



Regular Meeting Notice/Agenda

The Civil Service Commission

9:30 AM – January 20, 2026

NOTICE IS HEREBY GIVEN by the City of Spokane Civil Service Commission, that a regularly scheduled meeting of the Civil Service Commission will be held on January 20, 2026, commencing at 9:30 A.M. in the City Council Chambers – Lower Level of City Hall (808 W. Spokane Falls Blvd., Spokane WA, 99201). The purpose of the meeting is to conduct the monthly commission meeting and to discuss other matters as reflected on the attached agenda.

The meeting will be conducted in-person and open to the public with commission members, staff and presenters attending in-person. All meetings will be streamed live on Channel 5.

Oral public comment will be accepted at the meeting for agenda items to be decided by the Commission, excluding hearing items. Individuals who want to provide oral comment at this time but are unable to physically attend the meeting shall contact the Commission at civilservice@spokanecity.org to request by 5:00 P.M. the business day before the meeting, (Friday, January 16, 2026) so the Commission can make arrangements for you to participate telephonically at the meeting.

Dated this 6th day of January 2026.

AMERICANS WITH DISABILITIES ACT (ADA) INFORMATION: The City of Spokane is committed to providing equal access to its facilities, programs and services for persons with disabilities. The Spokane City Council Chamber in the lower level of Spokane City Hall, 808 W. Spokane Falls Blvd., is wheelchair accessible and is equipped with an infrared assistive listening system for persons with hearing loss. Headsets may be checked out (upon presentation of picture I.D.) at the City Cable 5 Production Booth located on the First Floor of the Municipal Building, directly above the Chase Gallery or through the meeting organizer. Individuals requesting reasonable accommodations or further information may call, write, or email Debbie DeCorde at 509.625.6373, 808 W. Spokane Falls Blvd, Spokane, WA, 99201; or ddecorde@spokanecity.org. Persons who are deaf or hard of hearing may contact Human Resources through the Washington Relay Service at 7-1-1. Please contact us forty-eight (48) hours before the meeting date.



Agenda

Regular Meeting of the Civil Service Commission

9:30 AM – January 20, 2026

City Hall – City Council Chambers – Lower Level
808. W Spokane Falls Blvd., Spokane, WA 99201

1. **CALL TO ORDER/ROLL CALL**
2. **APPROVAL OF MINUTES**
 - a. November 18, 2025, Minutes (pg. 3)
3. **CHIEF EXAMINER UPDATE**
4. **NEW BUSINESS**
 - a. 2026 Plan Overview (pg. 4)
 - b. Marketing Update (pg. 5)
5. **OTHER BUSINESS**
6. **ADJOURN**

Note: The meeting is open to the public, with the possibility of the Commission adjourning into executive session.



Minutes

Regular Meeting of the Civil Service Commission

November 18, 2025

1. CALL TO ORDER/ROLL CALL

Meeting called to order at 9:30am. All commissioners were present.

2. APPROVAL OF MINUTES

- a. October 21, 2025, Minutes

MOTION: Move to approve.

Stratton/Lindsey: Motion passed unanimously.

3. CHIEF EXAMINER UPDATE

Chief Examiner Pearson gave updates on Civil Service.

- a. Layoff notifications have been made by management. The Chief Examiner was a part of all of those conversations with affected employees at this point. We are working with the affected employees in an attempt to mitigate these issues and retain the employee. More information to come as that process plays out over the next couple of months. 16 employees are currently affected.

4. NEW BUSINESS

- a. Resolution 2025-16: Classification Actions

MOTION: Move to approve.

Lindsey/Palmerton: Motion passed unanimously.

- b. Resolution 2025-17: Reappointment of Commissioner Stephens

MOTION: I move to reappoint Commissioner Stephens.

Palmerton/Hult: Motion passed unanimously.

5. OTHER BUSINESS

6. ADJOURN

MOTION: I move adjournment.

Hult/Palmerton: Motion passed unanimously.

Meeting adjourned at 9:35am.

Note: The meeting is open to the public, with the possibility of the Commission adjourning into executive session.



Item 4A – 2026 Plan Overview

Background

The Senior Merit System Analyst, Bryan Sullivan, will present to the Commission on the 2026 work plan.

No Commission action needed.



Item 4B – Marketing Update

Background

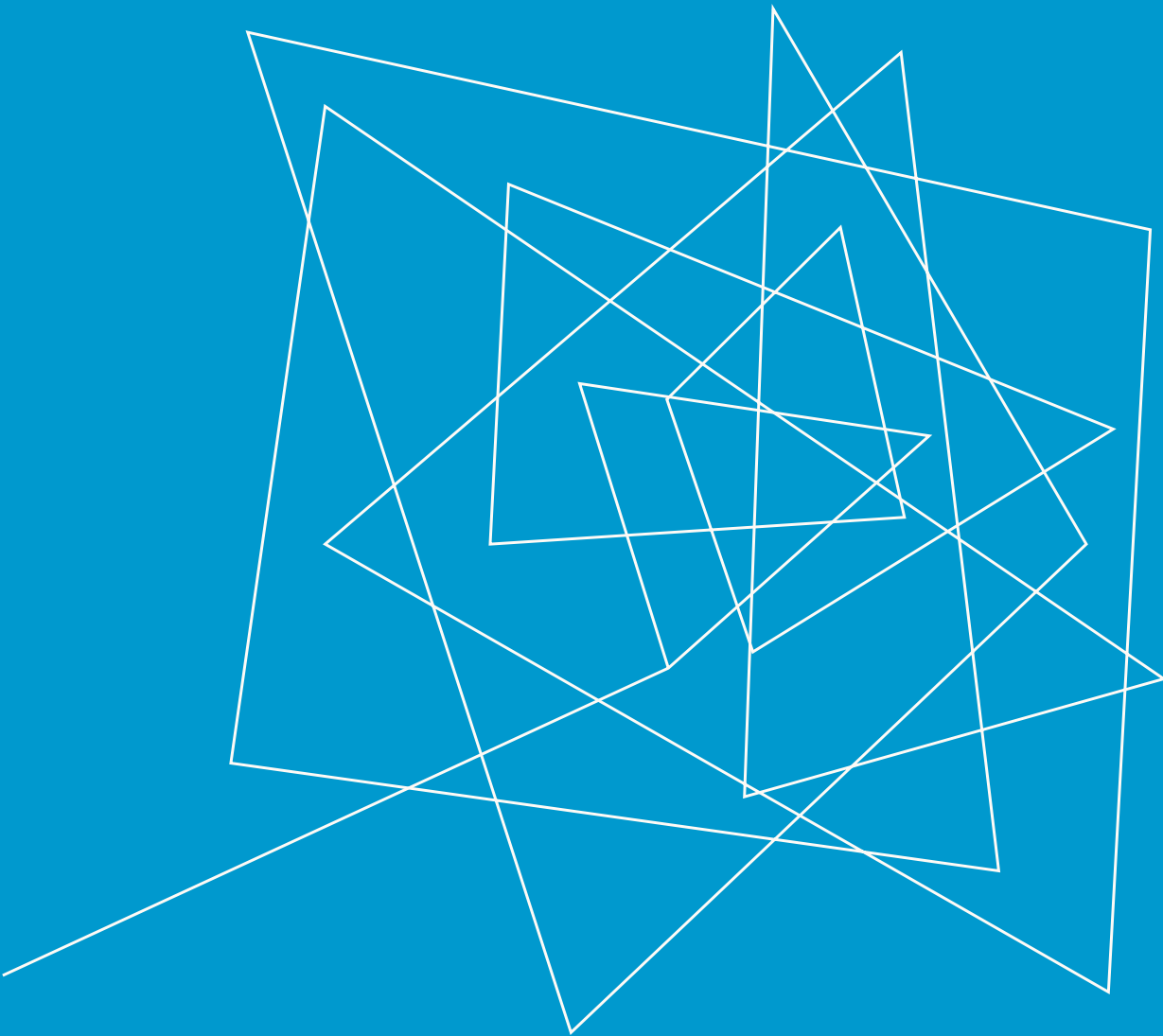
A recap of marketing efforts from 2025 and projected plans for 2026.

No Commission action needed.

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MARKETING UPDATE

City of Spokane – Civil Service



2025 RECAP

MARKETING STRATEGIES

Awareness Strategy

Goal: Stay top-of-mind to future job seekers; word of mouth to friends and family.

Paid Channels: Hulu, Spotify, Instagram

Organic Channels: Instagram, Facebook, LinkedIn, Bluesky, X, Events

Destination: COS Career Center Web Page

Direct Recruitment Strategy

Goal: Drive applications for specific roles

Paid Channels: LinkedIn, Indeed, Niche Job Boards

Organic Channels: Free Job Boards

Destination: Specific Job Posting Web Page

AWARENESS STRATEGY ORGANIC CHANNELS

Job Fairs & Events

17 job fairs and local events providing full-time, classified job information to the community.

Social Media

The Public Information Coordinator on the Communications team posts open recruitments weekly on Facebook, Instagram, LinkedIn, X, and Bluesky.



AWARENESS STRATEGY: PAID AD METRICS

Paid ads on Hulu, Spotify, and Instagram

KEY METRICS

Impressions	1,374,687
Reach	456,224
Avg. Frequency	2.42
Clicks	11,305



TERM DEFINITIONS

Impressions: the number of times an ad was seen

Reach: the number of unique devices or people who saw the ad

Frequency: the average number of times viewers saw the ad

Clicks: the number of times someone clicked on the ad

AWARENESS STRATEGY: METRICS BREAKDOWN

Hulu

Video Ads: February – October

Impressions: 233,856

Reach: 111,507

Frequency: 2.08

Spotify

Audio Ads: July – October

Impressions: 227,667

Reach: 102,768

Frequency: 2.01

Clicks: 87

Instagram

Video Ads: February – October

Impressions: 913,164

Reach: 241,949

Frequency: 3.17

Clicks: 11,218

DIRECT RECRUITMENT STRATEGY: PAID AD METRICS

Sponsored job posts on LinkedIn and Indeed

KEY METRICS

Post Views	61,331
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Apply Starts	5,071
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TERM DEFINITIONS

Post Views: the number of times someone viewed a job posting on LinkedIn or Indeed.

Apply Start: the number of times someone clicked the apply button to visit our job posting on governmentjobs.com.

DIRECT RECRUITMENT STRATEGY METRICS BREAKDOWN

Indeed

Promoted Specific
Recruitments January –
September

Job Post Views: 24,762

Apply Starts: 2,879

LinkedIn

Promoted Specific
Recruitments January –
December

Job Post Views: 36,569

Apply Starts: 2,192

INTERNAL COMMUNICATION AND OUTREACH

Merit Tour

107 interactions with internal employees about Civil Service processes, rules, movements, etc.



Email Newsletters

The Scoop: A quarterly newsletter that covers important topics specifically for hiring managers

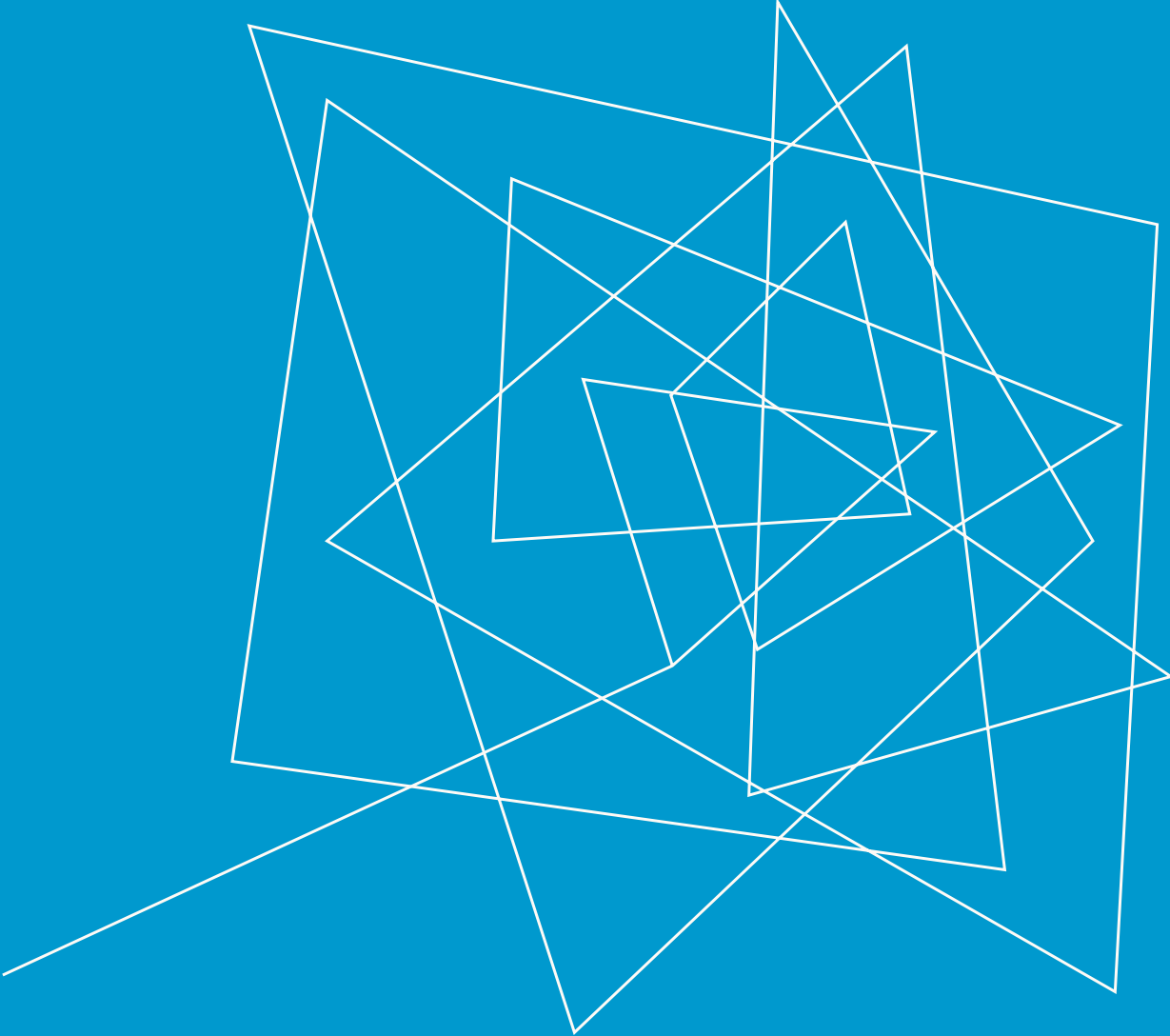
Merit Matters: A quarterly newsletter for all employees that provides info about Civil Service

The Hiring Manager Scoop

A CIVIL SERVICE NEWSLETTER WITH TIPS FOR HIRING MANAGERS



VOLUME 5



2026 MARKETING PLAN

SAME TWO MARKETING STRATEGIES

Awareness Strategy

- Video Ads
- Audio Ads
- Image ads

On social media and streaming services.

Continued community events and job fairs.

Direct Recruitment Strategy

Dial in direct recruitment strategy on job boards.

Streamline job postings so they are easier to digest by job seekers.

Work with City Cable 5 on more individual job spotlights.

SPECIAL PROJECTS

- Hiring manager training course through NeoGov
- Special marketing to get the word out about entry level firefighter in-house testing
- Merit Tour 3

An abstract graphic consisting of several thin white lines that intersect to form a series of overlapping, irregular polygons. The lines are scattered across the left side of the slide, creating a sense of movement and complexity.

QUESTIONS?