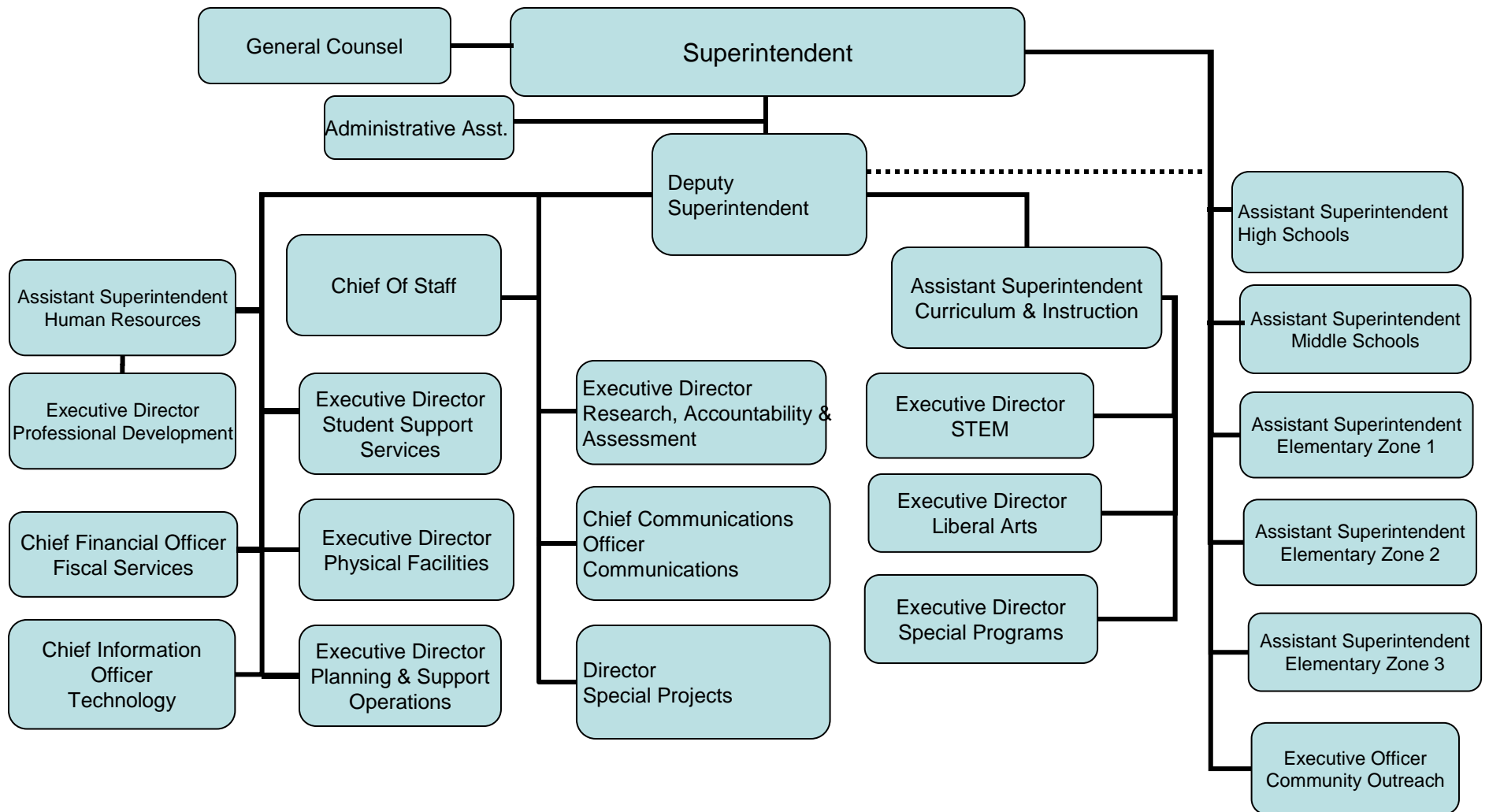


Department of Special Programs

Office of School Counseling



Superintendent of Schools





BALTIMORE COUNTY PUBLIC SCHOOLS

Class Specification

CLASS TITLE: Curriculum Communications Specialist

TITLE CODE: C35300

GRADE: 08

REPORTS TO: Assistant Superintendent, Curriculum & Instruction

SUMMARY: Performs professional communications duties in support of the Curriculum and Instruction Offices. Assists in the development, implementation, and administration of curriculum communications plans, programs, and strategies. Develops and oversees the development of clear, effective, and appropriate written curriculum materials for public release. Performs other duties as assigned.

EXAMPLES OF DUTIES:

Works with the Assistant Superintendent, Curriculum and Instruction, curriculum office department heads, and others to develop and produce written materials. Composes correspondence on behalf of the Assistant Superintendent, Curriculum and Instruction and others in the Division of Curriculum and Instruction. Proofs and edits correspondence and published materials.

Researches, gathers, and compiles information in response to inquiries. Collects information from departmental managers and others. Verifies that the information provided is current and accurate.

Ensures adherence with all established correspondence and professional writing standards. Ensures a consistent and appropriate application of formatting, usage, and style for documents. Provides advice and guidance regarding public communications issues.

Writes, edits, and revises presentations. Develops, designs, and composes bulletins, newsletters, pamphlets, and related materials for Curriculum and Instruction offices. Develops other internal and external communications as needed.

Operates personal computers, printers, copiers, and related office equipment. Uses office software packages to process and produce informational materials. Establishes and maintains files.

Performs other duties as assigned.

MINIMUM QUALIFICATIONS:

Education, Training and Experience:

Graduation from an accredited college or university with a bachelor's degree, preferably in communications, public relations, journalism, English or a related field; plus six years'

professional experience in communications, public relations, journalism, education administration, or a related field.

Knowledge, Skills, and Abilities:

Thorough knowledge of the principles and practices of public communications. Thorough knowledge of English grammar, punctuation, usage, and style. Thorough knowledge of the principles and practices of public relations. Thorough knowledge of the principles and practices of effective writing. Thorough knowledge of the development of informational materials. Knowledge of public school system operations, policies, and programs. Knowledge of and skill in the use of database, internet, spreadsheet, word processing, and related applications.

Skill in composing clear, effective, and appropriate correspondence and other written materials. Skill in researching, gathering, and compiling information. Skill in the design and production of correspondence, bulletins, newsletters, pamphlets, and related materials. Skill in establishing effective working relationships with the public, executive staff members, and others.

PHYSICAL AND ENVIRONMENTAL CONDITIONS:

The work of this class is generally performed in an office environment and requires the use of personal computers, printers, and related office equipment.

CONDITIONS OF EMPLOYMENT:

Persons appointed to this class may be required to work evenings, weekends, and beyond their normally scheduled hours with little or no advanced notice.

FLSA: Exempt

Class Established: 09/2011

Eligible for the Baltimore County Employees' Retirement System

This class specification defines the types of duties and level of difficulty of work required of positions in this title. It shall not be held to exclude duties not mentioned nor limit the right of management to assign work to employees.