

## **Santa Monica Community College District Annual EEO Public File Report for Radio Stations KCRW, KCRU, KCRY, and KCRI, August 1, 2006**

### **I) GENERAL POLICY**

This report covers the period from August 1, 2005 through July 31, 2006.

Santa Monica Community College District (SMCCD) is the licensee of radio stations KCRW, KCRU, KCRY and KCRI. All broadcast operations and programming originate from its facilities on the main SMCCD campus at 1900 Pico Blvd, Santa Monica, CA 90405. These stations simulcast programming and collectively will be referred to as KCRW in this report. KCRW is a department of SMCCD. SMCCD is an equal opportunity/affirmative action/Title IX/employer of the disabled per Diversity/Affirmative Action Board Policy 3120.

### **II) RESPONSIBILITY**

KCRW positions are organized under the heading of "classified" (non-teaching) jobs, and fall under a civil service system known as the "Merit System", which is utilized by approximately 100 school systems and college districts in California. Under the Merit System, recruitment, testing and establishment of hiring lists fall under the responsibility of the SMCCD Personnel Commission. The Personnel Commission functions as a related but independent body which also is responsible for classifying positions, recommending salaries, hearing appeals of disciplinary and dismissal matters, and protests involving examinations, selection or appointment procedures. It receives its authority from the California State Education Code Sections 88060 through 88139.

Hiring and dismissal of classified employees are facilitated by the Human Resources Department of SMCCD. HR is responsible for handling EEO claims and compliance. Sherri Lee-Lewis is acting Associate Vice President, Human Resources.

### **III) POSITION RECRUITMENT & VACANCIES FILLED**

KCRW has not had any employment vacancies during the reporting period.

When a position is vacant, the HR department submits a request to the Personnel Commission to recruit applicants, take applications, proctor examinations (if required) and establish a ranked list of candidates for SMCCD to consider.

The Personnel Commission announces job vacancies in the following ways:

1. Sending or emailing the SMC classified job listings to the District wide email list including department and managers.
2. Sending to approximately 400 organization's detailed in Attachment A, including cities, schools, colleges, universities, minority organizations, and churches.
3. Using the Registry in coordination with the California Community College Chancellor's Office.
4. Posting on the college website ([www.smc.edu/employment.html](http://www.smc.edu/employment.html)).
5. Advertise in the L.A Times and specialized publications determined by position.

#### **IV) LONG TERM RECRUITMENT INITIATIVES**

SMCCD is committed to performing on-going non-vacancy-specific recruitment efforts that bring attention to the range of job and career opportunities at the district, including KCRW. SMCCD receives the majority of its funding from the State of California. Recruitment for a small number of district positions occurred in the reporting period, although none were vacancies at KCRW. SMCCD engaged in the following activities:

- 1) SMCCD Career Services Center serves as a resource to disseminate information about employment opportunities & internships, including broadcast employment to students and community members. The office is operated by a staff of seven who aide students in job placement, year round. This office hosts a number of job faire events. Among these was a 2 day speakers forum on "Cool Careers" March 15 & 16, 2006 which included a session on Broadcast Careers, a participants list detailed in Attachment B. Career Services hosted job fairs on October 11<sup>th</sup>, 2005 & May 11<sup>th</sup>, 2006 with over 50 employers listed in Attachment C. Also a series of mini-job fairs involving various employers, with approximately 6 at a time were held on the following dates: 9/13/05, 9/28/05, 11/10/05, 11/22/05, 12/1/06, 2/28/06, 3/23/06, 3/23/06, 5/11/06, 5/30/06.

2) SMCCD participates in outreach efforts through the California Community Colleges Registry, a large scale database containing the names, qualifications and desired position(s) of potential California Community College (CCC) faculty, support staff and management job applicants. The database is utilized by the 72 CCC Human Resources offices, representing the 109 California Community Colleges. The Registry offers a large Internet program of job listing and recruitment effort.

3) SMCCD provides management level training on methods of ensuring equal employment opportunity and preventing discrimination. An Equal Employment Representative is assigned to faculty, administrative, and classified hiring committees for the final interview. The EEO Rep may be a Classified Manager, Supervisor, Administrator or faculty member. The EEO rep shall be responsible, in cooperation with the human resources representative on the committee, to ensure that the screening process is conducted consistent with the District's commitment and regulations relating to equal employment opportunity.

An EEO representative must complete a training program presented by the Human Resources Office, headed by Sherri Lee-Lewis. A formal EEO training program was developed and conducted during the 2005-2006 academic year. The training consisted of the following review: SMC Vision, SMC Environmental Scan, EEO Laws – federal and state conflicts of Interest, Confidentiality – all EEO Representatives must sign a confidentiality/conflict of interest statement, EEO Representative Responsibilities. During the training, the following is also discussed: The Hiring Process, Constructive Questions, Screening Applicants, The Interview Process, Candidates with Disabilities, Responsibilities of other members on the committee – chair, members, administrator, human resources rep., whom to contact with questions.

4) KCRW engages in periodic and specialized employee training in relation to computerized delivery systems such as DALET and KLOTZ used exclusively by engineers. These training sessions are held when sufficient employees are available and take place in two to five day periods both on-site and off-site. DALET training is held periodically and in one-on-one situations throughout the year. KCRW also offers training to entry level employees in software packages such as email marketing software and audio editing software. These sessions are also held in small groups and at various times throughout the year as space allows. In-house training from qualified staff also occurs for on-air fund raising, audio mixing and producing radio programs. Online training is also offered for email marketing. The skills obtained in these training sessions allow for advancement in the organization.

## Appendix A

## Appendix B

### SMCCD 2006 Job Fair Participants:

Activision, Inc., Apple Computer, UCLA ROTC, Bright Horizons Family Solutions, Brotman Medical Center, Bubba Gump Shrimp Co., Cedars Sinai Medical Center, Child Care Careers, Child Development Inc., City of Santa Monica, Co-Opportunity,

Disneyland, Empires Future Group, Five Acres, Grill Concepts, Inc., Helpmates, In-N-Out, Internet Brands, Inc., LA Co. ,

Beaches & Harbors, LAFD, Linens-N-Things, Los Angeles County Police, Los Angeles Homeless Services, Los Angeles Police Dept., Los Angeles World Airports, Macy's, Marina Del Rey Marriott, Panada Restaurant, Para Los Ninos, Project Angel Food,

Prolink One Source, Santa Monica Pier Aquarium, Santa Monica Ford, Santa Monica Recruiting Station, Skechers,

Sofitel Los Angeles, The Rand Corporation, Union Bank of California, US Army, US Navy, Wise America Reads

## Appendix C

### **SMCCD Cool Careers Broadcasting Session**

The Broadcasting program was held Wednesday March 15<sup>th</sup>, 2006 from 9:30 - 10:50am

The following people spoke:

Mark Morris, from K-Mozart & KKGQ

Felicia Morris, from 110.3 The Beat

Elston Butler from KABC AM 790 Talk Radio

John Paley from KIRN Radio

Terri Dourian from Power 106 & KZLA-FM

Eric Olader from KSCI TV

