

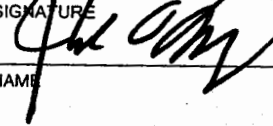
REASON FOR THIS POSITION			POSITION DESCRIPTION COVER SHEET		
1. NEW <input checked="" type="checkbox"/>	2. IDENTICAL ADDITION TO THE ESTABLISHED PD NUMBER (8) <input type="checkbox"/>	3. REPLACES PD NUMBER (8) <input type="checkbox"/>			

RECOMMENDED			
4. TITLE Education & Outreach Specialist	5. PAY PLAN (2) GS	6. SERIES (4) 301	7. GRADE (2) 14
8. WORKING TITLE (Optional)		9. INCUMBENT (Optional) Jones, Gutierrez, Pavolka	

OFFICIAL						
10. TITLE Education & Outreach Specialist						
11. PP (2) GS	12. SERIES (4) 301	13. FUNC.(2)	14. GRADE(2) 14	15. DATE (mm/dd/yyyy) 08/24/2004	16. I/A <input type="checkbox"/> yes <input type="checkbox"/> No	17. CLASSIFIER (Name) M.D. Thrash

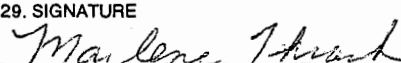
18. ORGANIZATIONAL STRUCTURE (Agency/Bureau)	
1st U.S. Department of Housing and Urban Development	5th Immediate Office
2nd A/S for Fair Housing and Equal Opportunity	6th
3rd General Deputy Assistant Secretary	7th
4th Regional Office of FHEO	8th

SUPERVISOR'S CERTIFICATION
 I certify that this is an accurate statement of the major duties and responsibilities of the position and its organizational relationships and that the position is necessary to carry out Government functions for which I am responsible. This certification is made with the knowledge that this information is to be used for statutory purposes relating to appointment and payment of public funds and that false or misleading statements may constitute violations of such statute or their implementing regulations.

19. SUPERVISOR'S SIGNATURE 	20. DATE (mm/dd/yyyy) 2/6/04	22. SECOND LEVEL SUPERVISOR'S SIGNATURE	23. DATE (mm/dd/yyyy)
21. SUPERVISOR'S NAME Floyd O. May		24. SECOND LEVEL SUPERVISOR'S NAME Carolyn Peoples	
21a. SUPERVISOR'S TITLE General Deputy Assistant Secretary for FHEO		24a. SECOND LEVEL SUPERVISOR'S TITLE Assistant Secretary for FHEO	

FACTOR EVALUATION SYSTEM					
FACTOR	25. FLD/BMK	26. POINTS	FACTOR	25. FLD/BMK	26. POINTS
1. Knowledge Required	1-8	1550	6. Personal Contacts		
2. Supervisory Controls	2-5	650	7. Purpose of Contacts	3c	180
3. Guidelines	3-5	650	8. Physical Demands	8-1	5
4. Complexity	4-5	325	9. Work Environment	9-1	5
5. Scope and Effect	5-5	325	TOTAL POINTS		3690
GRADE					GS-14

CLASSIFICATION CERTIFICATION
 I certify that this position has been classified as required by Title 5, U.S. Code, in conformance with standards published by the OPM or, if no published standard applies directly, consistently with most applicable published standards.

29. SIGNATURE 	30. DATE (mm/dd/yyyy) 8-24-2004
31. NAME Marlene Thrash	31a. TITLE Human Resources Specialist
32. REMARKS FLSA (Exempt) FPL (GS-14) REF: Primary Standard	33. OPM CERTIFICATION NUMBER

MASTER RECORD / INDIVIDUAL POSITION DATA

THIS SIDE TO BE COMPLETED BY THE CLASSIFIER

A. KEY DATA

1. FUNCTION (1) A	2. DEPT. CD./AGCY-BUR-CD. (4) HU83	3. SON (4) 4400	4. MR. No. (6)	5. GRADE (2) 14	6. IP NUMBER (8)
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B. MASTER RECORD

1. PAY PLAN (2) GS	2. OCC. SER. (4) 301	3. OCC. FUNC. CD (2)	4. OFF. TITLE CD (6)	5. OFF. TITLE (38) Education & Outreach Specialist		
6. HQ. FLD. CD (1) 2	7. SUP. CD. (1) 8	5 = Mgmt. CSRA 6 = Leader LGEG 8 = All Others	8. CLASS. STD. CD. (1) X = New Std. Applied Blank = NA	9. INTERDIS. CD (1) N = No Y = Interdis.	10. DATE CLASS (mm/dd/yyyy) 8/24/2004	
11. EARLY RET. CD. (1) 1 = Primary 2 = Secondary	3 = Foreign Svc. Blank = NA	12. INACT/ACT (1) 1 = Inactive A = Active	13. DATE ABOL. (mm/dd/yyyy)	14. DATE INACT/REACT (mm/dd/yyyy)	15. AGCY. USE (10)	
16. INTERDIS. SER. (40)						
(4)	(4)	(4)	(4)	(4)	(4)	(4)
17. INTERDIS. TITLE CD. (50)						
(5)	(5)	(5)	(5)	(5)	(5)	(5)

C. INDIVIDUAL POSITION

1. FLSA CD. (1) N	2. FIN. DIS. REQ. (2) 0 = None 1 = CD219 2 = CD220	3 = SF278 4 = AD392 5 = SF849	3. POS. SCHED. (1) A = Sched A B = Sched B C = Sched C	O = Excepted but not A, B, C	4. POS. SENS (3) IN	0 = Nonsensitive 1 = Noncritical 2 = Critical Sensitive	5. COMP. LVL. (4) 9999		
6. WK. TITLE CD. (4)		7. WK. TITLE (38)							
8. ORG.STR. CD. (18) (example "83 - 07 - 01 - 0200 - 08 - 19 - 00 - 00")									
1st	2nd	3rd	4th	5th	6th	7th	8th		
9. VAC. REV. CD. (1) 0 = Position Action No Vacancy A = No Change B = Lower Grade C = Higher Grade D = Different title and/or Series E = New Position/New FTE									
10. TARGET GC. (2)	11. LANG. REQ. (2)	12. PROJ. DTY IND. (1) Blank = NA Y = Yes	13. DUTY STATION (9) State (2) City (4) County (3) 11 0010 001			14. BUS. CD. (4)	15. DATE LAST AUDIT. (mm/dd/yyyy)	16. PAS. IND. (1) Blank = NA 1 = PAS	17. DATE EST. (mm/dd/yyyy) 08/24/2004
18. GD. BASIS. IND. (1) 1 = Rev. when vacant 2 = Impact of Person 3 = Sup/SGEG 4 = Sup./Program 5 = RGE 6 = Policy Analysis 7 = Equipment Development Guide 8 = Agency Use 9 = Agency Use ALPHAS = Agency Use						19. DATE REQ.REC. (mm/dd/yyyy)	20. NTE. DATE (mm/dd/yyyy)	21. POS. ST. BUD (1) Y Y = Perm N = Other	
22. MAINT.REV./CLASS.ACT.CD. (2) (1st Digit = Activity and 2nd Digit = Results)									
Normal Act		Maintenance Review Act		Results					
1 = Desk Audit	2 = Sup. Audit	3 = Paper Rev.	4 = PME/Activity Rev.	5 = Desk Audit	6 = Sup. Audit	7 = Paper Rev.	8 = Panel Rev.		
3				3	1 = No Action Req.	2 = Minor PD Change	3 = New PD Req.	4 = Title Change	
					5 = Series Change	6 = Pos. Upgrade	7 = Pos. Downgrade	8 = New Pos.	
23. DATE EMP. ASGN. (mm/dd/yyyy)	24. DATE ABOL. (mm/dd/yyyy)	25. INACT/ACT (1) 1 = Inact. 2 = Act.	26. DATE INACT/ACT (mm/dd/yyyy)	27. ACCTG. STAT. (4)	28. INT. ASGN.SER. (4)	29. AGCY USE (8)			
30. CLASSIFIER'S SIGNATURE							31. DATE (mm/dd/yyyy)		
32. REMARKS									

OFFICE OF FAIR HOUSING AND EQUAL OPPORTUNITY
Office of the Regional Director
Education and Outreach Specialist, GS-14

Introduction

This position is located in the Office of Fair Housing and Equal Opportunity, Office of the Regional Director. The incumbent serves as one of seven Education and Outreach Specialist and performs a wide variety of highly complex assignments involving fair housing education and outreach. The incumbent oversees all activities designed to increase public awareness of prohibited housing discrimination and how HUD combats it. The incumbent coordinates all Regional FHEO press activities for Fair Housing Month, the dissemination of all fair housing materials for the Region, and may serve as Government Technical Representative for specialized outreach and education activities.

The Regional Office is responsible for implementation of the Department's programs related to the education and outreach of civil rights and fair housing and equal opportunity programs administered by the Office of Fair Housing and Equal Opportunity including those under Title VIII of the Civil Rights Act of 1968, as amended, Title VI of the Civil Rights Act of 1964, Section 109 of the Housing and Community Development Act of 1974, as amended; Section 504 of the Rehabilitation Act of 1973; the Americans with Disabilities Act, the Age Discrimination Act and relevant Executive Orders and Regulations.

Duties and Responsibilities:

Meets and discusses FHEO fair housing education, outreach and marketing initiatives for the Region with civil rights groups, community based organizations, housing counseling organizations, real estate professionals, and academics. Makes recommendations on education and outreach activities to the Senior Outreach Specialist and Regional Director based on these meetings.

Serves as alternate liaison with Governors, Mayors, State and local legislators, city council members, real estate industry professionals, and community and civil rights leaders to ensure effective and timely communication concerning marketing and outreach strategies with HUD. These partnerships encourage government involvement in educating public with fair housing rights.

Works with staff in the Office of the Regional Director to develop visual materials and other mediums, to publicize fair housing activities for the Region via television, websites, newspapers and radio.

Assist with planning the assignment of all HUD awarded FHIP and FHAP grants and other contracts to local agencies. Monitors the use of funds and may serve as Government Technical Representative for specialized education and outreach activities.

Works with real estate professionals, disability rights groups, and faith-based organizations on fair housing issues. Provides technical assistance and training on fair housing issues and serves as principal point of contact/functional expert.

Conducts special studies of the public's awareness of HUD's fair housing enforcement function in the Region. Reviews for final approval reports that detail the success/failure of education and outreach activities.

Confers with local, state, federal officials, community interest groups, and real estate industry professionals on fair housing issues; Provides fair housing information orally or by written request.

Provides information to FHEO Hub Directors, senior management of Community Planning and Development, Multifamily Housing, and Public Housing, coordinating efforts on fair housing education and outreach

Gives speeches, addresses forums, develops and disseminates brochures and other written materials which address fair housing issues. Holds focus groups to evaluate the effectiveness of the fair housing education, marketing, and outreach activities for the Region and makes recommendations for changes.

Develops and plans events for National Fair Housing Month activities for the Region and makes recommendations to Senior Outreach Specialist.

Reviews, and interprets new HQ directives on education and outreach and makes recommendations on how to adapt the directives to the Region.

Maintains continuing liaison with education and outreach officials of other Federal agencies administering civil rights programs related to or having an impact on those of HUD, including the Comptroller of the Currency, Federal Reserve Bank, Small Business Administration, Department of Justice, Federal Bureau of Investigation, Department of Agriculture, General Services Administration, Federal Home Loan Board, and others.

Maintains data on marketing, education and outreach activities for the Region and produces statistical reports detailing effectiveness of the activities. Identifies and evaluates problems involving any area of the marketing and outreach activities and recommends solutions to senior outreach specialist.

Factor 1- Knowledge Required by the Position:

Expert knowledge of the laws, regulations, and procedures that govern civil rights and equal opportunity in housing. A working knowledge of the programs administered by FHEO in order to identify, create, and implement education and outreach programs. Detailed knowledge of how the programs are administered and the level of responsibility and importance of each level needed.

Detailed knowledge of all housing; this includes public housing and housing for persons with disabilities in order to identify the areas where more/or better education and outreach programs are needed.

Detailed knowledge of the protocols and steps to work with the Office of Public Affairs in order to arrange for media releases of fair housing announcements.

Detailed Knowledge of marketing techniques and ability to assist with producing and executing a successful marketing campaign.

Ability to adapt fair housing education and outreach strategies from HQ level to the Regional level.

Ability to educate and train general audiences on fair housing and civil rights issues with ability to write and speak on a broad range of issues using detail and plain language. Experience in providing consumer education. Ability communicating complex and sensitive materials to general audiences

Ability to conduct studies, hold focus groups, and conduct research as part of education and outreach activities.

Skill in fact- finding, analysis, research, problem solving, identifying problems and recommending solutions.

Highly developed skill in oral and written communication, analysis, and formulating corrective action.

Expert knowledge of the geographical area being served. This includes a knowledge of the local government and business institutions, as well as the social and economic factors that apply to FHEO issues.

Factor 2 - Supervisory Controls:

The incumbent serves under the general guidance of the Senior Outreach Specialist. The incumbent is responsible for carrying out assignments at the Regional level in conformance with the broad range programs identified by the Headquarters Office of Education and Outreach. The incumbent functions independently on a project basis in planning and managing assignments, independently determining the proper scope of the project, the methods to be used to achieve the objective and discusses only unusual situations with the supervisor. This work is considered authoritative and is normally accepted without change. Procedures followed to accomplish the assignments are reviewed for effectiveness, timeliness, and cost benefits. The incumbent performs all duties with minimal supervision.

Factor 3 – Guidelines:

Guidelines include applicable laws, and Departmental policies relating to the release of information to the general public, public and private industry groups, other government entities, and community organizations. The incumbent works in conjunction with the Office of Public Affairs to schedule the release of communication in all media forms as well as plans speaking engagements related to FHEO activities.

Independent judgment is needed to apply broad education and outreach programs to very complex and unique socio-economic and political factors affecting the delivery of disbursing information to the public.

Factor 4 – Complexity:

The Education and Outreach Specialist must continuously provide information and updates to the Senior Outreach Specialist on the current and upcoming events scheduled for education and outreach efforts. Various media outlets will be used to accomplish education and outreach, therefore familiarity with the operational mechanics of each is required.

Marketing education and outreach should be accomplished with deliberate attention and techniques focused on targeted audiences in the Region. General guidance will come from Headquarters, however programs should be designed for the each geographic area with varying populations.

Varying approaches will be needed to maximize the reach of the education and outreach activities. Sensitivity to physical handicaps, socioeconomic status, and language barriers must be considered in order to develop appropriate educational programs.

Factor 5 – Scope and Effect:

The incumbent's work will result in greater public awareness and knowledge of the fair housing laws and HUD's ability to guarantee and enforce those rights. As a result, more people will exercise their rights to report the discrimination and housing violations. As a result of the incumbent's work documenting the effectiveness of education and outreach activities, changes in the federal implementation of housing programs and future studies will be commissioned to increase fair housing and homeownership opportunities.

The work results in a broader awareness of housing discrimination and knowledge that there are legal challenges and solutions to eliminate housing discrimination. More individuals and or groups will file complaints in an effort to abolish housing discrimination.

Factor 6 – Personal Contacts:

The contacts include the general public, local and State officials, other government entities, members of various housing industry groups, disability rights groups, advocacy groups and faith-based organizations. Various techniques and methods of communication will be used with each group.

Factor 7 – Purpose of Contacts:

The purpose is to promote education regarding housing discrimination and the legal vehicles and authorities available to challenge and eliminate the discrimination.

The incumbent regularly meets with officials to devise new campaigns for promoting fair housing education. These negotiations typically involve issues that are important because of their significant economic impact and local political sensitivity. Many issues are strongly contested, but incumbent must maintain firmness, objectivity, maturity and a high degree of professionalism in bringing difficult issues to a reasonable and sound resolution.

Factor 8 – Physical Demand:

Work sometimes requires participation in meetings and planning sessions that can be for long periods of time or occur impromptu. The duties are sometimes performed under stringent time restraints. Extended travel may also be required.

Factor 9 – Work Environment:

Work is generally performed in offices, and in safe and comfortable work areas.