

CPS HR Board of Directors Meeting Agenda

Thursday, March 6, 2025 8:30 AM

&

Friday, March 7, 2025 9:30 AM

CPS HR Consulting 2450 Del Paso Road, Suite 220 Sacramento, CA 95834 *t:* 916.263.3600 *f:* 916.263.3613



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Requests must be made at least 3 business days before the scheduled meeting.

CPS HR Board Meeting Dates/Locations

<u>Date</u> <u>Location</u>

March 6 - 7, 2025 CPS HR Office - Sacramento, CA

June 6, 2025 Remote teleconference

November 7, 2025 Remote teleconference



The CPS Board Year

Revised Nov. 2024

The following calendar outlines "routine" agenda items that are addressed throughout the year. Other items are added as required based on business/governance requirements.

Every Meeting

- Minutes from previous meeting for approval
- ♦ Budget and Cash Flow Update for information
- Performance Dashboard for information (variances only)
- Investment Update for information (as required by law)
- ♦ Approve Class/Pay Plan (to meet CalPERS requirements)
- ♦ Return to Board Funds Update for information
- ♦ Employee Recognition for information (recognize the individual, and highlight the accomplishment)
- Board Development/Emerging Trends (30-60 minutes)
 - Organizational Showcase
 - Current trends or client success stories

November

- ♦ Review CPS HR cash minimum every two years. (Next review Nov. 2026) –For information
- ♦ Annual Financial Audit Report discussion/approval
- ♦ Salary market survey results/class and pay plan implementation discussion/approval
- Meeting dates/locations for following year's Board Meetings for approval
- Disclosure of reimbursement for special districts for information (no report out)
- Board Member Meeting Attendance Cost Summary annual report for information (no report out)
- Board Development Activity (new in 2011)

March

- Board Offsite Meeting for Strategic Planning and Board Integration Activities
- Review By-Laws & Ground Rules annually (eff. 3/2012)
- Review Board Orientation (Eff. 2016)
- Review Return to Board Funds availability and amount for next FY (Friday agenda)
- ♦ Senior Leader/Board Dialogue
- ♦ Board report out of CEO-level interviews on business trends (eff. 3/2014)

June

- ♦ Next Fiscal Year Budget and Strategic Plan for approval
- ♦ Election of Board Officers (every 2 years) upcoming in 2026, 2028, etc. or as needed for approval
- Annual appointment of Board Development Committee, Executive Committee and Financial Audit Committee members – for approval
- Investment Policy for Next FY for approval
- ♦ Delegation of Authority/Authority to Contract (approval) if needed
- FY Strategic Plan and Accomplishments for info and discussion (variances only)
- ♦ Annual Diversity Report for information (year to year performance)
- Client Satisfaction Survey Data for information
- ♦ Emergency Succession Plan Review and update for approval by the Board every two years starting in 2018.
- ♦ Executive Performance Plan Accomplishments discussion/closed session
- ♦ Executive Performance Plan for Next FY discussion/acceptance/closed session

As Needed

- Information on policy changes, internal operations, investments, special projects, and Board subcommittee reports.
- CEO Report info and discussion on an as-needed basis.
- Insurance/Benefits-for information at the beginning of each calendar year; sent out as separate report



CPS HR Board Committee Appointments

Board Executive Subcommittee (standing committee)

July 1, 2024 - June 30, 2026

- LaShon Ross, Board Chair, City of Plano
- Joseph Hsieh, Vice Chair/Secretary, Sacramento County
 Vince Zamora, Member-At-Large, City of Las Vegas

Board Development Subcommittee (standing committee)

July 1, 2024 – June 30, 2025

- Vince Zamora, City of Las Vegas
- Linda Andal, City of Anaheim
- Joanette Freeman, Mecklenburg County

Board Financial Audit Subcommittee (ad-hoc committee)

2024 members:

- Wade Childress, Pinellas County
- Fernando Yañez, Hayward USD

CPS HR Consulting – Agenda
Board of Directors Development / Planning Meeting
Thursday, March 6, 2025– 8:30 a.m.
CPS HR Consulting – Grand Canyon Conference Room
2450 Del Paso Road, Suite 220
Sacramento, CA 95834

Open Session - Board of Directors Planning/Team Development Meeting 8:30AM - 3:30PM

(Workplace Civility/DEI and Strategic Planning update documents under separate cover)

Breakfast

Board Learning/Professional Development Discussion

- DEI
- Workplace Civility
- Wellness

Lunch

CPS HR Strategic Plan - Jerry & Sr. Leaders

Brief status update on FY25 Strategic Plan progress Update on FY26 Strategic Plan

Group dinner at 5:30PM at TBD

CPS HR Consulting – Agenda
Board of Directors Business Meeting
Friday, March 7, 2025 – 9:30 a.m.
CPS HR Consulting – Grand Canyon Conference Room
2450 Del Paso Road, Suite 220
Sacramento, CA 95834

Breakfast available at the CPS HR office starting at 8:45 AM

Open Session - Board of Directors Business Meeting - 9:30 AM PST

Action may be taken on any item on the Agenda

I. Action Items

1.	Approval of Minutes - November 8, 2024 Board Meeting	Attachment 1
2.	Approval of Minutes – Board Development Committee Meeting	Attachment 2
3.	Approval of Minutes – Executive Committee Meeting	Attachment 3
4.	Approval of Class/Pay Plan	Attachment 4
5.	Approval of Interim CHRO	Attachment 5

II. <u>Information Only</u>

6.	FY25 Budget/Cash Flow Update	Attachment 6
7.	CPS HR Performance Dashboard	Attachment 7
8.	CPS HR Investment Update	Attachment 8
9.	Return to Board Funds Update	Attachment 9
10	. Employee Recognition	Attachment 10

Public Comment on Matters Not on the Agenda

End of Open Session

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Minutes of Board of Directors Meeting

November 8, 2024

The Board of Directors of CPS HR Consulting met on Friday, November 8, 2024 via teleconference.

Board members attending:

LaShon Ross, City of Plano, TX (Chair)

Joseph Hsieh, County of Sacramento, CA (Vice Chair/Secretary) (left at 9:56am)

Fernando Yañez, Hayward Unified School District, CA

Joanette Freeman, County of Mecklenburg, NC (arrived at 9:13am, left at 9:57am)

Linda Andal, City of Anaheim, CA

Carla Romine, City of Plano, TX (Alternate)

Victoria Huynh, City of Plano, TX (Alternate)

Wade Childress, County of Pinellas, FL

Board Members not attending:

Vince Zamora, City of Las Vegas, NV

Sue Brown, City of Las Vegas, NV (Alternate)

Maria Ciro, County of Pinellas, FL (Alternate)

Staff attending:

Jerry Greenwell, CEO Melissa Asher Sandy MacDonald-Hopp Geralyn Gorshing Vicki Quintero Brashear Greg Roberson Holly Hatada Fatima Nukic Dave Rechs Allen Myers Karina Mendez Ellen Fisher Gilles Laborde Lagrave Ana Costa Crysta Peele John Freeburn Deanna Heyn Manpreet Kaur Misti Lewis Walter Johnson Dimple Patel Suzanne Ansari Megan Misasi Randles Karen Galvan Amy Bigone Kimberly Sumagit Veronica Lara-Lopez **Brian Blunt** Matthew Christoffersen Kristin Morris Andrea Rumbaua **Chase Sivret**

Dana Henderson
Jaclyn Del Carlo
Cerri Mansfield
Kaelyn Gasper
Amy Hagan
Jan Nishikawa
Layla Mansfield
Channelle Ceralde
Tiffany Bose
Kinsey Mitchell
Kylie Wilson
Christina Peacock
Alan Tomassetti
Ome Enebeli
Lynette Conn

Others attending:

Kevin Wong, Gilbert CPAs Amanda G. Jamerson, Gilbert CPAs

Open Session for Board Meeting

LaShon Ross, Board Chair, called the meeting to order at 9:01am PST and welcomed all attendees.

All board members attending the meeting introduced themselves. Jerry reminded the board that since we are remote, we will need to take a roll call vote for each action item.

Victoria Huynh took the Oath of Office and was sworn in as an alternate for the City of Plano.

Action Items

Attachment #1 – Approval of CPS HR Annual Financial Statements

The CPS audited financial statements for the fiscal year ending June 30, 2024 were provided under separate cover from our independent auditor. Kevin Wong with Gilbert CPAs presented, and summarized their Independent Auditor's Report and gave an unmodified opinion which is the best opinion they can provide.

Overall, there were no significant changes in accounting policies this year and the audit went smoothly with no findings or significant adjustments. The audit revealed a decrease in net position of about \$817,000, primarily due to a slight decrease in project revenue and an increase in operating expenses. However, CPS HR remains financially healthy with a favorable 4 to1 ratio of current assets to current liabilities, and a net position of \$24.4 million as of June 30th.

Jerry asked Kevin about the ratio and Kevin mentioned that for a healthy organization, a ratio of at least 2 to 1 is generally favorable, and a 4 to 1 ratio is considered extremely good.

Lashon acknowledged the staff's efforts and highlighted CPS HR's financial achievements, including generating \$33.7 million in revenue, gaining 126 new clients, having a client satisfaction score of 4.45, and expanding business lines.

The Board of Directors of CPS HR Consulting approved the audited financial statements for FY2023 – 2024 and agreed to disband the ad-hoc Finance Audit Subcommittee.

Motion: Childress, County of Pinellas Second: Hsieh, County of Sacramento

Vote:

City of Anaheim Aye
Hayward USD Aye
County of Mecklenburg Aye
County of Pinellas Aye
City of Plano Aye
County of Sacramento Aye
City of Las Vegas Absent

Resolution # 24-11

Attachment #2 - Approval of Minutes from the June 7, 2024 Board Meeting

There were no comments or changes to the minutes. The Board of Directors of CPS HR Consulting approved the minutes from the June 7, 2024 Board Meeting.

Motion: Andal, City of Anaheim Second: Yañez, Hayward USD

Vote:

City of Anaheim Aye
Hayward USD Aye
County of Mecklenburg Aye
County of Pinellas Aye
City of Plano Aye
County of Sacramento Aye
City of Las Vegas Absent

Attachment #3 - Approval of Class & Pay Plan

Jerry introduced the Class and Pay Plan and explained the changes primarily involved collapsing some titles and creating new ones without any monetary changes to the schedule. The title "Chief of Client Services" was created, and the "Chief of Marketing and Business Development" title was also introduced. The "Practice Leader" and "Senior Practice Leader" classifications were abolished. These changes were made to shift the focus from products and services to customers, reflecting a strategic shift in the organization's focus.

The Board of Directors of CPS HR Consulting approved the Class and Pay Plan as presented in the November 8, 2024 agenda.

Motion: Childress, County of Pinellas Second: Hsieh, County of Sacramento

Vote:

City of Anaheim Aye
Hayward USD Aye
County of Mecklenburg Aye
County of Pinellas Aye
City of Plano Aye
County of Sacramento Aye
City of Las Vegas Absent

Resolution # 24-12

Attachment #4 – Approval of 2025 Proposed Board Meeting Dates & Locations

The proposed Board Meeting schedule for 2025 was reviewed. The board discussed the cost implications of holding meetings in various locations, noting that meetings held outside of Sacramento could be up to three times more expensive. Despite the long flight for some members, Sacramento was considered a cost-effective and convenient location. The board members agreed that Sacramento would be the primary location for the 2025 board meeting. All the 2025 proposed dates were also agreed to.

The Board of Directors of CPS HR Consulting approved the 2025 Board Meeting Dates and Locations as listed below:

March 5 - 7, 2025: CPS HR Consulting headquarters - Sacramento, CA

June 6, 2025: Sacramento/Remote teleconference

November 7, 2025: Sacramento/Remote teleconference

Motion: Andal, City of Anaheim Second: Childress, County of Pinellas

Vote:

City of Anaheim Aye
Hayward USD Aye
County of Mecklenburg Aye
County of Pinellas Aye
City of Plano Aye
County of Sacramento Aye
City of Las Vegas Absent

Resolution # 24-13

For Information Only

Attachment #5 – FY2025 Budget and Cash Flow Update

Sandy MacDonald-Hopp gave an overview of the FY2025 budget and cash flow. The total CPS revenue of \$7.3 million for the fiscal year-to-date as of September 30, 2024 is \$425k or 5.5% less than budget. This revenue represents 14% decrease from year-to-date September 2023 in which CPS HR had \$1.2 million more in revenue. The year-over-year revenue change reflects mix of growth in assessment centers, exec search, and talent marketing increased revenue offset by other service lines contracting. Year-to-date, Training and State Markets are exceeding revenue budget.

Fiscal year-to-date through September 2024, direct expenses are underrunning budget by \$561k and the mix generated gross profit margin of 38.5% versus budgeted 34.6% as a percent of revenue. Operating expenses are \$21k or 0.7% over budget due to facilities and print shop allocations. OMS indirect expense, a component of total operating expense, is \$110k over budget.

Year-to-date CPS has net operating loss of \$441k, which is \$114k better than the budgeted operating loss thru September 2024. The net loss of \$102k equates to 1.4% of revenue and better than budgeted \$372k net loss. Monthly variations in cashflow reflect changes in the timing of receipt of invoice payments and payments to vendors. Minimum cash reserve balance of \$4M was established in November 2018 and as of September 30, 2024 cash balance is \$13.9M. Based on three-month Operating Expense average of \$1.08M, the \$4M reserve would cover 111 days of operations.

Lashon asked if the ongoing Chicago contract were to end, would it cause any visible concerns within the budget. Jerry responded that while the Chicago contract provides significant revenue, it also incurs substantial expenses. He mentioned that the organization is not solely dependent on this contract and has the ability to replace the revenue over time. Vicki Quintero Brashear added that the Chicago contract is crucial, and the team has done an excellent job maintaining it. The contract's structure, which limits responses to ongoing service agreement holders, positions CPS HR well to retain this client.

Lashon also inquired about the future of DEI work given societal concerns and potential political pressures. Jerry acknowledged that there might be pressure to reduce DEI offerings, but those committed to DEI will continue their efforts, possibly under different naming conventions. Vicki echoed this sentiment, noting a cooling and some backlash against DEI products nationwide. She mentioned that CPS HR is exploring different approaches and naming conventions to better position these offerings. Despite the challenges, there are still passionate clients who value the outcomes of DEI initiatives.

Jerry inquired about the types of training that are currently attractive. Melissa Asher responded that there has been an uptick in leadership training, particularly for emerging leaders and soft skills courses that prepare individuals for leadership roles. Additionally, a new program called "Data to Diamonds," which focuses on deeper data analysis, has been quite popular. Despite concerns about the State of California's budget deficit, training has remained steady.

Lashon Ross highlighted the City of Plano project as an example of how CPS HR can expand its work through effective partnerships. Lashon mentioned that the City Manager is working with the Council of Governments to facilitate compensation studies for police and fire departments, suggesting CPS HR as a potential partner for this initiative. This collaboration could involve multiple cities in the area, further expanding CPS HR's impact.

Attachment #6 - Performance Dashboard

Geralyn Gorshing provided an update on the Performance Dashboard. Geralyn explained that the goal is to generate about 700 leads a year to meet budget. Currently, the team is at 28.7% of this goal. There are many trade shows scheduled for October and November, which are expected to boost this number. Qualified Leads are opportunities that come to us from outreach through trade shows, referrals, and our contact an HR Specialist form on our website.

The Business Development team has had 201 conversations, resulting in 170 proposals, and winning 60 of them, generating \$1.16 million in revenue this year. The focus is on sole source and limited competition opportunities. Sole source opportunities have generated \$483,000 in revenue with a high win rate. Limited competition opportunities have a higher dollar value compared to sole source. Full and open opportunities are being minimized, with only three submitted this year, generating \$80,000 in revenue

Attachment #7 - FY25 Strategic Initiatives - Progress Update

The FY25 strategic goals are aligned with the FY2025 Strategic Direction as approved by the board in June 2023. The goals were designed to move us toward re-establishing our market presence and improving our sustainability as an organization post-pandemic. The plan has been built to ensure we achieve our mission and vision while adhering to our core organizational principles.

Jerry mentioned that the progress on each initiative is reported to staff and the board on a quarterly basis. The detailed updates on the progress and milestones for each initiative are outlined in the subsequent pages of the report. Jerry emphasized that the organization aims to complete all the initiatives by the end of the year.

Attachment #8 - Investment Update

Sandy reviewed the investments. Our portfolio value as of September 30, 2024 is **\$7,399,063** (includes accrued interest of \$45.7k). We have 20% of our investment dollars are CDs that are FDIC insured.

The monthly earnings from these investments were positive, with an annualized return of 8.37%. Sandy highlighted that the organization has been strategically managing its investment portfolio, including pulling out some money from short-term investments to cover cash flow needs. The mix of investments now includes longer-term ones, with a five-year cycle in place. Some of the investments have higher rates, particularly those maturing in 2028. The organization is also monitoring the market closely to make informed decisions about future investments

Attachment #9 - Disclosure of Reimbursement for Special Districts

Governmental agencies are required to disclose information related to reimbursements of employee travel and expenses. CPS HR prints a list of all checks as part of the check run process and all lists are electronically saved to our SharePoint library by fiscal year. Employee travel and expense-related reimbursements are included in each check run. CPS HR Consulting receives annual requests for salary information, which is publicly available. Sandy mentioned there was one request from a nonprofit organization in Florida, which is still being reviewed to determine its validity. The California Secretary of State declined the request, stating it did not meet California standards.

Attachment #10 - Board Member Meeting Attendance Cost Summary – Annual Report

This is an annual agenda item, providing the expense reimbursement disclosure for the Board meetings for the previous year. Since COVID-19, we have had very few board meeting expenses since the meetings have been remote up until March 2023.

Attachment #11- Return to Board Funds Update

These funds are part of the investment CPS HR makes in our Board Member agencies. Funds go toward improvement of management, culture, or HR functions of the organization. Jerry reminded the board that each agency has been given \$5,000 to use until March 1, 2025.

Attachment #12 - Employee Recognition

Jerry noted the importance of recognizing employees for their hard work and contributions and hoped the board had an opportunity to read all the different employee awards for both team and individual efforts for the year.

LaShon added that their city is working on a fiscal road map project, focusing on data-driven decision-making. During a visit to Henderson, NV, they received high praise for the work CPS HR

Attachment 1

has done, particularly around employee surveys. The partnership was highly appreciated, with notable participation levels from employees, which translated into performance goals. The City of Henderson recently received the Malcolm Baldrige Award, and they credited CPS HR for their significant contribution. Lashon congratulated CPS HR for their excellent work and the positive impact it had on the city of Henderson.

Having no other questions or business to discuss, LaShon adjourned the meeting at 10:07am PST.

Minutes prepared by: Dana Henderson

Minutes reviewed by: Jerry Greenwell

Respectfully Submitted:

Dated: 11/20/24 Signed: LaShon Ross

LaShon Ross, City of Plano CPS HR Board Chair This page intentionally left blank.



MINUTES OF CPS HR BOARD OF DIRECTORS SUB-COMMITTEE MEETING

Board Development Committee

January 27, 2025

The Board Development Committee members met via conference call on Monday, January 27 2025.

The meeting convened at 11:01AM PST with the following members in attendance: Linda Andal, Board Member, City of Anaheim, CA Vince Zamora, Board Member, City of Las Vegas, NV Jerry Greenwell, CEO, CPS HR Consulting Dana Henderson, Executive Assistant, CPS HR Consulting

Jerry shared the purpose of the meeting was to discuss the board development and learning activities to engage in at the Thursday, March 6, 2025, Board of Directors Development and Planning Meeting.

Joanette Freeman, Board Member from the County of Mecklenburg, NC, could not attend the meeting this morning, but sent the following discussion topics; workplace civility and challenges dealing with service and quality excellence. Vince mentioned wellness as a potential topic, and how the City of Las Vegas has built a successful wellness program. He said Las Vegas has been doing a lot of work in this area and has seen really good results, they have focused on physical, financial, and emotional wellness. Linda added the City of Anaheim also has a robust wellness program that has grown over the last five years and would be happy to highlight their program.

Vince and Linda also brought up the shift from DEI to fostering an inclusive workplace as an important topic, with the challenges and importance of reframing the conversation to focus on inclusion and belonging. Vince suggested that the topic of DEI could tie into the discussion on workplace civility, as both are relevant to creating a respectful and inclusive work environment.

The committee agreed to have the Thursday board discussion topics be around workplace civility, DEI, and wellness. The meeting concluded at 11:19AM PST.

Minutes prepared Minutes reviewed	,		
Dated: <u>2/24/2025</u>	5	Signed: Linda Andal	
		CPS HR Board Member	

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MINUTES OF CPS HR BOARD OF DIRECTORS SUB-COMMITTEE MEETING

Executive Committee

February 3, 2025

Open Session:

LaShon Ross, Board Chair, called the meeting to order at 1:03 PM PST with the following in attendance:

Board Members:

LaShon Ross, Board Chair, City of Plano, TX Joseph Hsieh, Vice Chair, County of Sacramento, CA Vince Zamora, Board Member, City of Las Vegas, NV

Staff:

Jerry Greenwell, CEO, CPS HR Consulting Dana Henderson, Executive Assistant, CPS HR Consulting

Action Items:

1. Approve and authorize the Clear Career Professionals Executive Recruitment contract

LaShon reviewed the meeting agenda and stated we are here to approve and authorize the Clear Career Professionals Executive Recruitment contract. LaShon asked if the committee members had any questions or wanted to discuss the contract. There were no questions or comments. The CPS HR Executive Committee approved the Clear Career Professionals Executive Recruitment contract.

Motion: Zamora, City of Las Vegas Second: Hsieh, County of Sacramento

Vote:

City of Las Vegas Aye
City of Plano Aye
County of Sacramento Aye

There being no further agenda items, the meeting adjourned at 1:06 PM PST.

Minutes prepared by: Dana Henderson Minutes reviewed by: Jerry Greenwell

Dated: 2/13/2025 Signed: LaShon Ross

LaShon Ross, City of Plano, TX

CPS HR Board Chair

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DATE: March 7, 2025

TO: CPS HR Consulting Board of Directors

FROM: Jerry Greenwell, CEO

PREPARED BY: Kale Brinley, Senior HR Consultant

SUBJECT: Approval of Class/Pay Plan

ACTION REQUESTED:

	Information Item
Χ	Approval and/or Authorization
	Policy Change or Adoption
	Closed Session Item

RELATIONSHIP TO BUSINESS PLAN:

Maintenance of competitive pay is critical to attracting and retaining a workforce that can deliver our products and services to meet the wide variety of our clients' needs.

DISCUSSION:

Effective January 1, 2025, the State of California has increased the minimum wage from \$16.00 to \$16.50 per hour. This change also raises the minimum salary threshold for exempt employees from \$66,560 to \$68,640 annually.

To ensure compliance with state law, we have reviewed the impact on our classifications. While certain classifications are affected by the increase, no employees require salary adjustments at this time.

Impacted Classifications

Hourly Classifications

- 9004 Subject Matter Expert I: Increase from \$16 to \$16.50 per hour
- 9006 Consulting Assistant/Bid & Proposal Writer: Increase from \$16 to \$16.50 per hour
- 9023 RA Subject Matter Expert I: Increase from \$16 to \$16.50 (Note: No employees currently in this classification)

Exempt Classifications

- 1726 Associate HR Consultant: Increase from \$66,560 to \$68,640 annually
- 1722 Contracts Coordinator: Increase from \$66,560 to \$68,640 annually (Note: No employees currently in this classification)
- 1706 Accountant: Increase from \$68,469 to \$68,640 annually
- 1719 Accounting Coordinator: Increase from \$66,560 to \$68,640 annually
- 1727 Associate Bid and Proposal Coordinator: Increase from \$66,560 to \$68,640 annually (Note: No employees currently in this classification)

• 1723 – Associate Training Coordinator: Increase \$66,560 to \$68,640 annually, (Note: No employees currently in this classification)

RECOMMENDED ACTION: Approve the updated classification and pay plan

FISCAL IMPACT: None at this time.

CPS HR Consulting Classification and Compensation Pay Scale For Board Approval March 7, 2025 Effective March 9, 2025

					Annual	Annual	Annual
Occupational Series	Class Code ID	Job Titles	Occupational Group	FLSA Status	Minimum Salary	Midrange Salary	Maximum Salary
F P	101	01: 45 - 15 - 05	-		4011.004	6011.004	0011 004
Executive	101	Chief Executive Officer	Executive	Exempt	\$311,084	\$311,084	\$311,084
Senior Level	105 114	Chief Financial Officer Chief Human Resources Officer	Sr Management Sr Management	Exempt Exempt	\$155,421 \$155,421	\$194,276 \$194,276	\$233,131 \$233,131
	110	Chief of Client Services	Sr Management	Exempt	\$155,421	\$194,276	\$233,131
	113	Chief Information Officer	Sr Management	Exempt	\$155,421	\$194,276	\$233,131
	112	Chief of Marketing and Business Development	Sr Management	Exempt	\$155,421	\$194,276	\$233,131
Mid-Manager	501	Manager	Management	Exempt	\$124,337	\$155,421	\$186,505
Specialist	910	Technical Specialist	Professional	Exempt	\$107,798	\$134,748	\$161,698
	914	Business Intelligence Specialist	Professional	Exempt	\$102,409	\$128,011	\$153,613
HR Consultant Series	1327	Principal HR Consultant	Professional	Exempt	\$97,998	\$122,498	\$146,998
	1527	Senior HR Consultant	Professional	Exempt	\$85,216	\$106,520	\$127,824
	1717	HR Consultant	Professional	Exempt	\$72,434	\$90,542	\$108,650
	1726	Associate HR Consultant	Professional	Exempt	\$68,640	\$82,186	\$97,812
Program Coordinator Series		Principal Program Coordinator	Professional	Exempt	\$97,998	\$122,498	\$146,998
	1522	Senior Program Coordinator	Professional	Exempt	\$85,216	\$106,520	\$127,824
	1714	Program Coordinator	Professional	Exempt	\$72,434	\$90,542	\$108,650
Contracts Series	508	Contracts Manager	Management	Exempt	\$124,337	\$155,421	\$186,505
	1533 1722	Senior Contracts Coordinator Contracts Coordinator	Professional Professional	Exempt Exempt	\$76,694 \$68,640	\$95,868 \$82,186	\$115,042 \$97,812
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Accountant Series	1332	Principal Accountant	Professional	Exempt	\$84,524	\$105,655	\$126,786
	1512 1706	Senior Accountant Accountant	Professional Professional	Exempt Exempt	\$73,499 \$68,640	\$91,874 \$85,586	\$110,249 \$102,960
	1719	Accounting Coordinator	Professional	Exempt	\$68,640	\$79,963	\$93,366
		_		Hourly ²			
	2105	Accounting Technician	Technician	HOURY	\$61,750 \$29.69	\$74,100 \$35.63	\$86,450 \$41.56
Information Technololgy	912	IT Technical Specialist	Professional	Exempt	\$122,462	\$153,078	\$183,694
	913	IT Business Program Manager	Professional	Exempt	\$122,462	\$153,078	\$183,694
	1302	Principal Software Developer	Professional	Exempt	\$111,330	\$139,162	\$166,994
	1328	Principal Business Solutions Analyst	Professional	Exempt	\$111,330	\$139,162	\$166,994
	1507	Senior Software Developer	Professional	Exempt	\$96,808	\$121,010	\$145,212
	1508	Senior Network Administrator	Professional Professional	Exempt	\$96,808	\$121,010	\$145,212
	1509	Senior Desktop Administrator		Exempt	\$96,808	\$121,010	\$145,212
	2107	Helpdesk Technician ¹	Technician	Hourly ²	\$61,750 \$29.69	\$74,100 \$35.63	\$86,450 \$41.56
Marketing	1331	Business Development/HR Consultant	Professional	Exempt	\$97,998	\$122,498	\$146,998
-	1529	Senior Marketing Analyst	Professional	Exempt	\$76,694	\$95,868	\$115,042
	1530	Marketing and Communications Specialist	Professional	Exempt	\$76,694	\$95,868	\$115,042
	1531	Inside Sales Representative	Professional	Exempt	\$76,694	\$95,868	\$115,042
	1532	Senior Bid and Proposal Coordinator	Professional	Exempt	\$76,694	\$95,868	\$115,042
	1718	Bid and Proposal Coordinator	Professional	Exempt	\$73,499	\$91,874	\$110,249
	1720 1727	Client Operations Coordinator Associate Bid and Proposal Coordinator	Professional Professional	Exempt Exempt	\$73,499 \$68,640	\$91,874 \$82,186	\$110,249 \$97,812
Training	1721	Training Coordinator	Professional	Exempt	\$73,499	\$91,874	\$110,249
	1724	Instructional Designer	Professional	Exempt	\$73,499	\$91,874	\$110,249
	1723	Associate Training Coordinator	Professional	Exempt	\$68,640	\$82,186	\$97,812
Technician	2106	Executive Administrative Assistant	Technician	Hourly ²	\$67,925	\$81,510	\$95,095
				2	\$32.66	\$39.19	\$45.72
	2101	Administrative Technician	Technician	Hourly ²	\$61, 750 \$29.69	\$74,100 \$35.63	\$86,450 \$41.56
Print Shop	2201	Digital Print Specialist	Technician	Hourly ²	\$61,750	\$74,100	\$86,450
min shop					\$29.69	\$35.63	\$41.56
	2202	Order Fulfillment Specialist	Technician	Hourly ²	\$61,750 \$29.69	\$74,100 \$35.63	\$86,450 \$41.56
Clerical/Support	2303	Senior Office Assistant	Office/Allied	Hourly ²	\$46,720	\$56,064	\$65,408
			•	•	\$22.46	\$26.95	\$31.45
	2302	Office Assistant	Office/Allied	Hourly ²	\$42,473	\$50,967	\$59,462

CPS HR Consulting Classification and Compensation Pay Scale For Board Approval March 7, 2025 Effective March 9, 2025

Pay Band	Class Code ID	INTERMITTENT STAFF EXEMPT - Hourly J	NON ob Titles	Occupational Group	Minimum Hourly Rafe	Maximum Hourly Rate
					•	
Intermittent -	9004	Subject Matter Expert I		Professional	\$16.50	\$45.00
Professional	9007	Project Consultant I		Professional	\$25.00	\$65.00
	9008	Project Consultant II		Professional	\$40.00	\$85.00
	9009	Trainer		Professional	\$40.00	\$200.00
	9010	Trainer / Project Consultant		Professional	\$40.00	\$200.00
	9011	Investigator		Professional	\$40.00	\$100.00
	9014	Project Consultant III		Professional	\$50.00	\$125.00
	9015	Project Consultant IV		Professional	\$85.00	\$185.00
	9016	Expert Consultant		Professional	\$150.00	\$225.00
	9018	Business Development Associate I		Professional	\$20.00	\$50.00
	9020	Employment Law Advisor		Professional	\$70.00	\$125.00
	9031	Subject Matter Expert II		Professional	\$40.00	\$85.00
	9032	Subject Matter Expert III		Professional	\$50.00	\$125.00
	9033	Subject Matter Expert IV		Professional	\$60.00	\$150.00
	9034	Trainer/Coach		Professional	\$40.00	\$200.00
	9037	Business Development Associate II		Professional	\$50.00	\$90.00
Intermittent - Technician	9006	Consulting Assistant / Bid & Proposal	Writer	Technician	\$16.50	\$35.00
Intermittent -	9001	Assistant Proctor*		Office/Allied	\$20.00	\$25.00
Office/Allied	9002	Chief Proctor		Office/Allied	\$22.00	\$35.00
	9019	General Office Clerk		Office/Allied	\$18.00	\$24.00
Retired	9012	RA Technical Specialist		Professional	\$57.00	\$72.00
Annuitant -	9013	RA Principal Consultant		Professional	\$52.00	\$65.00
Professional	9023	RA Subject Matter Expert 1		Professional	\$16.50	\$45.00
	9024	RA Trainer		Professional	\$40.00	\$200.00
	9025	RA Trainer/Project Consultant		Professional	\$40.00	\$200.00
	9026	RA Investigator		Professional	\$40.00	\$100.00
	9027	RA Employment Law Advisor		Professional	\$70.00	\$125.00
	9028	RA Subject Matter Expert II		Professional	\$40.00	\$85.00
	9029	RA Subject Matter Expert III		Professional	\$50.00	\$125.00
	9035	RA Subject Matter Expert IV		Professional	\$60.00	\$150.00
	9036	RA Trainer/Coach		Professional	\$40.00	\$200.00
	9038	RA Expert Consultant		Professional	\$50.00	\$200.00
Retired Annuitant -	9021	RA Assistant Proctor		Office/Allied	\$20.00	\$25.00
Office/Allied	9022	RA Chief Proctor		Office/Allied	\$22.00	\$35.00

^{*}if necessary, adjust in accordance with local minimum wage

Class Code ID	INTERMITTENT STAFF NON EXEMPT - Hourly Job Titles	Maximum Hourly Rate	Regular Position Linkage for CalPERS Compensation Limit	Maximum Hourly Rate
Class Code ID		Maximum Hourly Rate		Maximum Hourly Rate
9001	Assistant Proctor	\$25.00	Office Assistant	\$28.59
9002	Chief Proctor	\$35.00	Office Assistant	\$28.59
9004	Subject Matter Expert I	\$45.00	Principal HR Consultant	\$70.67
9006	Consulting Assistant / Bid & Proposal Writer	\$35.00	Administrative Technician	\$41.56
9007	Project Consultant I	\$65.00	Technical Specialist	\$77.74
9008	Project Consultant II	\$85.00	Technical Specialist	\$77.74
9009	Trainer	\$200.00	Technical Specialist	\$77.74
9010	Trainer/Project Consultant	\$150.00	Technical Specialist	\$77.74
9011	Investigator	\$100.00	Technical Specialist	\$77.74
9014	Project Consultant III	\$125.00	Technical Specialist	\$77.74
9015	Project Consultant IV	\$185.00	Technical Specialist	\$77.74
9016	Expert Consultant	\$225.00	Technical Specialist	\$77.74
9018	Business Development Associate	\$50.00	Senior Marketing Analyst	\$55.31
9019	General Office Clerk	\$24.00	Office Assistant	\$28.59
9020	Employment Law Advisor	\$125.00	Technical Specialist	\$77.74
9031	Subject Matter Expert II	\$85.00	Technical Specialist	\$77.74
9032	Subject Matter Expert III	\$125.00	Technical Specialist	\$77.74
9033	Subject Matter Expert IV	\$150.00	Technical Specialist	\$77.74
9034	Trainer/Coach	\$150.00	Technical Specialist	\$77.74
9037	Business Development Associate II	\$90.00	Technical Specialist	\$77.74

DATE: March 7, 2025

TO: CPS HR Consulting Board of Directors

FROM: Jerry Greenwell, CEO

PREPARED BY: Jerry Greenwell, CEO/ Megan Misasi Randles, Sr. HR Consultant

SUBJECT: Approval of Interim CHRO

ACTION REQUESTED:

	Information Item
X	Approval and/or Authorization
	Policy Change or Adoption
	Closed Session Item

RELATIONSHIP TO BUSINESS PLAN:

As you may be aware there are more frequent reviews by CalPERS regarding our usage of Retired Annuitants. One of the reviews conducted was for Allison Picard who served as the Interim CHRO for CPS HR spanning late 2022 through the spring of 2023.

DISCUSSION:

As part of the review process, we were informed by CalPERS that to hire a Retired Annuitant into an Interim Role of CHRO while we were recruiting, we needed to have a Board Resolution approved, in an open session, and that CPS HR needed to have an employment contract with the Retired Annuitant, in compliance with the PERL/Government Code. This was not done when Allison Picard was hired, but we were advised that this could be done retroactively.

CPS HR believed that since the board had given the CEO, all hiring authority this would fall under his purview/discretion. In our last meeting with CalPERS, the Assistant Chief indicated that this appointment cannot be approved using the CEO's discretion and does need to go through the board even if retroactively.

RECOMMENDED ACTION:

Approve the Interim CHRO Employment Contract for Allison Picard

EMPLOYMENT CONTRACT

THIS EMPLOYMENT CONTRACT ("Contract") is made and entered into by and between CPS HR Consulting, a public agency, located at 2450 Del Paso Rd. Suite 220 Sacramento, CA. 95834 ("Employer") and Allison Picard, an individual ("Employee").

Effective Date: November 7, 2022

Termination Date: Approximately April 30, 2023 (or upon completion of the recruitment process)

Position: Interim Chief Human Resources Officer (CHRO)

1. POSITION AND DUTIES

The Employer agrees to employ the Employee as Interim Chief Human Resources Officer (CHRO). The Employee shall perform the duties and responsibilities associated with the position, including overseeing the HR department, talent acquisition, employee relations, policy development, and supporting the recruitment of a permanent CHRO. The Employee agrees to devote their best efforts, skills, and abilities to perform the assigned tasks.

2. TERM OF EMPLOYMENT

The employment term under this Contract shall begin on November 7, 2022, and is anticipated to end on or around April 30, 2023. The Contract may be terminated by either party with written notice of 30 days prior to termination.

3. HOURS OF WORK

Employee is expected to work up to 30 hours per week during the term of this Contract. Employee shall not exceed a total of 960 hours of work in the fiscal year.

4. COMPENSATION

Employee shall be compensated at an hourly rate of \$81.73 per hour, based on a full-time equivalent (FTE) annual salary of \$170,000. Compensation will be paid on a bi-weekly basis, less applicable taxes, and deductions.

5. BENEFITS

As a Retired Annuitant, Employee is not entitled to receive benefits typically provided to full-time employees, including but not limited to health insurance, retirement contributions, or paid time off, except as otherwise required by law.

6. EMPLOYEE STATUS

Employee is a Retired Annuitant and shall not be considered a permanent employee of the Employer. This Contract does not confer upon the Employee any rights to permanent employment, nor does it create a presumption of continued employment beyond the term specified.

7. TERMINATION OF EMPLOYMENT

The employment relationship under this Contract may be terminated by either party at any time, with or without cause, subject to the notice provisions in Section 2. In the event of termination, the Employer shall pay the Employee for all work performed up to the date of termination.

8. CONFIDENTIALITY AND NON-DISCLOSURE

The Employee agrees to maintain confidentiality regarding any proprietary or sensitive information encountered during the term of employment. This provision remains in effect even after the termination of this Contract.

10. COMPLIANCE WITH POLICIES AND LAWS

Employee agrees to comply with all applicable Employer policies, procedures, and legal requirements during the term of this Contract. Employee will also comply with any rules, regulations, or laws that apply to the position, or the duties performed.

11. ENTIRE AGREEMENT

This Contract constitutes the entire agreement between the parties and supersedes any prior discussions, negotiations, or understandings, whether oral or written, with respect to the subject matter hereof. Any amendments or modifications must be in writing and signed by both parties.

12. GOVERNING LAW

This Contract shall be governed by and construed in accordance with the laws of the State of CA, without regard to its conflicts of laws principles.

IN WITNESS WHEREOF, the parties hereto have executed this Contract as of the Effective Date set forth above.

Gerald Greenwell	
By:	
CEO, CPS HR Consulting	
Date:	
Allison Picard	
Signature:	
Date:	_

CPS HR Consulting Classification - Compensation Pay Scale Effective December 19, 2021 Approved March 18, 2022

	Class	EXEMPT - Salaried		Annual Minimum	Annual Maximum
Pay Band	Code ID	Job Titles	Occupational Group	Minimum Salary	Maximum Salary
Evenutive	101	Chief Executive Officer	Evenutive	6070 000	6070 000
Executive	110	Products and Services Senior Leader	Executive	\$273,000	\$273,000
Sr. Mgmt			Sr Management	\$138,096	\$197,280
	105	Chief Financial Officer	Sr Management	\$138,096	\$197,280
	109	Senior Practice Leader	Sr Management	\$138,096	\$197,280
	112	Director of Marketing & Business Development	Sr Management	\$138,096	\$197,280
	113	Chief Information Officer	Sr Management	\$138,096	\$197,280
	114	Chief Human Resources Officer	Sr Management	\$138,096	\$197,280
Mid-Manager	308	Practice Leader	Management	\$113,825	\$162,608
	501	Manager	Management	\$113,825	\$162,608
	508	Contracts Manager	Management	\$113,825	\$162,608
Tech Specialist	910	Technical Specialist	Professional	\$112,295	\$140,368
	912	IT Technical Specialist	Professional	\$105,352	\$131,691
	913	IT Business Program Manager	Professional	\$105,352	\$131,691
	1302	Principal Software Developer	Professional	\$95,775	\$119,718
Level 3	1327	Principal HR Consultant	Professional	\$102,086	\$127,607
Professionals	1328	Principal Business Software Analyst	Professional	\$95,775	\$119,718
	1330	Principal Program Coordinator	Professional	\$102,086	\$127,607
	1331	Business Development/HR Consultant	Professional	\$102,086	\$127,607
	1507	Senior Software Developer	Professional	\$83,283	\$104,103
	1508	Senior Network Administrator	Professional	\$83,283	\$104,103
Level 2	1509	Senior Desktop Administrator	Professional	\$83,283	\$104,103
Professionals	1512	Senior Accountant	Professional	\$75,001	\$93,751
	1522	Senior Program Coordinator	Professional	\$88,770	\$110,964
	1527	Senior HR Consultant	Professional	\$88,770	\$110,964
	1529	Senior Marketing Analyst	Professional	\$79,894	\$99,868
	1530	Marketing and Communications Specialist	Professional	\$79,894	\$99,868
	1531	Inside Sales Representative	Professional	\$79,894	\$99,868
	1532	Senior Bid and Proposal Coordinator	Professional	\$79,894	\$99,868
	1706	Accountant	Professional	\$63,750	\$79,687
	1714	Program Coordinator	Professional	\$75,455	\$94,319
Level 1	1717	HR Consultant	Professional	\$75,455	\$94,319
Professionals	1718	Bid and Proposal Coordinator	Professional	\$75,455	\$94,319
riolessionais	1719	Purchasing & Travel Coordinator	Professional	\$63,750	\$79,687
	1719	Client Operations Coordinator	Professional	\$75,455	\$94,319
	1720	Training Coordinator	Professional	\$75,455 \$75,455	\$94,319
	1721	Contracts Coordinator	Professional	\$63,750	
					\$79,687
	1723	Associate Training Coordinator	Professional	\$61,655	\$77,069
	1724	Instructional Designer	Professional	\$75,456	\$94,319
	1725	HR Consultant (Non-California)	Professional	\$61,655	\$77,069
	1726	Associate HR Consultant	Professional	\$61,655	\$77,069

CPS HR Consulting Classification - Compensation Pay Scale Effective December 18, 2022

Approved November 4, 2022

	Class	EXEMPT - Salaried		Annual	Annual
Pay Band	Code ID	Job Titles	Occupational Group	Minimum	Maximum
r dy Dalla		2-2-1111-2	Occupational Group	Salary	Salary
Executive	101	Chief Executive Officer	Executive	\$289,380	\$289,3
Sr. Mgmt	110	Products and Services Senior Leader	Sr Management	\$146,381	\$209,1
	105	Chief Financial Officer	Sr Management	\$146,381	\$209,1
	109	Senior Practice Leader	Sr Management	\$146,381	\$209,1
	112	Director of Marketing & Business Development	Sr Management	\$146,381	\$209,1
	113	Chief Information Officer	Sr Management	\$146,381	\$209,1
	114	Chief Human Resources Officer	Sr Management	\$146,381	\$209,1
Mid-Manager	308	Practice Leader	Management	\$120,655	\$172,3
	501	Manager	Management	\$120,655	\$172,3
	508	Contracts Manager	Management	\$120,655	\$172,3
Tech Specialist	910	Technical Specialist	Professional	\$119,033	\$148,7
	912	IT Technical Specialist	Professional	\$111,674	\$139,5
	913	IT Business Program Manager	Professional	\$111,674	\$139,5
Level 3	1302	Principal Software Developer	Professional	\$101,521	\$126,9
Professionals	1327	Principal HR Consultant	Professional	\$108,212	\$135,2
	1328	Principal Business Solutions Analyst	Professional	\$101,521	\$126,9
	1330	Principal Program Coordinator	Professional	\$108,212	\$135,2
	1331	Business Development/HR Consultant	Professional	\$108,212	\$135,2
	1332	Principal Accountant	Professional	\$91,427	\$114,2
	1507	Senior Software Developer	Professional	\$88,279	\$110,3
	1508	Senior Network Administrator	Professional	\$88,279	\$110,3
Level 2	1509	Senior Desktop Administrator	Professional	\$88,279	\$110,3
Professionals	1512	Senior Accountant	Professional	\$79,501	\$99,3
	1522	Senior Program Coordinator	Professional	\$94,096	\$117,6
	1527	Senior HR Consultant	Professional	\$94,096	\$117,6
	1529	Senior Marketing Analyst	Professional	\$84,688	\$105,8
	1530	Marketing and Communications Specialist	Professional	\$84,688	\$105,8
	1531	Inside Sales Representative	Professional	\$84,688	\$105,8
	1532	Senior Bid and Proposal Coordinator	Professional	\$84,688	\$105,8
	1533	Senior Contracts Coordinator	Professional	\$84,688	\$105,8
	1706	Accountant	Professional	\$67,575	\$84,4
	1714	Program Coordinator	Professional	\$79,983	\$99,9
Level 1	1717	HR Consultant	Professional	\$79,983	\$99,9
Professionals	1718	Bid and Proposal Coordinator	Professional	\$79,983	\$99,9
	1719	Accounting Coordinator	Professional	\$67,575	\$84,4
	1720	Client Operations Coordinator	Professional	\$79,983	\$99,9
	1721	Training Coordinator	Professional	\$79,983	\$99,9
	1722	Contracts Coordinator	Professional	\$71,984	\$89,9
	1723	Associate Training Coordinator	Professional	\$65,354	\$81,6
	1724	Instructional Designer	Professional	\$79,983	\$99,9
	1725	HR Consultant (Non-California)	Professional	\$65,354	\$81,6
	1726	Associate HR Consultant	Professional	\$65,354	\$81.6



COOPERATIVE PERSONNEL SERVICES DBA CPS HR CONSULTING

RESOLUTION

APPROVAL OF INTERIM CHRO CONTRACT

The Board of Directors of CPS HR Consulting approved the Interim CHRO Contract as presented at the March 7, 2025 Board Meeting.

RESOLUTION # 25-03

RESOLVED BY THE BOARD OF DIRECTORS OF CPS HR CONSULTING
AT THE MARCH 7, 2025 BOARD MEETING

MOTION: SECOND: VOTE:

CITY OF ANAHEIM
HAYWARD USD
CITY OF LAS VEGAS
COUNTY OF MECKLENBURG
COUNTY OF PINELLAS
CITY OF PLANO
COUNTY OF SACRAMENTO

CERTIFIED:		
	Dated:	
CPS HR BOARD OF DIRECTORS		

DATE: March 7, 2025

TO: CPS HR Consulting Board of Directors

FROM: Jerry Greenwell, CEO

PREPARED BY: Sandy MacDonald-Hopp, CFO

SUBJECT: FY2025 Budget and Cash Flow Update

ACTION REQUESTED:

X	Information Item
	Approval and/or Authorization
	Policy Change or Adoption
	Closed Session Item

RELATIONSHIP TO BUSINESS PLAN:

The attached schedules depict unaudited financial performance for the month-ending January 31, 2025 in comparison to the budget. These schedules depict the organization in its' component groups of State, Local, Emerging Markets, Client Services, and Operation Management Services.

DISCUSSION:

Revenue

The total CPS revenue of \$16.6 million for the fiscal year-to-date as of January 31, 2025 is \$1.9 million or 10% less than budget. This revenue represents 9% decrease from year-to-date January 2024 in which CPS HR had \$1.6 million more in revenue. The year-over-year revenue change reflects mix of growth in assessment centers and talent acquisition/HR services increased revenue offset by other service lines contracting. Year-to-date, Training and State Markets are exceeding revenue budget.

Expense

Fiscal year-to-date through January 2025, direct expenses are underrunning budget by \$1.3 million and the mix generated gross profit margin of 35.7% versus budgeted 35.2% as a percent of revenue. Operating expenses are \$9k below budget with removal of bonus accrual to manage facilities and print shop overruns. OMS indirect expense, a component of total operating expense, is \$185k over budget. Average monthly operating expense is running \$1.07M per month versus FY24's \$1.05M monthly average. We anticipate spending the full \$12.7 million FY25 operating expense to achieve strategic goals and invest in staff/technology.

Net Operating Income/Loss and Cash Flow

Year-to-date CPS has net operating loss of \$1.6 million, which is \$581k worse than the budgeted operating loss thru January 2025. The net loss of \$1.1 million equates to 6.4% of revenue and \$477k worse than budgeted \$575k net loss. The cash flow forecast for the next 12 months indicates some ups and downs in cash reserves with capital expenditures, ongoing disbursements, and timing of collections. Monthly variations in cashflow reflect changes in the timing of receipt of invoice payments and payments to vendors. Minimum cash reserve balance of \$4M was established in November 2018 and as of January 31, 2025 cash balance is \$15.9M. Based on seven-month Operating Expense average of \$1.07M the \$4M reserve would cover 112 days of operations.

RECOMMENDATIONS: None, information only

FISCAL IMPACT: None, information only



	Comparable	Fiscal ` Jar			
	Period Prior Year	Actual	Budget	Variance Fav. (Unfav.)	Full Year FY25 Budget
	Thor rear	Actual	Duaget	r av. (omav.)	1 125 Dauget
Project Revenue	\$ 18,149,047	\$ 16,557,398	\$ 18,476,938	\$ (1,919,540)	\$ 33,194,920
Direct Project Costs:					
Direct Labor	6,595,746	6,698,608	7,609,825	911,217	13,480,317
Sub/Contract Svcs	691,262	563,253	620,323	57,070	1,136,792
Other Direct Costs	3,507,314	3,382,022	3,742,990	360,968	6,531,664
Total Direct Project Costs	10,794,322	10,643,883	11,973,138	1,329,255	21,148,773
Gross Profit	7,354,725	5,913,515	6,503,800	(590,285)	12,046,147
Buriana Hair Ourtand	40.5%	35.7%	35.2%	404.000	36.3%
Business Unit Overhead	1,737,375	2,482,133	2,676,139	194,006	4,612,384
Business Unit Op. Income	5,617,350	3,431,382	3,827,661	(396,279)	7,433,763
OMS Expense	5,050,767	5,014,177	4,829,151	(185,026)	8,131,312
Net Operating Income (Loss)	566,583	(1,582,795)	(1,001,490)	(581,305)	(697,549)
Net interest Income (Expense)	406,654	403,941	280,000	123,941	500,000
Other Income (Expense)	148,238	127,210	146,999	(19,789)	252,000
Net Income (Loss)	\$ 1,121,475	\$ (1,051,644)	\$ (574,491)	\$ (477,153)	\$ 54,451



Asset Class	Asset Description	Service Date	Useful Life (Yrs)	Capital Judget	C	Actual apital spend
ISD Operation	<u>s:</u>					
H/W	Veeam Server	Dec 2024	3	\$ 20,000		
H/W	VMWare ESX Servers (1 of 2)	Sept 2024	3	\$ 20,000	\$	12,819
Total Capital E	: :xpenditures			\$ 40,000	\$	12,819



POSITION CONTROL LIST as of January 2025 BUDGETED POSITIONS FY2025

UNIT	BUDGETED POSITIONS	ACTUALS	VACANCIES
EXECUTIVE	2.00	2.00	0.00
FINANCE	8.00	8.00	0.00
Contracts	2.00	2.00	0.00
HUMAN RESOURCES	4.00	4.00	0.00
ISD	7.00	7.00	0.00
Production	3.00	2.00	1.00
MARKETING	13.00	11.00	2.00
STATE	1.00	1.00	0.00
PRODUCTS & SERVICES	2.00	2.00	0.00
Assessment & Selection	7.00	6.00	1.00
Classification & Compensation	13.00	10.00	3.00
Executive Search	8.00	6.00	2.00
Test Development & Admin	16.00	15.00	1.00
Organizational Strategy	7.00	5.00	2.00
Talent Acquisition/HR Services	12.00	11.00	1.00
Organizational Culture (DEI/IPSEE)	7.00	3.00	4.00
Test Rental	7.00	5.00	2.00
Training	5.00	5.00	0.00
CPS GRAND TOTAL	124.00	105.00	19.00

State Market FY25 Operating Budget January 2025 Update



	Fiscal Year-To-Date thru January 31, 2025							
		Actual		Budget		Variance v. (Unfav.)		
Project Revenue	\$	4,784,482	\$	4,310,795	\$	473,687		
Direct Project Costs: Direct Labor Subcontractors/Cont Svcs Other Direct Costs		1,677,195 52,795 1,406,927		1,734,276 126,393 1,197,223		57,081 73,598 (209,704)		
Total Direct Project Costs		3,136,917		3,057,892		(79,025)		
Gross Profit		1,647,565 34.4%		1,252,903		394,662		
Operating Expenses		162,148		159,950		(2,198)		
Operating Income (Loss)	\$	1,485,417	\$	1,092,953	\$	392,464		

Local Market FY25 Operating Budget January 2025 Update



	Fiscal Year-To-Date thru January 31, 2025							
		Actual		Budget		Variance av. (Unfav.)		
Project Revenue	\$	5,660,442	\$	7,716,002	\$	(2,055,560)		
Direct Project Costs: Direct Labor Subcontractors/Cont Svcs Other Direct Costs		2,134,488 191,615 1,250,293		2,857,589 383,068 1,458,067		723,101 191,453 207,774		
Total Direct Project Costs		3,576,396		4,698,724		1,122,328		
Gross Profit		2,084,046		3,017,278 39.1%		(933,232)		
Operating Expenses		228,313		221,242		(7,071)		
Operating Income (Loss)	\$	1,855,733	\$	2,796,036	\$	(940,303)		

Emerging Markets
FY25 Operating Budget
January 2025 Update



	Fiscal Year-To-Date thru January 31, 2025							
		Actual		Budget		Variance v. (Unfav.)		
Project Revenue	\$	2,610,971	\$	2,828,101	\$	(217,130)		
Direct Project Costs: Direct Labor Subcontractors/Cont Svcs Other Direct Costs		1,215,318 45,999 186,712		1,331,650 14,970 196,935		116,332 (31,029) 10,223		
Total Direct Project Costs		1,448,029		1,543,555		95,526		
Gross Profit		1,162,942 44.5%		1,284,546 45.4%		(121,604)		
Operating Expenses		106,266		87,853		(18,413)		
Operating Income (Loss)	\$	1,056,676	\$	1,196,693	\$	(140,017)		

Client Services FY25 Operating Budget January 2025 Update



	Fiscal Year-To-Date thru January 31, 2025							
					٧	ariance		
		Actual		Budget	Fav	v. (Unfav.)		
Test Rental	\$	725,595	\$	926,790	\$	(201,195)		
Training Project Revenue	\$	2,775,909 3,501,504	\$	2,695,250 3,622,040	\$	80,659 (120,536)		
Direct Project Costs: Direct Labor		1,671,608	Ĭ	1,686,309		14,701		
Subcontractors		272,844		95,892		(176,952)		
Other Direct Costs		538,090		890,765		352,675		
Total Direct Project Costs		2,482,542		2,672,966		190,424		
Gross Profit		1,018,962 29.1%		949,074 26.2%		69,888		
Operating Expenses		1,985,406		2,207,094		221,688		
Operating Income (Loss)	\$	(966,444)	\$	(1,258,020)	\$	291,576		

OMS FY24 Operating Budget January 2025 Update



	Fiscal Year-To-Date thru January 31, 2025 ^{Variance} Actual Budget Fav. (Unfav					
Project Revenue	\$	-	\$	-	\$	-
Direct Project Costs		_		-		
Gross Profit	\$	-	\$	-	\$	-
Operating Expenses: Indirect Labor Costs Facilities and Other Depreciation & Amort.		3,414,176 1,427,362 172,639		3,400,239 1,255,762 173,150		(13,937) (171,600) 511
Total Operating Expenses		5,014,177		4,829,151		(185,026)
Operating Income (Loss)		(5,014,177)		(4,829,151)		(185,026)
Net Interest Income (Expense)		403,941		280,000		123,941
Other Income (Expense)		127,210		146,999		(19,789)
Operating Income (Loss)	\$	(4,483,026)	\$	(4,402,152)	\$	(80,874)

CPS HR CONSULTING Statement of Net Position

	Audited June 30, 2023	Audited June 30, 2024	Unaudited Jan 31, 2025
Asset			
Current Assets			
Cash and Cash Investments	8,611,738	8,352,306	10,610,168
Accounts Receivable	9,243,558	6,224,476	3,310,108
Unbilled Receivable	2,652,030	4,998,990	2,760,732
Interest Receivable	66,007	108,090	11,469
Prepaid Expenses	419,281	450,729	576,741
Fixed Assets	20,992,614	20,134,591	17,269,218
Depreciable Assets	40.240.222	40.245.050	40.257.000
GASB 87 Right-to-Use Lease Asset	10,319,222	10,345,050	10,357,869
GASB 67 Right-to-Use Lease Asset GASB 96 Right-to-Use SBITA Asset	6,506,883 861,005	6,506,883 1,145,766	6,506,883 1,145,766
Non-Depreciable Work in Process	25,800	1,145,766	1,145,700
Less Accumulated Depreciation	(9,470,333)	(8,811,128)	(8,983,767)
-			
Less Accumulated Amortization	(1,096,760)	(3,203,082)	(3,203,082)
Other Non-Current Assets	7,145,817	5,983,489	5,823,669
Long Term Investments	3,436,539	5,478,313	5,341,506
Net Pension Asset	5,450,555	3,470,313	3,341,300
OPEB Asset	4.061.480	4,779,854	4,779,854
Deposits	99,060	99,060	99,060
Intangible Assets-Ewing Acquisition	495,000	495,000	495,000
	8,092,079	10,852,227	10,715,420
Total Assets	\$ 36,230,510	\$ 36,970,307	\$ 33,808,307
Deferred Outflows Related to OPEB/Pensions	\$ 7,139,426	\$ 5,501,543	\$ 5,501,543
Liabilities & Equity			
Current Liabilities			
Accounts Payable	1,045,407	1,735,499	463,962
Accrued Payroll & Benefits	1,422,121	1,058,848	365,147
Accrued Vacation	825,782	938,420	888,511
Deferred Income	90,190	82,729	84,068
Lease Liability-Current	860,641	878,712	1,177,891
Software Subscription Liability-Current Provision for Liabilities	242,676	341,557	327,358
	4,486,817	5,035,765	3,306,937
Long-Term Lease & SBITA Liabilities	5,119,374	4,111,413	3,784,055
Long Term Liabilities: Net Pension Liability	7,848,078	8,196,883	8,142,713
Deferred Inflows Related to OPEB/Pensions	738,805	768,055	768,055
Net Position	738,805	768,055	768,055
Investment in Capital Assets	7,145,817	5,983,489	5,823,669
Current Year Retained Earnings/(Loss)	1,973,190	(817,128)	(1,051,644)
Retained Earnings	23,203,672	25,176,862	24,359,734
	25,176,862	24,359,734	23,308,090
	\$ 43,369,936	\$ 42,471,850	\$ 39,309,850
	3 10,000,000	12,111,000	<u> </u>



Project Performance Report FY2025 Operating Budget thru January 2025

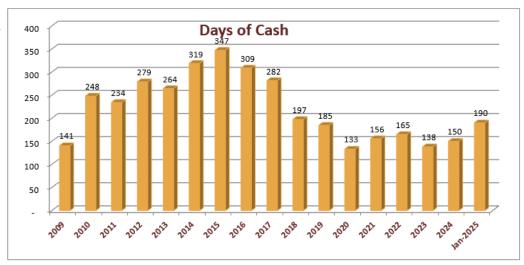
Danis	Product Nove	Business		YTD	% of	Cum. % of
Rank	Project Name	Unit		Revenue	Revenue	Revenue
		Over \$90k F	Revei	nue		
1	A0200FY25 Notary 7/1/24 - 6/30/25	State Markets	\$	973,735	5.9%	5.9%
2	S6192 CCHCS-Digital Talent Marketing	State Markets	\$	894,297	5.4%	11.3%
3	A0800 Test Rental	Test Rental	\$	725,595	4.4%	15.7%
4	M1109NN Chicago-Police Evidence Technician Exam	Local Markets	\$	639,861	3.9%	19.5%
5	S3926 CalHR-Comp & Skill Trng	Training	\$	583,520	3.5%	23.1%
6	L6125 NYC-DOB Construction Trade Licensing	Local Markets	\$	487,778	2.9%	26.0%
7	S2919 CDSS-Online Training	Training	\$	311,374	1.9%	27.9%
8	M1237R DIR-Workload Studies-Elvtrs, Consult, PV, A	State Markets	\$	287,898	1.7%	29.6%
9	S6367 DSH-Talent Marketing-Various Positions	State Markets	\$	253,565	1.5%	31.1%
10	M1109OO Chicago-Police Officer Exam 2024	Local Markets	\$	246,588	1.5%	32.6%
11	L6150 Co of Los Angeles Probation Dept-Digi Talent M	Local Markets	\$	236,093	1.4%	34.1%
12	S5820 CDPH-Digital Marketing for Talent Recruitment	State Markets	\$	226,292	1.4%	35.4%
13	A0278FY25 BSCC 7/1/24 - 6/30/25	State Markets	\$	218,704	1.3%	36.8%
14	E6321 Sacramento Public Library-Interim HR Consulta	Emerging Markets	\$	217,077	1.3%	38.1%
15	E6180 Saddleback Valley USD-Class and Comp Stud	Emerging Markets	\$	190,007	1.1%	39.2%
16	A2410 Unassigned Group Training	Training	\$	168,162	1.0%	40.2%
17	M1109GG Chicago-2023 Batt Chief/Fire Capt Make-Up	Local Markets	\$	145,201	0.9%	41.1%
18	S5166 HCD-Management Consultant	State Markets	\$	144,715	0.9%	42.0%
19	M1109Y Chicago-Civilian Class and Comp (2022)	Local Markets	\$	128,253	0.8%	42.8%
20	E6379 CICC Certified Rigger & Signaler 7/1/24 - 6/30/	Emerging Markets	\$	115,486	0.7%	43.5%
21	S5750 Superior Court of CA Tulare Co-Class & Total	State Markets	\$	112,571	0.7%	44.1%
22	S5771 DGS-Consulting Services	State Markets	\$	104,750	0.6%	44.8%
23	L4337 Sheridan-ACS On-Going	Local Markets	\$	102,752	0.6%	45.4%
24	S4278B Connecticut-State Police Assessments 2024	State Markets	\$	102,320	0.6%	46.0%
25	L5522 Town of Eaton-HR Outsourcing	Local Markets	\$	98,424	0.6%	46.6%
26	A2093FY25/26 QME 9/1/24-8/31/26	State Markets	\$	96,555	0.6%	47.2%
27	S5501 HCD-HCD-HOME/NHTF/HOME-ARP	State Markets	\$	95,658	0.6%	47.8%
28	E4459 CA JPIA-Online Trng BBP&B	Training	\$	94,300	0.6%	48.3%
29	L6378 Allegheny County-Ongoing HR Consultation	Local Markets	\$	91,523	0.6%	48.9%
30	E6479 Rancho CA Water Dist-Class and Total Comp	Emerging Markets	\$	90,169	0.5%	49.4%
	·	All others under \$90k		8,374,181	50.6%	
		Total Revenue		16,557,398		



CASH FLOW PROJECTION February 2025 - January 2026

BEGINNING BALANCE	FEB 2025 15,750,000	MAR 2025 15,691,924	APR 2025 16,067,051	MAY 2025 16,149,049	JUN 2025 16,252,654	JUL 2025 16,676,768	AUG 2025 16,726,768	SEP 2025 16,776,768	OCT 2025 16,826,768	NOV 2025 16,876,768	DEC 2025 16,926,768	JAN 2026 16,976,768	TOTAL 17,026,768
Collections	2,288,000	2,603,000	2,613,000	2,795,000	3,084,000	2,500,000	2,500,000	2,500,000	2,500,000	2,500,000	2,500,000	2,500,000	30,883,000
Interest Income(Expense)	61,000	61,000	61,000	61,000	61,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	655,000
TOTAL RECEIPTS	2,349,000	2,664,000	2,674,000	2,856,000	3,145,000	2,550,000	2,550,000	2,550,000	2,550,000	2,550,000	2,550,000	2,550,000	31,538,000
DISBURSEMENTS	-2,407,076	-2,288,874	-2,592,002	-2,752,395	-2,720,886	-2,500,000	-2,500,000	-2,500,000	-2,500,000	-2,500,000	-2,500,000	-2,500,000	-30,261,232
NET CASH FLOW	-58,076	375,126	81,998	103,605	424,114	50,000	50,000	50,000	50,000	50,000	50,000	50,000	1,276,768
ENDING BALANCE	15,691,924	16,067,051	16,149,049	16,252,654	16,676,768	16,726,768	16,776,768	16,826,768	16,876,768	16,926,768	16,976,768	17,026,768	17,026,768

Minimum Cash Reserve: \$4M Equates to ~112 Days of Cash Op Exp Only



DATE: March 7, 2025

TO: CPS HR Consulting Board of Directors

FROM: Jerry Greenwell, CEO

PREPARED BY: Dana Henderson, Executive Assistant

SUBJECT: CPS HR Performance Dashboard

ACTION REQUESTED:

X Information Item

RELATIONSHIP TO BUSINESS PLAN:

_Approval and/or Authorization _Policy Change or Adoption _Closed Session Item

At the request of the Board, the purpose of the Performance Dashboard is to provide the Board with a high-level overview of the performance of the organization at a glance. The Senior team and staff monitor these indicators to assess organizational performance as tracked to goals.

DISCUSSION:

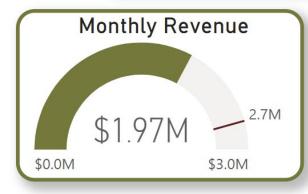
The performance indicators on the Performance Dashboard reflect the key elements that are monitored to assess organizational success at a high level.

RECOMMENDATIONS: None, for information only.

FISCAL IMPACT: None, no expense will be incurred.

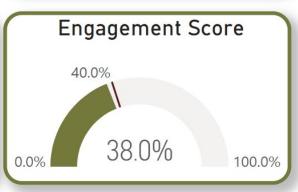
CPS HR CONSULTING FY25 ORGANIZATIONAL SCORECARD

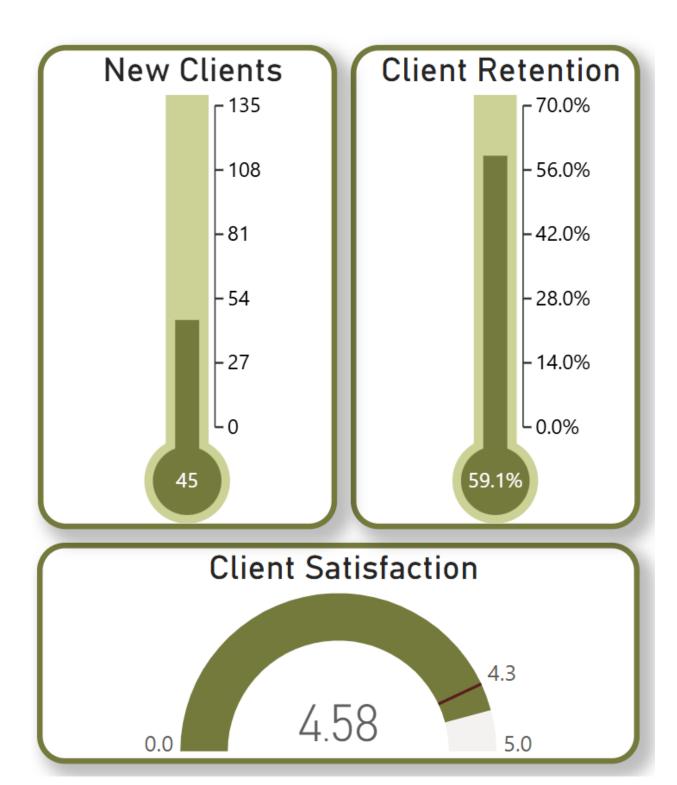


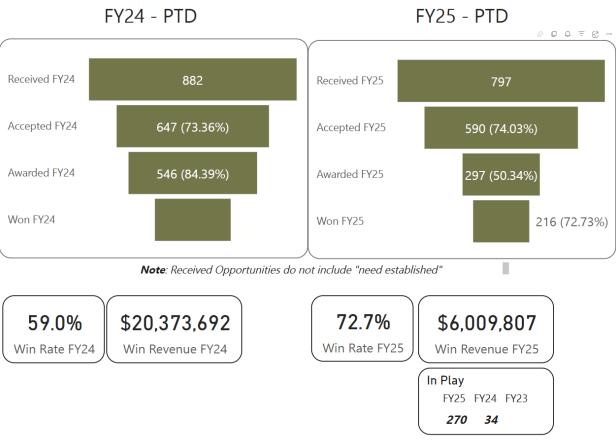












The metrics above are based on the opportunity *start date* and credited to the fiscal year based on that date. An opportunity begun last year may not be awarded until this year, therefore, the metrics below reflect wins and estimated revenue using the *award date*:

293
Won via Award Date FY25

\$10,386,189
Win Revenue via Award Date FY25

*Information is current as of 2/20/25

DATE: March 7, 2025

TO: CPS HR Consulting Board of Directors

FROM: Jerry Greenwell, CEO

PREPARED BY: Sandy MacDonald-Hopp, CFO

SUBJECT: Investment Update

ACTION REQUESTED:

<u>X</u>	Information Item
	Approval and/or Authorization
	Policy Change or Adoption
	Closed Session Item

RELATIONSHIP TO BUSINESS PLAN:

The CPS schedule of investments is presented for Board information and to comply with the reporting section of CPS's Investment Policy. It is the intent of CPS to maximize investment earnings through longer-term investments while maintaining a balance of short-term investments to meet current obligations. All investments must conform to CPS's investment policy. Current reserves are sufficient to meet the next 30 days' obligations.

DISCUSSION:

As part of the Board's role in providing financial oversight each meeting, an updated investment portfolio is provided for informational purposes. At the request of the board, portfolio summary statistics are provided below, including the annualized investment total return on the long-term portfolio.

Portfolio Value as of January 31, 2025: \$7,243,791 (includes accrued interest of \$93.3k)

Average Maturity 2.2 years

Average S&P Rating AA-; 20% investment dollars are CDs that are FDIC insured

Performance	<u>1 month</u>	<u>YTD</u>	Since Inception
Period Total Return	0.44%	3.28%	0.24%
Annualized Total Return	5.47%	0.76%	0.24%

RECOMMENDATIONS: None, for information only.

FISCAL IMPACT: None, no expense will be incurred.



Schedule of Investments As of January 31, 2025

Investment portfolio held at Wells Fargo Bank \$ 7,243,791 (see attached)

Short-term investments held at Wells Fargo Bank \$ 1,258,158

3) Short-term investments held at LAIF / CalTrust \$ 7,449,726

Total \$15,951,674



Investment Portfolio: Account Positions As of 1/31/2025

Description	Moody's	S&P	Rate	Maturity	Current Par	Market Value
FIDELITY FUNDS ¬*			4.54	_	1.00	450,446.00
GOLDMAN SACH FINL ¬*			4.53		1.00	455,030.79
MITSUBISHI UFJ FINL GRP	A-	A1	2.20	2/25/2025	99.72	349,489.00
BANK OF AMERICA	A-	A1	3.89	8/1/2025	104.11	164,539.65
FEDERAL HOME LOAN BANK	AA+	AAA	3.15	9/12/2025	94.13	248,257.50
NORSK HYDRO A/S	AA-	AA2	7.02	11/15/2025	100.26	101,915.00
DISCOVER BANK CD			5.05	3/23/2026	100.93	252,322.50
ENERBANK USA CD			0.79	6/19/2026	107.40	238,185.00
MORGAN STANLEY	Α-	A1	6.11	8/9/2026	101.54	460,633.50
BANK OAKRIDGE CD			0.58	9/18/2026	95.65	235,312.50
SUMITOMO MITSUI FINL GRP	A-	A1	3.52	1/11/2027	95.27	239,585.50
TOWNEBANK/PORTSMOUTH CD			5.05	1/29/2027	99.30	250,095.00
FEDERAL HOME LOAN BANK	AA+	AAA	2.25	2/25/2027	110.08	334,778.50
TEXAS EXCHANGE BK SSB CD			1.08	6/25/2027	105.85	231,347.50
ROYAL BANK OF CANADA		A1	4.99	7/30/2027	99.85	250,745.00
DEUTSCHE BANK NY	Α	A1	5.29	9/9/2027	102.36	253,855.00
FEDERAL FARM CREDIT BANK	AA+	AAA	5.35	10/20/2027	101.92	250,637.50
TORONTO-DOMINION BANK	A-	A2	5.11	1/10/2028	100.30	252,495.00
CREDIT SUISSE NEW YORK	A+	AA2	6.98	2/15/2028	105.34	805,515.00
MERRILL LYNCH & CO	A-	A1	6.38	6/1/2028	100.04	264,630.00
ASSURED GUARANTY US HLDG	Α	BAA1	5.88	9/15/2028	97.79	260,282.50
BANCO SANTANDER SA	A+	A2	6.27	11/7/2028	92.54	210,686.00
FED HOME LN MTG CORP	AA+	AAA	6.13	9/15/2029	101.00	550,400.00
			Tot	al CD/Bonds/I	Mutual Funds	\$7,111,183.94
WF ADV CASH INVEST Money Market						\$39,305.15
Accrued Interest						93,302.05
Total Market Value						\$7,243,791.14
WF ADV CASH INVEST Money Market						\$514,872.61
Accrued Interest						96,811.00
Total Market Value						\$8,418,784.31

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DATE: March 7, 2025

TO: CPS HR Consulting Board of Directors

FROM: Jerry Greenwell, CEO

PREPARED BY: Dana Henderson, Executive Assistant

SUBJECT: FY24/25 Return to Board Funding Update

ACTION REQUESTED:

X	Information Item
	Approval and/or Authorization
	Policy Change or Adoption
•	Closed Session Item

RELATIONSHIP TO BUSINESS PLAN:

This fund is provided to promote Human Resources within Board member organizations. Funds go toward improvement of management, culture, or HR functions of the organization. These funds are a part of the investment CPS HR makes in our Board member agencies from the Professional and Community Investment Fund segment of our operating budget.

Current funding expires February 28, 2025.

DISCUSSION:

Board members have typically used Return to Board Funds for:

- Training, HR Conferences (i.e., SHRM, PSHRA, NASPE), workshops, webinars
- Training materials
- Employee Recognition (HR Dept. events or gifts for employee recognition)
- Hardware or software for HR department
- CPS HR Consulting services
- HR association membership dues
- Leadership Development retreat
- Data services (i.e., survey reports)
- CPS HR Academy or Open Enrollment Classes
- Meeting facilitation

Ideally, these funds support initiatives that might not otherwise be budgeted for.

Return to Board funds are pending for FY2026 due to budget constraints and will be reviewed again at the June Board Meeting.

RECOMMENDATIONS: None, for information only.

Attachment 9

RETURN TO BOAR	D FUNDING - Ma	arch 1, 2024 - March 1, 2025		
Board Agency	Beginning balance as of 3/1/24	Description of Funds Spent /Encumbered	Spent / Encumbered Amount	Current Balance (as of 2/28/25)
City of Anaheim	\$5,000	Employee recognition gifts	\$5,000	\$0
	40,000		Value	
Hayward USD	\$5,000	HR dual platform laptop	\$2,661	\$2,339
City of Las Vegas	\$5,000	NeoGov Learn	\$5,000	\$0
Mecklenburg County	\$5,000	Executive Leadership training, County HR logo windbreakers	\$4,862	\$138
City of Plano	\$5,000	Enhanced HR Suite @ Plano office	\$5,000	\$0
Pinellas County	\$5,000	Executive Leader Performance Appraisal tool (ongoing project)	\$1,125	\$3,875
Sacramento County	\$5,000	Tablets for Sac County recruitment team	\$5,000**	\$0
* Figures in this chart are **Estimated amount, actu		st dollar		

DATE: March 7, 2025

TO: CPS HR Consulting Board of Directors

FROM: Jerry Greenwell, CEO

PREPARED BY: Dana Henderson, Executive Assistant

SUBJECT: Employee Recognition

ACTION REQUESTED:

X Information Item
Approval and/or Authorization
Policy Change or Adoption
Closed Session Item

RELATIONSHIP TO BUSINESS PLAN:

The CPS HR "Make An Impact" Employee Recognition Program, which was implemented in July 2017, supports an organizational culture in which our CPS HR Guiding Values, and our strategic direction and goals are hallmarks of our individual and collective work practices. Our recognition programs reinforce these values.

The CPS HR Guiding Values are: Care For Our Customers, Care For the Organization, and Care For Each Other.

DISCUSSION:



The **Team Impact Award** is a team performance award focusing on the accomplishments, results, and achievements of a group of 2 or more. The purpose of this award is to recognize stellar team performance that leads to outstanding results, and especially noteworthy achievements in accomplishment of CPS HR strategic direction and goals.

Team Name: ISD+

Team Members: Rich Lorraine, Allen Myers, Walter Johnson, & Greg Roberson

Submitted by: Margie Hertneck

Value Supported: Care for the Organization; Care for Each Other

<u>Strategic Goal Supported:</u> #4 – Expand into New Geographic Markets; #7 – Adopt Artificial Intelligence

Detailed Description:

The problem: When breaching new markets, a rather onerous task is gathering contact information on targeted prospects, in this case HR Directors, City Managers, and public safety

chiefs at the local market level. Traditional purchased lists are sloppy and rarely include accurate information on job titles for public sector HR decisionmakers. Yet assigning the task to staff to visit individual city and county websites, browse through pages, and cut/paste contact information is time consuming and slow.

The Solution: I turned to Greg Roberson to discuss using Artificial Intelligence to make the process easier and faster. We experimented with Copilot and ChatGPT and ran a pilot process on our new Ohio and Illinois market. Although we could not find a fully automated process, we still developed prompts and other tools that effectively cut the time gathering information by about 30-50% per list. At that point, I stepped out of the process, only answering questions about our markets as they came up. Greg, with assistance from Rich, Walter, and Allen, proceeded to gather account and contact information for agencies in almost every state where the City or County served more than 20K citizens. Over our holiday break and on weekends, I watched as new lists were added to the files for me to use.

The Results: As of today (January 8), 1,964 new cities and counties have been added to our Client Relationship Management system and 2,245 new decision makers have been uploaded. These numbers will easily double as contacts from an additional 35 states are gathered throughout January. With their help, what would have taken a year to gather has been condensed to three months, a significant advancement in moving forward. This team's assistance has been immensely important in enabling us to reach out, ask, and quickly anticipate where HR demand is in our new markets, and begin building awareness through Marketing communications. I can't thank them enough for offering their help on this project and demonstrating the team spirit CPS HR staff embraces.