



STATE OF MICHIGAN
INDEPENDENT CITIZENS REDISTRICTING COMMISSION

Resolution 2021.01.05

ICRC Hiring of Communications and Outreach Director

Presented: January 21, 2021

RESOLVED, that the Independent Citizens Redistricting Commission (ICRC) hereby approves the Offer Letter, dated January 15, 2021, and Employment Contract to Edward Woods III for the ICRC Communications and Outreach Director position, which upon his acceptance shall be effective on February 1, 2021.

Attachments:

Offer Letter to Edward Woods III for Communications and Outreach Director
Employment Contract for Edward Woods III

MOTION TO AMEND:

- ☐ Yes
☐ No

	Main	Amendment
Motion by Commissioner		
Second by Commissioner		

RESULT: _____
If Roll Call Vote, see attached.

Steven T. Lett, Chair

Date



STATE OF MICHIGAN
INDEPENDENT CITIZENS REDISTRICTING COMMISSION

January 15, 2021

Mr. Edward Woods III
[REDACTED]
Grand Ledge, MI 48837

Dear Edward:

This letter is to confirm an offer of full-time employment and your acceptance of the Communications and Outreach Director position for the Michigan Independent Citizens Redistricting Commission.

This letter is subject to your acceptance of the Employment Contract from the Commission, which is forthcoming. Some basic details regarding the Communications and Outreach Director position include:

- Your pay rate will be \$123,500.00 annually.
- Travel expenditures will be reimbursed, according to the State of Michigan guidelines, upon approval by the Executive Director.
- Office supplies utilized in your work with the Commission will be reimbursed, upon approval by the Executive Director.
- There will be no health insurance or other employee benefits offered with this position.

If you have questions, please don't hesitate to contact Sue Hammersmith or me.

Sincerely,

Douglas Clark, Member
Independent Citizens Redistricting Commission
ClarkD32@michigan.gov
State of Michigan phone: 517.898.9472

Cc: Members of the Michigan Independent Citizens Redistricting Commission (ICRC)

I accept the conditions of employment as the Outreach and Communications Director, as presented in this Letter of Hire, upon approval by the ICRC.

Edward Woods III

01/17/21
Date



STATE OF MICHIGAN
INDEPENDENT CITIZENS REDISTRICTING COMMISSION

EMPLOYMENT CONTRACT

The Michigan Independent Citizens Redistricting Commission (ICRC) retains Edward Woods III (Employee) to provide communications and outreach services to the ICRC. The services provided to the ICRC will be pursuant to the following terms and conditions in this Contract.

1. Parties/Purpose

- 1.1 Parties. The parties to this Contract are the ICRC and Employee. ICRC agrees to pay all fees and costs associated with the services rendered after review and approval by the ICRC.
- 1.2 Purpose. The ICRC and Employee agree that he will provide the Communications and Outreach Director services as described in the Job Posting attached to this Contract. The Employee will work solely for the ICRC during the term of this Contract.

2. Term of Contract

The initial term of this contract is February 1, 2021 through March 31, 2022.

The Contract may be extended at the option of the ICRC upon thirty (30) calendar days written notice to the Employee and mutual agreement of the parties.

The Contract may be terminated for any reason or no reason upon thirty (30) days written notice by either the ICRC or the Employee.

3. Compensation for Services Provided

The total amount of compensation for services and expenses during the term of the Contract shall not exceed the contract value set forth on the Contract, unless otherwise amended by a contract addendum.

- 3.1 Rate of Pay. The employee shall be paid an annual amount of \$123,500, issued via payroll in equal increments on a weekly basis.
- 3.2 Reimbursement for Actual Expenses. ICRC reserves the right to deny reimbursement of any expenses for which approval was not sought pursuant to this Contract. Travel expenditures, based on standard State of Michigan guidelines, and office supplies will be eligible for reimbursement.

4. Representations

- 4.1 Qualifications. Employee, by signing this contract, attests that he is qualified to perform the services specified in this Contract and agrees to faithfully and diligently perform the services.
- 4.2 Services to be Confidential. Employee shall keep confidential all services and information, including records and reports. Employee shall not divulge any information to any person other than authorized representatives of the ICRC, except as required by testimony under oath in judicial proceedings, or as otherwise required by law. Employee shall take all necessary steps to ensure that no member of his business entity divulges any information concerning these services. This includes, but is not limited, to information on the Employee's computer system, if any.
- 4.3 Assignments and Subcontracting. Employee shall not assign or subcontract any of the work or services to be performed under this Contract without prior written approval of the ICRC.
- 4.4 Media Releases. News releases, promotional materials, and commercial advertisements pertaining to the Employee's work will be shared with the ICRC prior to submitting to the media or publishing.
- 4.5 Non-Discrimination. Under the Elliott-Larsen Civil Rights Act, 1976 PA 453, MCL 37.2101, et seq., the Persons with Disabilities Civil Rights Act, 1972 PA 220, MCL 37.1101, et seq. Employee agrees not to discriminate against an employee or applicant for employment with respect to hire, tenure, terms, conditions, or privileges of employment, or a matter directly or indirectly related to employment, because of race, color, religion, national origin, age, sex, height, weight, marital status, partisan considerations, any mental or physical disability, or genetic information that is unrelated to the person's ability to perform the duties of a particular job or position. Breach of this covenant is a material breach of this Contract.
- 4.6 Conduct. Employee agrees to be bound by the ICRC Code of Conduct and the State of Michigan Standards of Conduct for Public Officers and Employees, Public Act 196 of 1973, MLC 15.341, et seq.
- 4.7 Legal Representation. Although Employee is not a member of the classified civil service, Employee will be entitled to request Legal Representation in the manner set forth in Civil Service Rule 2-19 and any applicable Civil Service Regulations.
- 4.8 Compliance. Employee's activities under this Contract are subject to applicable State and Federal laws.

5. Termination of Contract

Employee may be terminated as set forth in paragraph 2 and pursuant to the Michigan Constitution 1963, Art IV, § 6.

6. General Provisions

- 6.1 Governing Law and Jurisdiction. This Contract is subject to and constructed according to the Laws of the State of Michigan, and no action shall be commenced against the ICRC, its designee, agents, or employees for any matter whatsoever arising out of the Contract, in any courts other than the Michigan Court of Claims.
- 6.2 Retention of Documents. All documents and records of any kind, either written or electronic, pertaining to the ICRC are property of the ICRC, and at the conclusion of the employee's term of employment, or before if requested, shall be preserved and turned over to the ICRC.
- 6.3 No Waiver. A party's failure to insist on the strict performance of this Contract shall not construe waiver of any breach of the Contract.
- 6.4 Additional Employees. It is understood that during the term of this Contract, ICRC may contract with other employees providing the same or similar services.
- 6.5 Other Debts. Employee agrees that he is not, and will not become, in arrears on any contract, debt, or other obligation to the State of Michigan, including taxes.
- 6.6 Invalidity. If any provision of this Contract or its application to any persons or circumstances shall, to any extent, be judicially determined to be invalid or unenforceable, the remainder of this Contract shall not be affected thereby, and each provision of the Contract shall be valid and enforceable to the fullest extent permitted by law.
- 6.7 Headings. Contract section headings are for convenience only and shall not be used to interpret the scope or intent of this Contract.
- 6.8 Entire Agreement. This Contract represents the entire agreement between the parties and supersedes all proposals or other prior agreements, oral or written, and all other communications between the parties.
- 6.9 Amendment. No Contract amendment shall be effective and binding upon the parties unless it expressly makes reference to this Contract, is in writing, and is signed by duly authorized representatives of all parties and all the requisite State approvals are obtained.
- 6.10 Issuing Office. This Contract is issued by the ICRC and is the only State office authorized to change the terms and conditions of this Contract.

ICRC

Employee

Steven T. Lett, Chair
ICRC

Edward Woods III

Date _____

Date _____



Communications and Outreach Director Job Posting Michigan Independent Citizens Redistricting Commission

Date Posted: Monday, October 5, 2020

Application Deadline EXTENDED: Applications due Friday, November 13, 2020 no later than 5:00pm.

Background:

Every 10 years following the U.S. Census, district lines for political offices must be redrawn in states across the country to accurately reflect their population. In Michigan, a randomly selected commission of citizens is responsible for drawing U.S. Congressional and Michigan State House and Senate district lines. Voters amended the state constitution in the November 2018 general election to make citizens — not legislators or special interests — responsible for drawing district lines (called “redistricting”). The commission is composed of 13 randomly selected Michigan registered voters: four who affiliate with the Democratic Party, four who affiliate with the Republican Party, and five who do not affiliate with either major political party.

In September 2020, the randomly-selected Commission convened for the first time and voted to proceed with their first hire for an Communications Director of the Commission. The Communications Director will assist the Commission in all of their duties as they embark on a new process involving new redistricting criteria and requiring transparency and public engagement throughout the map drawing process. Final maps must be completed and approved by November 1, 2021.

General Position Description and Responsibilities:

At the direction of the Commission and with guidance and oversight from the Executive Director and legal counsel, the Communications Director is responsible for serving as the director and manager of Commission communications with the media and the public at large.

This individual will be an additional public servant and face for the citizen redistricting process, and accordingly must exhibit the highest standards of excellence, integrity, and nonpartisan commitment. As the staff spokesperson for the Commission, the Communications Director will support the work of the Commission and help facilitate meaningful and transparent engagement with the media and the public. The ideal candidate is a strong spokesperson and leader with excellent interpersonal and writing skills, public speaking experience, and substantial knowledge of media and politics in Michigan.

The responsibilities of the Communications Director will include the following:

- Develop, create and manage a public information campaign and program to meaningfully engage various audiences in the work of the Commission, including the media and general public; and organize public hearings.
- Consult and advise the Commission and Executive Director on potential media issues and topic areas.



- Draft and edit press releases, public-facing emails, and other Commission materials for distribution to groups, email lists, and the press corps.
- Schedule and coordinate media interviews.
- Create messaging guidance and content direction for the Commission's website, social media accounts, public meetings and public educational materials.
- Facilitate positive community and media relations with the public on behalf of the Commission.
- Field and respond to media inquiries, and build positive interactions and relations with members of the media.
- Create and implement an external communications strategy in coordination with other Commission staff.

Qualifications:

The Communications Director must demonstrate capacity for high-level analysis and proactive strategy for communications issues associated with the Commission and the redistricting process more broadly.

These qualifications include:

- Minimum 5 years professional experience in communications or public relations.
- Ability to communicate effectively with various stakeholders and constituencies, including strong written and verbal communication skills.
- Experience drafting and preparing press releases, talking points and briefings.
- Demonstrated ability and experience in proactive media planning and message development to diverse set of stakeholders and constituencies.

Desired Skills and Abilities:

It is expected that the Communications Director will be highly competent, organized and experienced professional. This skillset includes:

- Ability to manage complex projects and issues with overlapping, competing, or evolving priorities.
- Experience working with politically- and socially-controversial topics and environments.
- Experience working with constituency-based media sources for diverse racial and ethnic communities and stakeholders.
- Experience managing staff and/or media consultants or contractors on designated public information or media campaigns.
- Experience working with a wide range of stakeholders, media members and constituency groups with positive professionalism.
- Familiarity with Open Meetings Act meetings and requirements.
- Demonstrated familiarity with communities of interest as defined by Michigan's Constitution as defined by Section 15c.

**Additional information:**

This position is a limited-term hire of 1.5-2 years. After the completion of the mapping process by the year 2022, the Commission will evaluate whether to renew a contract for Communications Director or if the responsibilities of the role are no longer required.

Article IV Sec. 6 (4) of the Michigan Constitution states, "The commission shall have procurement and contracting authority and may hire staff and consultants for the purposes of this section, including legal representation."

Accordingly, the Michigan Department of State will collect applications for presentation to the Michigan Independent Citizens Redistricting Commission. The Commission is fully autonomous and will review, interview, and select the Communications Director. The Department of State will not review, score, or select applicants. Employees of the Commission will serve at the pleasure of the Commission.

Finally, Article IV Sec. 6 (11) of the Constitution states, "The commission, its members, staff, attorneys, and consultants shall not discuss redistricting matters with members of the public outside of an open meeting of the commission, except that a commissioner may communicate about redistricting matters with members of the public to gain information relevant to the performance of his or her duties if such communication occurs (a) in writing or (b) at a previously publicly noticed forum or town hall open to the general public." Individuals interested in serving as the Communications Director should be aware of compliance with this guidance.

Work Location:

Position location flexible in the immediate term due to the uncertainty presented by the COVID-19 pandemic. Frequent travel will likely be required.

Salary range: Approximately \$97,645 - \$132,749

Contact Information:

All inquiries should be sent to Michigan Department of State. To apply, please email your resume, cover letter, and supplemental question responses to Redistricting@Michigan.gov with the subject line "Communications Director Application."

Supplemental Questions:

1. How many years of professional experience do you have in communications, public relations, and media relations?
 - ☐ none
 - ☐ 1 -4years
 - ☐ 5-9 years
 - ☐ 10 or more years
2. Describe your experience working in an executive level position.



3. Describe your approach to communication strategy and development, and how you have implemented this approach in your current/previous position.
4. How many years of experience do you have developing strategic communications and outreach programs, including for diverse set of stakeholders and constituencies?
 - none
 - 1-4 years
 - 5-9 years
 - 10 or more years
5. Describe your experience with community-level engagement, outreach and education.

Equal Opportunity Statement

The Commission will provide equal employment opportunity for all persons regardless of race, religion, color, sex, sexual orientation, height, weight, marital status, partisan considerations, national origin, age, genetic information or disability that is unrelated to the person's ability to perform the job. The Commission is committed to promoting equal employment opportunity by employing and advancing persons based on merit, ability, and potential for development.