



City of Cambridge

Agenda #15
IN CITY COUNCIL

Councillor Gooney

ORDERED:

That the City Manager be and hereby is requested to *improve the*
City Council with a report in two weeks;
said report to contain the total ~~cost~~
~~expended~~ funds ^{expended} ~~spent~~ for the last two
years.

*in costs associated with
pub advertising
& outreach.*

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City of Cambridge

Consent Agenda #15

IN CITY COUNCIL

March 6, 2000

COUNCILLOR TOOMEY

ORDERED: That the City Manager be and hereby is requested to provide the City Council with a report on ccsts associated with the job advertising and outreach in two weeks; said report to contain the total funds expended for the last two years.

In City Council March 6, 2000.

Adopted by the affirmative vote of nine members.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

A handwritten signature in black ink, reading "D. Margaret Drury". The signature is written in a cursive style with a large, looping "D" and "M".

ATTEST:-

D. Margaret Drury
City Clerk

INTRODUCED BY CITY MANAGER ROBERT W. HEALY

AN ORDER CONCERNING APPROPRIATIONS FOR THE FISCAL YEAR BEGINNING JULY 1, 1999

ORDERED: That in addition to sums previously appropriated by the City Council for the fiscal period 1999-00 the following sum is hereby appropriated in the General Fund of the City of Cambridge:

OTHER					
FUNCTION	DEPARTMENT OR PROGRAM	SALARY & WAGES	ORDINARY MAINTENANCE	TRAVEL & TRAINING	EXTRAORDINARY EXPENDITURES APPROPRIATIONS
General Government	Finance/Personnel		\$70,000.00		\$70,000.00

BE IT FURTHER ORDERED: That the above acceptance and appropriation in the General Fund to be financed by estimated revenues drawn from the following sources:

FINANCING PLAN	REVENUE
Free Cash	\$70,000.00

Referred to City Manager for report
on what has been spent in last two years
in two weeks.

INTRODUCED BY CITY MANAGER ROBERT W. HEALY

AN ORDER CONCERNING APPROPRIATIONS FOR THE FISCAL YEAR BEGINNING JULY 1, 1999

ORDERED: That in addition to sums previously appropriated by the City Council for the fiscal period 1999-00 the following sum is hereby appropriated in the General Fund of the City of Cambridge:

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FUNCTION	DEPARTMENT OR PROGRAM					
General Government	Finance/ Personnel		\$70,000.00			\$70,000.00

BE IT FURTHER ORDERED: That the above acceptance and appropriation in the General Fund to be financed by estimated revenues drawn from the following sources:

FINANCING PLAN	REVENUE
Free Cash	\$70,000.00

INTRODUCED BY CITY MANAGER ROBERT W. HEALY

AN ORDER CONCERNING APPROPRIATIONS FOR THE FISCAL YEAR BEGINNING JULY 1, 1999

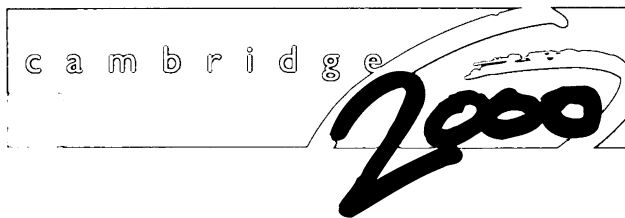
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General Government	Finance/ Personnel		\$70,000.00			\$70,000.00

BE IT FURTHER ORDERED: That the above acceptance and appropriation in the General Fund to be financed by estimated revenues drawn from the following sources:

FINANCING PLAN	REVENUE
Free Cash	\$70,000.00

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CITY OF CAMBRIDGE • EXECUTIVE DEPARTMENT

Robert W. Healy, City Manager

Richard C. Rossi, Deputy City Manager

March 6, 2000

To The Honorable, The City Council:

I am hereby requesting the appropriation of \$70,000 to the General Fund Finance Department Personnel Division Other Ordinary Maintenance Account from Free Cash.

This fiscal year, the Personnel Department has experienced an unanticipated increase in expenses for job advertising and outreach. Expenses are for print media advertising, web advertising, mailings to community agencies and targeted groups, and participation in job fairs.

The tight labor market, and some openings in particularly competitive areas, have led to the need to advertise more broadly and occasionally repeatedly. As an example, Departments with redefined positions, such as Youth Programs in Human Services, have particularly affected the need to increase recruitment and outreach activities.

The Personnel Department has attempted to be innovative and to give the City's advertisements more visibility as an employer; they have consolidated ads, resulting in larger displays with multiple jobs listed and have posted positions in web sites of professional associations. These efforts have led to success in hiring qualified candidates. We would like to be able to continue using these successful approaches for the remainder of the fiscal year.

Very truly yours,

A handwritten signature in black ink, appearing to read "Robert W. Healy".

Robert W. Healy
City Manager

RWH/mec



2000 Things 2 Do in 2000

Consent Agenda #15

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Relative to appropriation of
\$70,000 to cover unanticipated
costs associated with job
advertising and outreach.

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In City Council March 6, 2000

*Referred to City Manager for
report on what has been
spent in last 2 years
in 2 weeks*