



DECISION ITEM: Wages for our Graphic Designer

BOARD/COMMITTEE: Finance

MEETING DATE: September 2023

AGENDA ITEM: TBD

SPONSORS: Keith Karasin & Victoria Flores

RECOMMENDATION:

Management respectfully requests the provision of funds from the reserve/unrestricted net assets to cover the wages for the Graphic Designer position for the next two years or until we secure alternative sustainable funding for this vital role.

SUMMARY OF KEY ISSUES & BACKGROUND:

Our Graphic Designer, Mutahir Masood, has become a vital member of our Communications Department, contributing significantly to our organization's success. Mutahir has taken on a wide range of tasks and responsibilities to support organization wide communications as well as supporting the needs and requirements of all of RODS programs. Mutahir's term with the organization will come to an end in December 2023.

As mentioned above, Mutahir has become a key member of the RODS Team. With his background in engineering and graphic design, he is the ideal candidate to continue his impactful work and also support the organization into 2 key areas:

- For IRCC, one of their stated preferences for future service delivery and support to settlement clients is online learning/educational platforms. Mutahir has already developed a translation and interpretation portal for the use of our TIPS program and our volunteers, which in turn will be replicated for the organization wide volunteer intake and management portal. Mutahir will be able to take his prior work and build an online learning/educational platform for our Settlement Department, a project that has the potential to expand to our entire organization, and greatly enhance our scope of deliverables within the CFP process.
- For RODS, given that we have not been able to secure grant funding to conduct the needs assessment, vendor search and evaluation, we are lacking an individual with a technical background to assist in the early stages of the CRM project. Mutahir's background, knowledge

and experience will make him a key member of the Customer Relationship Management (CRM) committee.

The additional funding from the RODS reserve, pending the securing of alternative sustainable funding (potentially via the upcoming CFP) will allow the Communications Department to continue to support the departments and drive RODS profile, as well as allowing the organization to move forward with online learning/educational platforms and move forward with the CRM process.

For the 2024 calendar year, base salary costs (based on 23/24 and projected 24/25 salary rates) for the position is \$54,743.88, and for the 2025 calendar year, base salary costs (based on 24/25 projected and 25/26 projected salary rates) are \$57,594.12. With the addition of MERC, benefits and pension the total compensation per year increases by 15%, forming a total for 2 years salary for the Graphic Designer position would be \$129,254.91

23/24

Base salary - \$54,743.88

Loaded salary - \$63,025.69

24/25

Base salary - \$57,594.12

Loaded salary - \$66,229.22

ALTERNATIVES:

The alternative to funding Mutahir's position would be to hire independent contractors for each of these projects. However, this option comes with several challenges:

Increased Costs: Hiring independent contractors for multiple projects would significantly increase our expenses, if contract funds were even available.

Extended Timelines: Coordinating and managing various contractors could lead to delays in project completion.

Reduced Departmental Support: Without Mutahir, our Communications Manager would have to assume graphic design, photography, and web maintenance tasks, which will result in reduced support in other communications and marketing initiatives for all departments.

ADVANCED CONSULTATION:

We have explored options within the Settlement Department for additional funding, but they are limited and not sustainable. They are only able to assist with one-time expenses as it relates to developing and launching the online learning portals. We are actively seeking other sources of funding. However,

Mutahir's contract ends in December 2023, and it is imperative that we secure an extension until we find a more sustainable solution.

COMMUNICATION STRATEGY:

Should the request to fund the position be unsuccessful, departments and stakeholders will have to review their requests for Communications or secure additional funds to hire independent contractors. An alternate plan to begin the CRM project would have to be developed.

REQUIRED APPROVALS:

Approval from the RODS Board of Directors to utilize reserve funds/unrestricted net assets to fund the position.

STRATEGIC ALIGNMENT:

This proposal for funds aligns with our strategic objectives as outlined in our strategic plan:

- **Strategic Objective: C.1. Improve the client experience through the implementation of a customer relationship management system (CRM)**
 - Support the CRM selection process, ensuring it meets our organizational needs.
 - Present recommendations to the CRM Working Group and Management.
- **Strategic Objective: C.2. Establish a welcoming community for newcomers**
 - Mutahir's role is pivotal in creating engaging promotional materials that help us welcome newcomers effectively.
- **Strategic Objective: P.3. Increase volunteer experience and retention**
 - Mutahir's work on the TIP volunteer portal has demonstrated its success, and he will replicate this system for other volunteer groups.
 - He provides essential training to staff for effective system management.

TIMEFRAME/CONSEQUENCES OF DEFERRING DECISION:

If we do not extend Mutahir's contract beyond December 2023, the consequences will be as follows:

- **Reduced Capacity:** The Communications Department's ability to support all departments in promoting programs and services will be significantly diminished.
- **Project Halts:** Progress on crucial projects, including the TIP volunteer portal, volunteer portal, online learning platform, CRM research, and event photography, may come to a halt.
- Hiring independent contractors for these projects would result in increased costs to the organization.

We strongly recommend approving the extension of Mutahir's contract to ensure the continued success and efficiency of our organization. Your support will not only maintain our current standards but also help us reach new heights in achieving our mission.

Report on the Role of the Graphic Designer at Regina Open Door Society

Introduction:

This report provides an overview of the contributions and responsibilities of our Graphic Designer, Mutahir, at Regina Open Door Society (RODS). Mutahir plays a pivotal role in enhancing the organization's brand identity, communication, and project management. This report outlines the key responsibilities and significant contributions made by Mutahir in his role as the Graphic Designer.

Graphic Design:

Mutahir, as our Graphic Designer, is responsible for creating digital and print media assets that align with RODS' vision and mission, strengthening the organization's brand identity.

Key Contributions:

- **Social Media Graphics:** Mutahir customizes visuals tailored for various social platforms to ensure brand consistency and message clarity.
- **Banners:** He designs high-quality banners for events, promotions, and online platforms to enhance visibility.
- **Posters and Postcards:** Mutahir crafts eye-catching designs for marketing and event promotion.
- **Greeting Cards:** He creates special occasion greetings, adding a personal touch to RODS' operations.
- **Infographics:** Mutahir develops data-rich graphics to simplify complex information.
- **Booklets and Bifold Brochures:** He designs comprehensive materials for effective information dissemination.
- **Business Cards:** Mutahir delivers professional and memorable designs to enhance networking.
- **Bus Shelter Ads:** He creates public advertising materials aimed at maximizing visibility.
- **Annual Report:** Mutahir is responsible for crafting the visual layout and design of the yearly organizational summary, emphasizing achievements, financials, and stories.

Branding:

Mutahir has made significant contributions to branding by creating numerous templates on Canva, allowing staff to standardize branding across all digital and print media, ensuring consistency and professionalism.

Photography:

Mutahir has also taken on the role of in house photographer. He photographs a wide variety of indoor and outdoor events across all RODS programs and departments. These high-quality photographs are essential for promotional and reporting purposes and are utilized on social media, print materials, and the organization's website.

Website Maintenance:

Mutahir also plays a crucial role in maintaining RODS' website, ensuring it remains up-to-date and functional. Responsibilities include enhancing the user experience with tailored graphics, managing content, maintaining an up-to-date event calendar, and collaborating with external web developers for technical support and troubleshooting.

Other Significant Projects:

Translation and Interpretation Program Portal:

Mutahir, our Graphic Designer, has designed a portal aimed at automating and streamlining the process of connecting volunteer interpreters with community organizations. This portal includes features such as automated interpretation requests, interpreter availability notifications, and detailed reporting and record-keeping. The project is nearing completion, with ongoing training and an imminent launch.

Volunteer Portal:

Scheduled to begin in the next few months, this portal will mirror the successful TIP portal and will be used to manage all other volunteers within RODS.

RODS Learn Project:

This Moodle-based educational platform is in its initial stages, with a focus on the "First Steps to Regina" program from the Orientation Service for Newcomers (OSN). Mutahir's role is pivotal in creating engaging and informative materials for this platform, and it is designed to accommodate courses and programs from various departments, including settlement, employment, and language services. The expected launch is at the end of 2023.

Resettlement Assistance Program (RAP) Staff Portal:

This portal aims to digitize and centralize records and progress tracking for RAP clients. It will aid in internal coordination and reporting to external funders. Planning for this project will commence in the New Year, with the goal of completion in the first half of the year.

Conclusion:

Overall, Mutahir plays a multifaceted role, contributing significantly to graphic design, multimedia production, project management, and system development within the communications department. These contributions are pivotal in enhancing the organization's

operational efficiency and service delivery. Mutahir is deeply committed to RODS' mission, and this report underscores the invaluable value he brings to Regina Open Door Society.