SHAKER HEIGHTS

Administration Committee Agenda
Via Video Conference
Tuesday, March 9, 2021, 8:00 a.m.

For the safety of staff and residents, in-person attendance is not permitted. Join the Zoom meeting as a viewer or listener from a PC, Mac, iPad, iPhone or Android device. Join online at https://zoom.us/j/98833542366?pwd=N3VrVFV4eEZLOWJBSFJFU0ZJbkFzUT09 Password: 33553400; Description: Administration Committee; or join by phone at 833-548-0282 (toll free); Webinar ID: 988 3354 2366, Password: 33553400. International numbers available at https://zoom.us/u/amN71NpvB.

1. Approval of the February 9, 2021 meeting minutes

    Documents:

    ADMINMIN020921 DRAFT.PDF

2. Property Casualty Insurance Renewal

    Documents:

    PROPERTYCASUALTYINSRENEW.PDF

3. Shakeronline.com Website Overview

    Documents:

    WEBSITEOVERVIEW.PDF
    WEBSITE GOVERNANCE POLICIES PROCEDURES.PDF

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SHAKER HEIGHTS

D R A F T
Administration Committee
Tuesday, February 9, 2021
8:00 A.M.
Via Teleconference - Zoom

Members Present: Carmella Williams, Chairperson, Council Member
                            Tres Roeder, Council Member
                            Rob Zimmerman, Council Member
                            Kim Bixenstine, Resident Member
                            James Brady, Resident Member
                            Tamika Rashid, Resident Member
                            Brian Rosenfelt, Resident Member

Others Present: David E. Weiss, Mayor
                            Jeri Chaikin, CAO
                            Bill Gruber, Law Director
                            Sandra Middleton, Human Resources Director
                            Frank Miozzi, Information Technology Director
                            Julie Voyzey, Communications & Marketing Director
                            Vincent VanAuker, Sr. Enterprise Account Executive/Sales

The meeting was called to order by Chairperson Carmella Williams at 8:00 a.m.

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Approval of the November 11, 2020 Meeting Minutes

Chair Williams noted revisions to the CAO's name in which the last name was not included and asked if there were any other changes or comments to the minutes of the November 11, 2020 meeting.

It was moved by Member Kim Bixenstine and seconded by Member Brian Rosenfelt that the minutes be approved as submitted.

Minutes of the November 11, 2020 meeting were approved as corrected.

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NEOGOV Learning Management System Demonstration

Human Resources Director Sandra Middleton stated that the City currently uses in-person group training, mostly held in Council Chambers, for mandated training such as sexual harassment and ethics. The City sends employees to Lead Diversity and Cleveland State Leadership programs. Most

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employees work with their Director to find and attend outside training to enhance skills and obtain continuing education credits. Directors do really well with sending employees to training. However, centralized training would strengthen our workforce. It would benefit newly promoted employees promoted to supervisory roles, enhance skills, increase job satisfaction and overall improve the quality of our workforce. NEOGOVE offers a learning management system with over 1,200 courses as well as customized training. Director Middleton introduced Vincent VanAuker of NEOGOV.

Mr. VanAuker stated he is the east coast account executive for NEOGOV, which has been in practice for about 20 years. They focus exclusively on government and have over 6,000 government customers nationwide with about 50 at all levels of government across Ohio. Government agencies turn to NEOGOV software as they focus on the public section and understand the unique nuances of government. All developed systems, enhancements, training updates, etc. are based on feedback from current customers, keeping software development industry focused. The system is 100 percent web-based technology from any internet device.

Mr. VanAuker proceeded to give a demonstration of the system. The front end, referred to as human capital management, specializes in the areas of attraction and recruitment of new employees as well as the onboarding, in boarding and off boarding of the workforce. This is the recruit module where employees are brought up to speed quickly and facility any change to employment status.

The next module is the develop module used for performance management and training. It is an LMS tool with over 1,300 government specific trainings, which can be conducted virtually or in a classroom. A central employee repository tracks position management and personnel related data such as benefits, payroll and attendance.

The learning management component is the area of the City's focus. The screen shows an example of an employee dashboard with the top portion summarizing training activity including progress of a course, authorization, current enrollments and due dates. The system generates notifications to ensure training is completed. The middle section lists course cards and content. Courses can be marked as required or elective. The system has the ability to align direct reports so when an employee changes positions they are automatically assigned to the appropriate director level according to the hierarchy of what the agency inputs in the system. Supervisors have the capability to view an employee's status as well as enroll them in courses. The transcript tracks all training related activity including assessments, surveys, and results. In addition, external certifications and licenses accumulated outside the agency can be uploaded which can be used as a reminder when recertification is due. Therefore, the system provides a centralized training platform with a qualification and certification record.

The training catalog contains over 1,300 courses built in including popular employee liability courses such as sexual harassment prevention, ethics, health and safety along with courses such as diversity, leadership development, etc. In addition, the program has the ability to create and design your own courses that can be built into the library as well as link to any third party online course.

Regarding learning plans, the idea of an LMS system is not only to train, but also to continuously develop employees from within so they can be designed to create a specific track of trainings. For example, a new hire orientation plan would include all courses that new hires are required to

complete and their progress can be monitored. One popular learning plan is leadership where employees can develop different soft skills or leadership skills needed for advancement. Many agencies use this for succession planning purposes to identify qualified employees. Lastly, all employee information is stored in a talent profile. This includes enrolled and completed courses, certifications, surveys, documents, etc.

Mr. VanAuker asked if there were any questions or comments. A member stated they used a similar system they found be very effective and were supportive of this idea while another member inquired about the process for building and developing their own courses/content. VanAuker responded by demonstrating how to input and build custom online courses through the completion of fields such as course code, category, scoring, recurrence, surveys, and uploading content. For example, how to upload a PowerPoint presentation, the timing of slides, should the training be a pass/fail score, etc. He also demonstrated how to set up reminders for course completion. In response to an inquiry asking if the program would be available for independent contractors, VanAuker stated they would have access via a username (email) and password.

Mr. VanAuker responded to several inquiries by committee members stating the pricing is tiered based on the number of users in increments of 50. For example, one tier is 300-349 users and the next level would be 350-400 users. The pricing tiers do not affect the cloud-based storage, as there are no storage limits on a per user basis. The tool platform can be used with any web browser, but it is recommended to use Chrome or Edge.

A member asked what NEOGOV support would entail from the initial production and throughout the contact. Implementation is approximately six to eight weeks working one-on-one with an implementation coordinator, meeting one to two times per week for an hour or so with NEOGOV importing employee records. Once the system is live, you continue to work with the coordinator for 90 days. Following the 90 days, there is a customer success team available 9:00 am to 9:00 pm Eastern time as well as 24-7 access to the NEOGOV community, a collection of resources and tutorials.

A member asked if an employee fails a course, is it reported to a supervisor and can they take it again until they pass. Supervisors are notified of results and when creating the course, it includes a component that determines whether a course or test can be taken more than once. It is part of the course creation tool.

In response to an inquiry regarding historical data, its licensing, storage and availability, VanAuker stated an inactive employee does not affect user court nor is it purged from the system unless requested. Records are saved for records retention purposes. All records and certifications will be accessible. Further inquiry was made regarding the interface between the NEOGOV program and other existing programs used by the City. The program has different integration options available including MUNIS, currently used by the City for employee information. When MIUNIS and NEOGOV are integrated, for example, rather than making a change in both systems, it can be completed in one and be reflected in both. This is what we refer to as ongoing employee integration. NEOGOV integrations are set up on a flat file basis, which is taking field data accumulated in NEOGOV or MUNIS, sending it to central SFTP folder, encrypted and scheduled for input into the other respective system which can be scheduled hourly, daily or weekly.

The committee had no further questions for Mr. VanAuker and he exited the meeting at which time Director Middleton asked the committee for their thoughts on the NEOGOV system. A member asked about the contract approval process and the timeline for implementation. Director Middleton stated a Request for Proposals (RFP) would be required due to the pricing. NEOGOV is only one of the many tools available. In addition, this training system will tie into completing the management performance piece of the compensation/classification study approved in 2019. Director Middleton is anticipating completion by the end of year depending on this committee's feedback and/or recommendations.

A member asked if the system must go out for an RFP, and other vendors are considered, would they present to the committee. Considering the cost may be more than $25,000 and therefore, require Council approval, than an RFP would be necessary. Currently, the city has a quote for about $24,000, which legally would not require approval. However, Director Middleton indicated even if the cost is under $25,000 she would bring at least one more presentation to the committee for comparison.

In response to a question about current training and if it has continued during COVID, Director Middleton stated a lot of training is through webinars and pre-COVID, employees were also attending in-person seminars. Training is managed at the director/employee level and difficult to track. For example, with continuing education credits, people may ask if they completed a certain class, did they complete requirements, etc. Fire completes numerous training tracked in a standalone system and public works drivers must renew CDL licenses. Centralizing this information would be appealing to employees as well as better managed by the City.

The committee agreed to purchase of a centralized training platform as well as having a presentation from another vendor.

They further discussed the details of pricing and whether $24,000 will provide everything the City needs as often times, prices unexpectedly increase from the base price. The current quote, based on the number of employees, has a base price of about $19,000 with an additional $5,000 for implementation. Director Middleton stated the base price, established according to tiers, would not change as long as the City stays within the quoted tier. It includes all courses requested with the ability to upload personal courses. Implementation costs could vary from the $5,000 quoted.

A member asked about the process/approval if implementation quotes increase bringing total costs over the $25,000 threshold would the City need to repeat the RFP process. In response, it would not need to be re-done, as professional services are exempt from competitive bidding in City ordinances, although traditionally quotes are still obtained. If spending more than $25,000, it would be vetting through this committee and an explanation of the review process presented to Council.

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There being no further business, the meeting was adjourned at 8:28 a.m.

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Carmella Williams, Council Member, Chair
Administration Committee

SHAKER HEIGHTS

Memorandum

To:	Members of Administration Committee
From:	Sandra Middleton, Director of Human Resources
cc:	Mayor David E. Weiss Chief Administrative Officer Jeri E. Chaikin
Date:	March 9, 2021
Re:	Property casualty insurance renewal

Property casualty insurance includes a multitude of lines of coverage. This coverage includes automobile, general liability, property, public officials, law enforcement, fire department liability, employment practices, boiler and machinery, money and securities, computer and valuable papers to name a few. The City has additional coverage for terrorism, cyber-crime and Finance Director Bond. As an additional measure of protection, the City also maintains an umbrella policy for $10,000,000.

The City currently has McGowan Governmental Underwriters as its agent with all major lines of property casualty insurance with Argonaut Insurance and American Agricultural Insurance Company for the umbrella policy. The City has been with Argonaut since 2008 and has utilized McGowan Governmental Underwriters as its agent for over 27 years.

The City calls on agents periodically to submit competitive proposals for our property and casualty insurance. The City traditionally uses a consultant to oversee this process. The last time the City accepted proposals for property casualty insurance was December 2018, Compensation Analysis, Inc. was the consulting used to issue the RFP and analyze the proposals. A request for proposals was sent to four agencies that have specialized experience insuring public sector clients. McGowan Governmental Underwriters was the only proposal received. The proposal from McGowan was accepted with Ordinance 18-107. The RFP process; accepting proposals is performed every 3 to 5 years.

When an insurance broker is accepted, they source for insurance companies to provide coverage. The actual RFP is for the insurance broker, not a certain insurance company. The Insurance Broker has several agencies they use to provide insurance to their clients. Annually, the insurance broker (McGowan Governmental Underwriters) calls on insurance companies to provide quotes for the City's property casualty business. This year McGowan solicited quotes from the current provider Argonaut, Liberty, Am Guard and Zurich. All requests for information has been forwarded to each company's underwriter. The City's insurance renewal date is April 1, 2021.

Ordinance 18-107 allows the contract with McGowan Governmental Underwriters/Argonaut to renew annually so long as any increase in the rates for the services are approved by City Council, which approval may be given a part of Council's review and approval of the City's annual budget.

We are waiting to receive the quotes from the insurance carries. We are asking the Administration Committee to review the quotes and make a recommendation. If the Committee recommends remaining with Argonaut, no further action will be required. If the Committee recommends changing carriers, we are asking to hold a vote and forward the approved recommendation to Council.

SHAKER HEIGHTS

Memorandum

To:	Members of Administration Committee
From:	Julie McGovern Voyzey, Director of Communications and Marketing
cc:	Mayor David E. Weiss Chief Administrative Officer Jeri E. Chaikin
Date:	March 9, 2021
Re:	Shakeronline.com Website Overview

According to a recent communications questionnaire, the City's website is one of the top sources of information for residents. As such, updating the website and leveraging all of the various communications tools it offers, is among the most important work done by Communications and Marketing staff.

In February 2019, after nearly a year of analysis and redesign, a new website was launched using CivicPlus, the content management system used by more than 3,000 cities and counties across the United States. This platform provides a set of templates designed specifically for the communication of government-related content.

The website, including the home page and menu structure, is designed in response to the information users seek most. This is determined by analyzing data provided by Google Analytics, Google Search Console, and CivicPlus's proprietary analytics system.

A recent review of data from February 2020-February 2021 tells us that the ten most viewed pages (in order) are: Home Page, Search, Trash/Recycling, Jobs, Parks/Recreation, Police, Holiday Trash Pick-Up Schedule, Coronavirus, Police Reports, Building/Housing. This information guides the layout of the website.

The data also reveals that 55% of users are accessing the site on a mobile or tablet device vs. 45% on a desktop. All indications are that the use of mobile devices will continue to grow. This split (and trend) means that the amount of information on each webpage must be concise and laid out in a way that is easily read on both a mobile device and a desktop.

Diana Simeon, Sr. Communications and Marketing Specialist, oversaw the relaunch of the website, and continues to manage content and near daily updates. She is the point person for City staff when it comes to content on departmental pages. Diana created the attached document, *Web Governance Policies and Procedures*, which has been a critical guide for staff during the annual audit of the site. As you can see, it lays out what should and should not be included on the website. Most notably, the website is not a library or repository for large amounts of background or historical information, nor an archive of City initiatives. Adhering to these policies and using analytics are the tools we rely on to ensure that the website continues to be a useful information resource for residents. Diana will walk through an overview of the website during the meeting.

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SHAKER HEIGHTS

Web Governance Policies & Procedures
Shakeronline.com

Policies

Shakeronline was redesigned and relaunched in February 2019 with CivicPlus, a content management system used by more than 3,000 cities and counties across the United States. The following policies govern the City's approach to development of the website and will help the City maintain a quality online presence.

1. The website is a customer service-oriented tool for users, as well as a welcoming "front door" that highlights the assets that make Shaker Heights a desirable place to live or do business.

2. The website's organization, including the home page and menu structure, prioritizes the information users seek most; we determine this using data provided by Google Analytics, Google Search Console, and CivicPlus's proprietary analytics system.

3. We recognize that 55 percent (and growing) of our users are on mobile devices; the website must work well on *both* mobile and desktop systems.

4. The website's content is specific to the City of Shaker Heights; the website is not intended to provide generic information that is easily found on Google; the website is also not intended to provide detailed information from external organizations, including extensive links to external organizations.

5. The website is not a library or repository for a large amount of background information, large reports, data sets, etc.; it is also not an archive of past City initiatives or historical information.

6. Information lives in one place on the website, so that there is only one place to update; links can provide easy access to information from other areas of the website as needed.

7. The department that is responsible for the information will "own" the information on the website.

8. Department directors (or assigned staff) must review content — relevant pages and PDFs — annually for continued relevance and to be kept up to date. (C&M will facilitate this process.)

9. The website must be ADA (Section 508) and WCAG 2.0 AA and A compliant.

10. Photos must be high quality and reflect the diversity of our community; in general, we avoid stock photography.

Roles & Responsibilities

The website is managed by the Communications & Marketing Department. Staff editors in the Department are responsible for updating the website.

Certain sections of the website have editors in other City departments. Specifically:

- City Council committees, task forces, boards and commissions have assigned departmental staff responsible for preparing and posting Agendas & Minutes in the Agenda Center.
- Department staff use CivicSend for ENews.
- The Recreation Dept. is responsible for maintaining the Parks & Recreation microsite.

Procedures

This section describes procedures for creating and editing content on the website.

Non-editors may request a change to the website as follows:

- For minor changes, email communications@shakeronline.com. Examples of minor changes include uploading a PDF to the Document Center, adding links, and minor copy edits.

- For major changes, including new pages or menu items, email diana.simeon@shakeronline.com.

- To add an item to the Community Calendar, email kim.golem@shakeronline.com. (Note, items must adhere to the Community Calendar Posting Policy.)

- To post a bid, contact kim.golem@shakeronline.com.

Agenda & Minutes Editors

- Staff members responsible for publishing agendas and minutes for a Council committee, task force etc. will receive training on how to use the website's Agenda Center from Kim Golem in the Communications & Marketing Dept. Contact Kim at kim.golem@shakeronline.com to set up this training.

- Editors must adhere to City guidelines for posting agendas, minutes and meeting audio (view guidelines at https://shakeronline.com/AgendaCenter).

CivicSend Editors

- Departments with email newsletters should use CivicSend, a feature of the website for creating newsletters and managing subscribers.

- The Communications & Marketing Dept. will provide CivicSend editors with a custom ENews template; editors should adhere to their template's style guide, as well as the general Website Style Guide as much as possible.

- Editors are encouraged to send a draft of their ENews to diana.simeon@shakeronline.com for proof reading.

- Training on CivicSend is provided by Diana Simeon at diana.simeon@shakeronline.com.

Website Editors

- Staff trained on the CivicEngage content management system (CMS) and with permission to update the website should follow the Website Style Guide.

- CMS training for Website Editors will be provided by the Communications & Marketing Dept. Please contact Kim Golem or Diana Simeon to get started.

ADA Compliance

The Americans with Disabilities Act (ADA) requires that local governments provide individuals with disabilities equal access to services. One way to help meet these requirements is to ensure that government websites have accessible features for people with disabilities.

Shakeronline.com is compliant with ADA (Section 508) and WCAG 2.0 A and AA levels, but editors must take certain steps to ensure we remain in compliance. These are outlined in the Website Style Guide and are reviewed during the training process. It is imperative that editors follow these simple steps; otherwise, the site will slowly slip out of ADA compliance.

Updated: January 16, 2020