

# MVF PERSONNEL COMMITTEE

Monday, May 14, 2018

7:00 p.m.

Montgomery Village Foundation Administrative Office

## AGENDA

1. Residents' Time
2. Call to Order
3. Approval of November 13, 2017 Minutes (enclosure)
4. Consider personnel assumptions for 2019 budget (enclosure)
  - Salary increase
  - Cafeteria plan (health care, dental care, life insurance, etc.)
  - 401k contribution
5. Consider undertaking Compensation Study
6. Social Media Policy (enclosure)
7. Communications department new position: Digital Content Specialist (enclosure)
8. **Move to Closed Session:**

Pursuant to section 11B-111(4) Real Property, Annotated code of Maryland (Maryland Homeowners Association Act) to –

- i. discussion of matters pertaining to employees and personnel

**MINUTES OF MEETING**  
**MONTGOMERY VILLAGE FOUNDATION**  
**PERSONNEL COMMITTEE**

**November 13, 2017**

A regular meeting of the Montgomery Village Foundation Personnel Committee was held at 7:00 p.m. on Monday, November 13, 2017 at the MVF Administrative Office.

**Members Present**

Pete Young, President  
 Glenn Gargan, Vice President  
 John Driscoll, Director  
 Pete Webb, Director

**Others Present**

Dave Humpton, Executive Vice President  
 Greg Snellings, CFO  
 Michelle Bentzel, HR Director

**1. Residents' Time**

There were no residents present.

**2. Call to Order**

Pete Young called the meeting to order at 7:00 p.m.

**3. Review and Approve minutes from May 15, 2017 meeting**

Pete Webb moved approval of the meeting minutes. The motion was seconded and passed unanimously.

**4. 2018 Employee Benefits Update**

Michelle Bentzel gave a brief summary of the employee benefits for 2018, highlighting the few changes.

- A new broker has been established with Bogart & Brownell, a company MVF has had a relationship with, for insurance, for the last 9 years.
- The broker researched comparable benefit plans and came back with the recommendation to stay with Carefirst and all other vendors, with the exception of VSP Vision Insurance. A matching plan with Carefirst BlueVision was found to be half the price of VSP, so that is the only change to the benefit line up for 2018.

- With the new broker, MVF will be moving to an Online Enrollment Portal, with BenefitMall, for 2018 Open Enrollment. The system will be fully loaded with our benefits and be ready to go by the end of November.
- Carefirst rates will be increasing approximately 1.85% for 2018. All other rates will remain the same, except Vision, which will decrease due to the new vendor.

A motion to present the 2018 Employee Benefits to the full board was made, seconded and unanimously approved.

## **5. Computer Use Agreement Revision**

Dave Humpton explained the Computer Use Agreement was out of date and needed to be revised. The document was reviewed by the IT Vendor, Assistant EVP, Human Resources, CFO and EVP. The recommended changes are shown in red Track Changes. Mr. Humpton added one more modification to the final page, changing the Department Director Authorization to Human Resources Authorization. This makes sense because HR will be explaining the document during onboarding of new staff.

A discussion was started by Pete Young surrounding social media and if MVF needs a specific policy governing employee's use of social media, or possibly a media policy. Concerns were raised about employee's falsely, or unintentionally representing MVF during off work hours activities that may reflect poorly on the organization. The HR Director was asked to research the possible need and sample policies.

A motion was made to forward the revised policy to the full Board for consideration was made, seconded and approved unanimously.

## **6. Closed Session**

Mr. Webb moved to adjourn the Open Session and go to Closed Session pursuant to Section 11B-111(4)(i), Real Property Annotated Code of Maryland at 7:14p.m. to discuss matters pertaining to Personnel. The motion was seconded and passed unanimously.

There being no further business, the meeting was adjourned at 7:14 p.m.

Michelle Bentzel



# MONTGOMERY VILLAGE FOUNDATION, INC.

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May 11, 2018

## MEMORANDUM

TO: MVF Personnel Committee

FROM: David B. Humpton, Executive Vice President  
Michelle Bentzel, Director of Human Resources

SUBJECT: Proposed 2019 Employee Benefits

**Background:** MVF management believes it is important to pay fair salaries and provide affordable benefits for its employees. As most, if not all benefit costs are expected to increase year after year, staff proposes a merit increase and an increase in the benefit dollars available to employees each pay period. Below please find the proposed personnel benefits for the 2019 budget:

1. **Merit Increase: 3.00%** merit based salary pool for eligible staff. If approved, this will increase the 2019 wage base by approximately \$84,500, including year-round, part-time wages. In addition, and in-line with prior years, we continue to recommend an additional pool of funds to be available to respond to situations where it is necessary to retain key employees. In addition, staff is recommending that a compensation study be completed and additional funds may be necessary for personnel changes as recommended by the study. This year, we are recommending a .5% additional pool for possible adjustments. We believe these proposed increases for the 2019 budget will allow management to continue to provide a fair wage for staff as well as retain employees. Previous years' merit increases were as follows:

2010 – 0%  
2011 – 2%  
2012 – 2%  
2013 – 2%  
2014 – 2.5% (.5% pool)  
2015 – 2.5% (.5% pool)  
2016 – 2.5% (.5% pool)  
2017 – 2.5% (.5% pool)  
2018 – 3.0% (.25% pool)  
Proposed 2019 – 3.0% (.5% pool)

2. **Benefit dollars:** With the Q4 2017 renewal of MVF's healthcare plan (ACA year 4) for 2018, the premium increases were 1.3% for the HMO plan, 4.0% for the Platinum plan, and a decrease of 1.8% for the Gold plan. With great uncertainty in the healthcare

markets and preliminary estimates from Carefirst at 7-11% for 2019, **management proposes an increase of \$25 (6.1%) to \$435 per pay period, per employee.** Increases over the last 9 years have ranged from 0% - 6.6%

Recent years' benefit dollar increases have been as follows:

**2010 – \$280**  
**2011 – \$15 to \$295, 5.4% increase**  
**2012 – \$10 to \$305, 3.4% increase**  
**2013 – \$20 to \$325, 6.6% increase**  
**2014 – \$20 to \$345, 6.2% increase**  
**2015 – \$0, remained \$345, 0%**  
**2016 – \$20 to \$365, 5.8% increase**  
**2017 – \$20 to \$385, 5.5% increase**  
**2018 - \$25 to \$410, 6.5% increase**  
**Proposed 2019 – \$25 to \$435, 6.1% increase**

3. **Health Reimbursement Account (HRA):** Established in 2010, MVF funds up to \$500 (\$1,000/family) of the employee's health plan deductible for those that are on an applicable HMO format plan. There are no recommended changes for 2019.
4. **Retirement Plan:** MVF matches up to 6% per eligible employee. There are no recommended changes for 2019.

**Action Required:** Approve management's inclusion of the aforementioned benefits in the 2019 proposed budget.



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May 10, 2018

## MEMORANDUM

TO: MVF Personnel Committee

FROM: Michelle Bentzel, Director of Human Resources

SUBJECT: Social Media Policy

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**Background:** At the November 2017 meeting of the Personnel Committee, Pete Young broached the topic of a Social Media Policy and if MVF needed one. It was decided that Human Resources would investigate the need and revisit the topic at the May meeting.

After some research and discussions, we have drafted a Social Media Policy we feel provides guidelines to our employees and ties in with our Code of Conduct and Computer Usage Policy.

**Action Needed:** Approve the Social Media Policy.

MB  
Attachment

## **MVF Social Media Policy**

At Montgomery Village Foundation (MVF), we understand that social media can be a rewarding way to share your life and opinions with family, friends and co-workers around the world. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions, we have established these guidelines for appropriate use of social media for all employees of MVF.

### **Guidelines**

Social media includes all means of communicating or posting information or content of any sort on the internet, including on your own or someone else's web log or blog, journal or diary, personal website, social networking or affinity web site, web bulletin board or a chat room, whether or not employed or affiliated with MVF, as well as any other form of electronic communication. Ultimately, you are solely responsible for what you post online. Before creating online content, consider some of the risks that are involved. Keep in mind that any of your conduct that adversely affects your job performance, the performance of fellow employees or otherwise adversely affects members, customers, suppliers, people who work on behalf of MVF or MVF's legitimate business interests, may result in disciplinary action up to and including termination.

### **Know and follow the rules**

Carefully read these guidelines, the MVF Employee Standards of Conduct, found in the Personnel Handbook, and the Computer Usage Policy and make sure your actions are consistent with these policies. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination.

### **Be respectful, honest and accurate**

Make sure you are always respectful, honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Remember that the internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about MVF, fellow employees, members, customers, suppliers, or people working on behalf of MVF.

- Do not create a link from your blog, website or other social networking site to an MVF website without identifying yourself as an MVF employee.
- Express only your personal opinions. Never represent yourself as a spokesperson for MVF. If MVF is a subject of the content you are creating, be clear and open about the fact that you are an employee and make it clear that your views do not represent those of MVF, fellow employees, members, customers, suppliers or people working on behalf of MVF. If you do publish a blog or post online related to the work you do or subjects employed with MVF, make it clear that you are not speaking on behalf of MVF. It is best to include a disclaimer such as "The postings on this site are my own and do not necessarily reflect the views of MVF."

### **Using social media at work**

Refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by your manager or consistent with the Computer Usage

Policy. Do not use MVF e-mail addresses to register on social networks, blogs or other online tools utilized for personal use.

**Retaliation is prohibited**

MVF prohibits taking negative action against any employee for reporting a possible deviation from this policy or for cooperating in an investigation. Any employee who retaliates against another employee will be subject to disciplinary action, up to and including termination.

**Media contacts**

Employees should not speak to the media on MVF's behalf without contacting the EVP or Communications Department Director. All media inquiries should be directed to them.



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May 10, 2018

## MEMORANDUM

TO: MVF Personnel Committee  
FROM: Mike Conroy, Assistant Executive Vice President  
SUBJECT: Digital Content Specialist position

**Background:** At the 2017 MVF Board of Directors retreat, the topic of digital communication was discussed, and staff was directed to explore reducing the print media and increasing digital content across multiple platforms.

As part of this transition, Communications Department personnel responsibilities need to shift in order to accomplish the tasks of strategizing, uploading, maintaining and responding to digital content. In 2017, the Communications Department employed a Sales & Marketing Assistant whose responsibilities included *Village News* circulation and supporting the Sales & Marketing Manager with administrative duties related to advertising clients. This position has been vacant since November 2017, and not filled while the new scope of work in the digital arena was determined.

In conjunction with a reduction in print, enhancements to the MVF website are being made and are hopeful to launch in mid-July. Personnel with expertise in creating a digital content strategy for the website and social media is necessary to initiate and maintain this transition. The proposed Digital Content Specialist would be supervised by the Director of Communications/Assistant EVP, be responsible for developing and cultivating a digital content strategy and assume the circulation duties associated with the *Village News*.

**Action Needed:** Approve change in former Sales & Marketing Assistant position to create new Digital Content Specialist position for Communications Department, including sustained funding in future MVF budgets.

MC  
Attachment

**TITLE:**               **DIGITAL CONTENT SPECIALIST**

**DEPARTMENT:**    COMMUNICATIONS

**REPORTS TO:**     DIRECTOR OF COMMUNICATIONS

**FLSA STATUS:**    EXEMPT

**GRADE:**           8

**BASIC FUNCTION AND RESPONSIBILITY:**

Responsible for developing, implementing, evaluating and maintaining digital marketing strategies for social media channels and website. Oversees resident engagement and brand consistency through digital content.

Coordinates circulation of the *Village News* by carrier throughout Montgomery Village.

**PRIMARY DUTIES:**

**DIGITAL CONTENT**

- Manage MVF and appropriate departmental social media channels and develop strategies to enhance online resident engagement and search engine rankings.\*
- Provide helpful design/layout insights, as well as establish expectations, timelines and metrics for online engagement.
- Write, revise, edit and proofread copy for online news articles and social media posts.\*
- Analyze content for consistency, accuracy, adherence to style and brand standards and user experience implications.\*
- Serve as social media photographer/videographer for functions and events.\*
- Collaborate with Multi-media Designer on video production and web content.\*
- Support branding/marketing efforts through digital copy and content.
- Develop, execute and maintain monthly electronic newsletters.

**CIRCULATION**

- Coordinates the distribution of approximately 11,300 copies of the *Village News* to residents. Emails carriers reminders and important information.\*
- Sorts and counts proper number of papers for each carrier. Orders circulation supplies. Monitors paper pickup on delivery days.
- Organizes hiring, orientation and assigning of approximately 60 carriers, plus substitute carriers, and monitors carriers to ensure that reasonable safety precautions are taken.
- Maintains mailing list for carriers, substitutes, subscribers and advertisers. Sends correspondence as needed.\*
- Supervises delivery through routine spot checks and handles all complaints and special requests concerning circulation.\*
- Prepares and submits carrier payroll. Oversees the monthly production and fulfillment of Carrier Newsletter.

## **OTHER**

- Assists in all Communications Department functions, including attending/staffing events and editing/proofing publications as needed.
- Takes reasonable safety precautions.
- Performs other duties as assigned.

## **KNOWLEDGE, SKILLS AND ABILITIES:**

Excellent grammar, writing, copy-editing and communication skills, including the ability to adapt writing style to appeal to different audiences and maintain brand standards across various media types.

Proven experience with Microsoft Office products, Adobe Creative Suite, social networking platforms and online marketing tools.

Ability to establish and maintain effective working relationships with staff and the general public both in person and online.

Familiarity with SEO and analytics reporting tools to aid in content strategy creation/evaluation.

Proactive attitude that carries through independent and team work settings.

Ability to lift and carry 30 lbs.

## **MINIMUM QUALIFICATIONS:**

Bachelor's degree in Marketing, Journalism, Communications, English, Public Relations or related field.

Two or more years of professional work experience in related role; or any combination of education and experience which provides the required knowledge, skills and abilities.

## **PREFERRED QUALIFICATIONS:**

Demonstrated experience in creating and implementing social media and digital content strategies.

Basic HTML knowledge and ability and understanding of Drupal CMS platform.

Painstaking attention to detail.