

sent HR 8/3/17 full

July 26, 2017

TO: Randy Dunn, Acting Chancellor, SIU Carbondale

FROM: Rae Goldsmith, Chief Communications and Marketing Officer *Rae Goldsmith*

RE: New position and search waiver

I seek approval to create a new position, assistant director of communications, to oversee the development and implementation of a strategic plan to promote and build visibility for the arts at SIU. I have been discussing the need for such a position for some time, as I believe we need to better coordinate and leverage activities to build audiences for theater, music and art exhibitions. Currently, aspects these activities are handled by separate offices on campus, including University Communications and Marketing. With the pending elimination of the marketing position in theater, I was approached by the department chair and dean for assistance with these activities. I discussed with them, and they supported, a broader, more comprehensive strategy regarding all of the arts both from a communications and marketing perspective.

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Simultaneously, the university has agreed to identify appropriate employment for the family member of a key hire. Melissa Germain brings relevant communications experience in a higher education environment and has a broad skill set that includes multiple aspects of communications and marketing, including working with print, news media, websites and social media, as well as strong communications, interpersonal and project management skills. I have spoken with her about her interests and skill sets, and they very-much align with this position. For this reason, I seek a search waiver to allow us to place Ms. Germain in this position.

Ms. Germain would report as an assistant director to Tom Woolf's position (currently posted). Salary would be assigned to our office through the university salary pool, and the starting date, should Ms. Germain accept, would be Sept. 1, 2017.

Thank you for your consideration of this request.