

-COUNTY OF MILWAUKEE-
INTEROFFICE COMMUNICATION

DATE : April 26, 2012

TO : Supervisor Marina Dimitrijevic, Chairwoman, Board of Supervisors
Supervisor Willie Johnson, Chairman, Finance & Audit Committee
Supervisor David Cullen, Chairman, Personnel Committee

FROM : *OK* Craig Kammholz, Fiscal & Budget Administrator, DAS-Fiscal

SUBJECT : Request to abolish 1.0 FTE Marketing Coordinator (Title Code 00041420, Pay range 33M) upon the creation and filling of 1.0 FTE Assistant Director- Family Care (Pay range 901E) within the Department of Family Care.

REQUEST

The Department of Family Care is requesting to abolish 1.0 FTE Marketing Coordinator (Title Code 00041420, Pay range 33M) upon the creation and filling of 1.0 FTE Assistant Director- Family Care (Pay range 901E), effective May 24, 2012.

BACKGROUND/ANALYSIS

In 2010, the Department of Family Care (DFC) separated from the Milwaukee County Department on Aging (MCDA) per the County's contract with the state Department of Health Services (DHS). The contract required that the managed care organizations (MCO) be separate from the Resource centers whose responsibility is to inform clients of their long-term care options and assists them in selecting the MCO that best meets their needs.

As part of the separation, staffing was split between the DFC and MCDA based on the function of their positions. The staff performing functions for MCDA remained with that department and staff that performed functions for DFC were transferred to the newly created department.

In 2012, DFC began providing the Family Care benefit in Racine and Kenosha County. With the continued growth of the department and the competition for market share with Community Care Inc., who also provides the Family Care benefit in Milwaukee County, the needs of the department have changed. Currently, the department has 1.0 FTE Marketing Coordinator who is responsible for all the marketing for DFC. As part of the department's position request, this position will be abolished upon the creation and filling of 1.0 FTE Assistant Director- Family Care. The current duties of the Marketing Coordinator will be assumed by the Assistant Director who will also be assigned additional duties.

The Assistant Director- Family Care position would primarily be responsible for representing DFC in the Director's place in any case of absence and to develop and manage marketing and communications plans and programs for the MCO; coordinate development and manage production of multi-lingual and culturally competent materials, develop and coordinate various training for DFC staff and volunteer guardians ; direct and coordinate resource development for revenue and sponsorships including grants and community partnerships; supervise member liaisons and paralegals; coordinate all media relations for department; present department info at conferences, seminars, and listening sessions; serve as department liaison to department communications committee; and serve as lead staff for Governing Board.


RECOMMENDATION

To meet the needs of the department as it continues to expand the Family Care Benefit and compete for market share, the Department of Administrative Services, Fiscal Affairs recommends that the request to abolish 1.0 FTE Marketing Coordinator upon the creation and filling of 1.0 Assistant Director- Family Care position, effective May 24, 2012, be approved.

FISCAL NOTE

Approval of the request to abolish 1.0 FTE Marketing Coordinator upon the creation and filling of 1.0 FTE Assistant Director- Family Care position, effective May 24, 2012, will result in no fiscal impact to the County as the increased cost of \$5,259 will be absorbed within the department's budget and offset with capitation revenue.

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