MEMORANDUM

Date: **February 7, 2019**

To: **Davis County Government Budget Committee**

From: **Sheriff Kelly Sparks**

RE: **New Position Request: Media &Community Engagement Director**

Summary: The Davis County Sheriff's Office is a large, multifaceted, public safety organization. Simply by nature of the work we do, we are constantly in the public eye. During the past year, leading up to my election as Sheriff, I have become keenly aware of the need for the Sheriff's office to manage its public relations and community outreach in a more professional manner. To satisfy this need I am requesting authorization to establish a new positon at the Sheriff's Office and hire a professional Media & Community Engagement Director. The position will be non-sworn.

Proposal: I propose the budget of the Davis County Sheriff's Office be amended and additional funds be allocated to allow for one additional FTE specifically designated as Media & Community Engagement Director. This position will be filled with an appropriately trained and educated professional who will be able to act as a public information officer, public relations manager, community engagement coordinator and media manager.

Costs of the proposal: We have been working with Human Resources (HR) in the development of this position. Based on comparable position market data, HR estimates we can hire a highly qualified professional in this position for between $80-$85K base pay. Since the position is non-sworn, the cost of benefits will be less than a sworn employee. HR estimates the benefits costs to be about $30K. The total cost for the position is estimated to be $115K. In addition, the position will require IS resources similar to any other professional in the County. Office space is available. We may need to purchase some office furniture – which can be absorbed in our current budget.

Benefits of the proposal: The public perception of the Sheriff's Office affects not only the Sheriff's Office but also many other aspects of Davis County Government. Public perception affects the reputation of Davis County itself. Having a professional Media & Community Engagement Director will allow us to focus on improving the reputation and standing of Davis County - and particularly of the Davis County Sheriff's Office. It is a historical reality that law enforcement organizations can only be effective to the degree they have the public's support. This proposal will directly lead to improved public support and thereby enhance our ability to serve the citizens of Davis County in a more effective way. Having a professional serving in this capacity will allow for meaningful public engagement. This individual will help us establish citizen advisory boards and directly engage members of the public with the Sheriff's Office. This type of community engagement will help us ensure we are being responsive to the needs of the public. Developing and maintaining relationships, along with improving professionalism in all areas of the office, are two of my top priorities as Sheriff. I believe establishing this position will greatly help in this endeavor.

Other considerations, if applicable:

Thank you for your consideration of this proposal. I am happy to answer any questions you might have. Please feel free to contact me with any questions.