

The Municipality

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February | 2022
HIRING

Engineering Technician-City of St. Francis, WI

Posted December 28, 2021 | Closes January 31, 2022 11:59 PM

Engineering Technician City of St. Francis, WI The City of St. Francis is seeking an Engineering Technician to assist the...

Planner-City of Prescott, WI

Posted January 3, 2022 | Closes January 21, 2022 4:30 PM

Planner City of Prescott, WI Salary: \$54,995 (\$26.44/Hour) plus benefits The City of Prescott located 20 minutes from St. Paul, MN and the eastern Twin Cities...

Clerk/Treasurer-Village of North Prairie, WI

Posted December 10, 2021 | Closes January 21, 2022 5:00 PM

Job Posting - Village of North Prairie Clerk/Treasurer Waukesha County, WI Application Deadline January 21, 2022, by 5:00 p.m. central time...

Clerk-Treasurer-Village of Johnson Creek, WI

Posted December 29, 2021 | Closes January 17, 2022

Clerk-Treasurer Village of Johnson Creek, WI The Village of Johnson Creek, the fastest growing community in Jefferson County which embraces small town charm with big...

Clerk/Treasurer-Village of Belmont, WI

Posted January 6, 2022 | Closes January 28, 2022 4:00 PM

Village of Belmont, Lafayette County, Wisconsin Clerk/Treasurer An Equal Opportunity Employer The Village of Belmont, WI is seeking a professional to fulfill...

Senior Center Janitor-City of West Allis, WI

Posted December 14, 2021 | Closes January 15, 2022 11:59 PM

Senior Center Janitor City of West Allis, WI Salary: \$17.56 - \$20.07 Hourly Job Type: Permanent part time Department: ...

Electrician/Electrical Inspector-City of Two Rivers, WI

Posted December 29, 2021 | Closes January 28, 2022 4:00 PM

ELECTRICIAN/ELECTRICAL INSPECTOR City of Two Rivers - Two Rivers Water & Light The Electrician/Electrical Inspector performs skilled work in the installation,...

City Clerk-City of Ripon, WI

Posted December 22, 2021 | Closes January 24, 2022 11:59 PM

City Clerk City of Ripon, Wisconsin City Clerk, Ripon, WI (pop. 7,833). Ripon is a delightful city in Fond du Lac County, best known as the home of renowned...

Fire Chief-Village and Township of Egg Harbor, WI

Posted November 8, 2021 | Closes January 30, 2022 11:59 PM

Fire Chief Village and Township of Egg Harbor, WI The combined Township & Village of Egg Harbor are currently seeking to fill the position of Fire Chief...

Parks Maintenance/Zookeeper-City of Chippewa Falls, WI

Posted December 28, 2021 | Closes January 21, 2022 11:59 PM

City of Chippewa Falls - Parks, Recreation and Forestry Department Job Opportunity Parks Maintenance/Zookeeper The City of Chippewa Falls is accepting...

Financial Analyst-City of New Richmond, WI

Posted December 21, 2021 | Closes January 19, 2022 11:00 AM

Financial Analyst City of New Richmond, WI The City of New Richmond is accepting applications for a Financial Analyst to join our team.

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Wisconsin's
Workers?

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Strategy in an Employee-
Driven Market

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Watertown Puts It All Together

Emily McFarland, Mayor, Watertown



The workforce shortage has required municipalities as an employer to think differently

about how we attract and retain employees. Acknowledging that the tables have turned – we need candidates more than they need us – has allowed us to evaluate our entire recruitment and retention process and policies. At the City of Watertown, we have been intentional about evaluating and adjusting a few key items: retention, recruitment and onboarding.

Retention had to be our primary focus, after all, the most powerful asset we have is the team we have today. In order to evaluate our retention efforts, we asked our employees what needed to be fixed, what was outdated, what was missing, etc. For some that meant reclassifying positions, for others it meant reevaluating salaries, and in some areas it meant reorganizing departments. We went through a process of changing dated job titles and replacing them with ones that were more representative of the work and who we are as an organization; we completed major departmental reorganizations that better fit the needs of our community and us as an employer; and we invested in a pay compensation analysis so that our team is being compensated appropriately. The last component that was critical to our retention work is that we began to build a team and a culture that employees wanted to be in. We found “sparks” in our people, things they loved about their jobs – or even their personal lives that we could bring into our workplace – and we leveraged those. We came together as a leadership team and created employee events: a summer ice cream social in a park, cleaning up a park on Earth Day, or our holiday breakfast. We took the time to ensure our team knew how much we appreciated them and encouraged the activities to be done during work time. We’ve completed smaller items as well, and honestly, these are the items I get the most positive feedback about. We did employee surveys and then actually did something with the outcomes. I send (at minimum) monthly emails providing updates to our entire city team, we provided them with city logo face coverings, and employee engagement events that allowed them to come together, and we updated antiquated policies that made it restrictive to

balance work and home. In short, we worked – and are still working – to build the employment culture we ourselves want to be in.

Next, we focused on recruitment. We are still in the process of updating our externally facing recruitment strategy, so watch for more on that, but we have already addressed our internal recruitment process. We began by simply modernizing the way people apply with the city; with a new electronic platform that allows for greater efficiency in applying, we found a wider scope of outreach to our applications. We also realized benefits on the internal side with greater availability to the application and data associated with our applicants; this allowed panel members to centralize notes and track hiring practices. We standardized our messaging, and we evolved that into a standard “conversation” experience for our candidates. I am intentional about not using the word “interview,” yes, we want to ensure someone is technically qualified, but I’m equally as interested in ensuring they fit with our mission and culture, and as important, we fit with what they’re looking for in a workplace culture. In the coming months, we will be adjusting our outward facing recruitment. Things like experience and education requirements will change, the “package” for our postings will modernize more into a visual representation of who we are, and we will offer more about who we are as a team, not just as a city. We also streamlined the process of hiring that we take to committee; new forms made it easier for our elected officials to feel informed about new hires.

Finally, we focused on onboarding. Frankly, when it comes to new hires, I don’t think there is anything more important than onboarding them with real purpose. To ensure our new team members feel welcome and taken care of, we’ve standardized the experience for their first day and week. New team members are given tours, provided a free city of Watertown shirt, are introduced to their teams individually, they’re provided training and watch videos we created that give them a bit of information about each department, not just theirs, and more. We do the small things like ensure their workspace is well stocked and a nice sign is welcoming them in, and we’re intentional about sharing who we are, and what they can anticipate.

While there is still work for us to do to continue to expand our efforts through every department and to improve our outward communication about opportunities to join our team, we have seen a positive result of this work and we are confident that as we continue to improve our processes, that more people will join us in the conversation about what it means to be a part of the Watertown team.

About the Author:

Emily McFarland is currently serving as the Mayor of the City of Watertown. She has a bachelor's degree in political science and a master's degree in public administration. Emily's entire career has been in government. She worked for the United States House of Representatives, Green Lake County, the Wisconsin Department of Administration, and Department of Children and Families. Prior to being elected mayor, Emily served as an alderperson for the City of Watertown for five years. Emily's career in government is based on her belief that we need to give more than we take, and she is committed to giving the next generation a better version of Watertown than we have today. Contact Emily at emcfarland@cityofwatertown.org



ALLON

Alex Allon, Strategic Initiatives and Development Coordinator - Watertown

Previous work experience: Nonprofit administration and Workforce Development

Why did I decide to join the local government workforce: I've always been a geek for local government. In my opinion, local government is the level at which impactful community development takes place. I was working for a regional workforce agency prior to entering municipal government and have appreciated the connections that are made in my new role.



RAUTERBERG

Anthony Rauterberg, Deputy Fire Chief-Operations - Watertown

Previous work experience: Over the past 19 years, I have worked for St. Francis, WI, Clive, IA, Windsor Heights, IA, Altoona, IA, and Pleasant Hill, IA Fire Departments prior to coming to Watertown.

Why did I decide to join the local government workforce: I always had an interest in the fire service and it seemed like it would be an interesting job. No day is the same, not knowing what the day will bring is exciting. The job is challenging, both physically and mentally, so when others are appreciative of what you do it's even more rewarding. The friendships you make throughout your career are unbreakable and last a lifetime. These people are outstanding and have a wealth of knowledge if you seek it out.



FAMULARO

Lisa Famularo, Media and Communications Director - Watertown

Previous work experience: I've worked in several community media centers in Wisconsin since 2010. Before that, I did video production and graphic design for a couple of private companies.

Why did you decide to join the local government workforce? I began working for local government in 2010 when I joined the crew at Fitchburg Access Community Television. I quickly became hooked on the direct, positive impact I could make on citizens' lives by helping to provide transparency and by relaying important city and community information. I enjoy connecting with our community in Watertown, inspiring people to engage with their local government, and making governmental processes and information more accessible to everyone through my role as Media and Communications Director.