RECOMMENDED  4. TITLE Education & Outreach Specialist  9. NOT PLAN (2)  9. NOUMENT (Optional)  Susan Forward  OFFICIAL  10. TITLE Education & Outreach Specialist  10. TITLE Education & Outreach Specialist  10. TITLE Education & Outreach Specialist  11. 12. 13. 14. 15. 15. 00824/2004  11. 15. 00824/2004  12. SERIES (4) FUNC, 00 RADEE)  SISSING (5) SISSING (4) FUNC, 00 RADEE)  AIS (or Fair Housing and Lyban Development  11. U.S. Department of Housing and Urban Development  4th U.S. Department of Housing and Equal Opportunity  4th Regional Office of FHEO  SUPERVISOR'S CERTIFICATION  1. carrilly that this is an accurate statement of the major duties and responsibilities of the position and its organizational relation that the position is necessary to carry out Government functions for which I am responsible. This certification is made with the kith at this information is to be used for statutory purposes relating to appointment and payment of public funds and that false or in statements may consplict violations of such statute or their implementing regulations.  19. SUPERVISOR'S SUPER	REASON FOR THIS POSITION  1. NEW   2. IDENTICAL ADDITION TO THE		COVER SHEET									
S. PAY PLAN (2)   G. SERIES (4)   T. GRADE (5 GLOSINIS SUSAIN TITLE (Cyclinism)   T. GRADE (5 GLOSINIS SUSAIN TITLE (Cyclinism)   Susain Forward												
S. PAY PLAN (2)   S. SERIES (4)   7. GRADE (2)   15. WORKING TITLE (Optional)   Susan Forward	x											
Education & Outreach Specialist    GS   301   15	ECOMMENDED											
NOUMBERT (Cyclones)   Susan Forward	TITLE			ERIES (4)	7. GRADE (2)							
Susan Forward    Susan Forward   Susan Forward   Susan Forward	Education & Outreach Special	st				GS 301			15			
FFICIAL  D. TITLE  Control of Countries of Specialist  11, 12, 12, 13, 12, 13, 12, 13, 14, 15, 15, 16, 17, 17, 18, 18, 19, 19, 19, 19, 19, 19, 19, 19, 19, 19	WORKING TITLE (Optional)		_			9. INCUMBENT (Op	tional)					
ACTOR EVALUATION SYSTEM  CIASSIFICATION  ACTOR EVALUATION SYSTEM  CIACOPTE AND ACTOR EVALUATION SYSTEM  COMPLEX SECOND LEVEL SUPERVISOR'S TITLE  General Deputy Assistant Secretary for FHEO  CIACOPTE AND ACTOR EVALUATION SYSTEM  CIACOPTE AND ACTOR EVALUATION SYSTEM  COMPLEX SUPERVISOR'S TITLE  COMPLEX SUPERVISOR'S TITLE	·					Susan Forwa	ard		· · · · · · · · · · · · · · · · · · ·			
Education & Outreach Specialist  11, 12, 12, 13, 13, 14, 14, 17, 15, 16, 17, 17, 18, 18, 19, 19, 19, 19, 19, 19, 19, 19, 19, 19					-				·			
Supervisors statements may densiture violations of such statute or their implementing regulations.  15. Supervisors statements may densiture to a statement of the statement of their implementing regulations.  16. Supervisors statements may densiture to a statement of the statement of the statement may densiture to a statement may densiture to a statement may densiture to a statement of the stat	•	ist	,									
B. ORGANIZATIONAL STRUCTURE (Agency/Bureau)  I. U.S. Department of Housing and Urban Development  II. U.S. Department of Housing and Equal Opportunity  II. S. Department of Housing and Equal Opportunity  II. S. Department of Housing and Equal Opportunity  III. Supervisors CERTIFICATION  I certify that this is an accurate statement of the major duties and responsibilities of the position and its organizational relation that the position in necessary to carry out Government functions for which I am responsible. This certification is made with the k that this information is to be used for statutory purposes relating to appointment and payment of public funds and that false or instatements may dynastitute violations of such statute or their implementing regulations.  III. Supervisors is but in the properties of the position and its organizational relation that the position is made with the k that this information is not be used for statutory purposes relating to appointment and payment of public funds and that false or instatements may dynastitute in a public funds and that false or instatements may dynastitute on a public funds and that false or instatements may dynastitute in a public funds and that false or instatements may dynastitute in a public funds and that false or instatements may dynastitute of public funds and that false or instatements and payment of public funds and that false or instatements and payment of public funds and that false or instatements and that false or instance in the fund instance in the fund i			16	i.	17							
B. ORGANIZATIONAL STRUCTURE (Agency/Bureau)  If U.S. Department of Housing and Urban Development  Sth Immediate Office  Sth Immediat	PP (2) SERIES (4) FUNC.(2) GRA			١			CLASS	IFIER (Name)				
U.S. Department of Housing and Urban Development  A/S for Fair Housing and Equal Opportunity  General Deputy Assistant Secretary  Regional Office of FHEO  SUPERVISOR'S CERTIFICATION  I certify that this is an accurate statement of the major duties and responsibilities of the position and its organizational relation that the position in necessary to carry out Government functions for which I am responsible. This certification is made with the k that this information is to be used for statutory purposes relating to appointment and payment of public funds and that false or in statements may consider violations of such statute or their implementing regulations.  19. SUPERVISOR'S SIMPLE  21. SUPERVISOR'S NAME  Floyd O. May  21. SUPERVISOR'S TITLE  General Deputy Assistant Secretary for FHEO  ACTOR EVALUATION SYSTEM  COMPLEXIVE ASSISTANT SECRETARY STATE ASSISTANT SECRETARY FIFEO  ACTOR ACTOR EVALUATION SYSTEM  ACTOR EVALUATION SYSTEM  ACTOR EVALUATION SYSTEM  ACTOR ASSISTANT SECRETARY STATE  General Deputy Assistant Secretary for FHEO  ASSISTANT SECRETARY SECRIFICATION  BURNETIFICATION  COMPLEXIVE ASSISTANT SECRETARY SECRETA	GS 301	5 08/24/20	004 yes	3	No M.D.	Thrash						
U.S. Department of Housing and Urban Development    A/S for Fair Housing and Equal Opportunity   8th	. ORGANIZATIONAL STRUCT	URE (Agency/Bure	eau)									
A/S for Fair Housing and Equal Opportunity  degeneral Deputy Assistant Secretary  Regional Office of FHEO  SUPERVISOR'S CERTIFICATION  Lortify that this is an accurate statement of the major duties and responsibilities of the position and its organizational relation that the position in necessary to carry out Government functions for which I am responsible. This certification is made with the kith this information is to be used for statutory purposes relating to appointment and payment of public funds and that false or in statements may constitute violations of such statute or their implementing regulations.  19. SUPERVISOR'S SINATUR  20. DATE (imm/delypy)  21. SUPERVISOR'S SINATUR  22. SECOND LEVEL SUPERVISOR'S SIGNATURE  24. SECOND LEVEL SUPERVISOR'S TITLE  Carrolyn Peoples  24a. SECOND LEVEL SUPERVISOR'S TITLE  Carrolyn Peoples  24a. SECOND LEVEL SUPERVISOR'S TITLE  Carrolyn Peoples  ACTOR EVALUATION SYSTEM  COTOR  25. FLD/BMK  26. POINTS FACTOR  27. Purpose of Contacts  30. 186  Guidelines  3-5 650  3. Physical Demands  3-1 5  Complexity  4-6 450  9. Work Environment  9-1 5  Scope and Effect  5-6 450  TOTAL POINTS  4246  GRADE  SIGNATURE  31a. TITLE  Human Resources Specialist	U.S. Department of Housing	and Urban Deve	lopment									
Regional Office of FHEO  SUPERVISOR'S CERTIFICATION  I certify that this is an accurate statement of the major duties and responsibilities of the position and its organizational relation that the position is necessary to carry out Government functions for which I am responsible. This certification is made with the kin that this information is to be used for statutory purposes relating to appointment and payment of public funds and that false or n statements may constitute violations of such statutus or their implementing regulations.  19. SUPERVISOR'S SINTUE  20. DATE (mm/ddl/yyyr)  21. SUPERVISOR'S NAME  Floyd O. May  21. SUPERVISOR'S NAME  Carolyn Peoples  24. SECOND LEVEL SUPERVISOR'S SIGNATURE  24. SECOND LEVEL SUPERVISOR'S TITLE  General Deputy Assistant Secretary for FHEO  ACTOR  ACTOR EVALUATION SYSTEM  ACTOR  25. FLD/BMK  26. POINTS  FACTOR  25. FLD/BMK  26. POINTS  COMPlexity  27. Purpose of Contacts  30. 186  Guidelines  3-5 650  3-5 650  3-7 Purpose of Contacts  3-5 650  3-9 Work Environment  3-1 5  Scope and Effect  3-6 450  TOTAL POINTS  424  GRADE  GRADE  GRADE  GRADE  CASIFICATION CERTIFICATION  Perifity that this position has been classified as required by Title 5, U.S. Code, in conformance with standards published by the O no published standard applies directly, consistently with most applicable published standards.  SIGNATURE  AMANE  MANAE  Mariene Thrash	A/S for Fair Housing and Eq	ual Opportunity	-	6th								
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Certify that this is an accurate statement of the major duties and responsibilities of the position and its organizational relation that the position in necessary to carry out Government functions for which I am responsible. This certification is made with the k that this information is to be used for statutory purposes relating to appointment and payment of public funds and that false or n statements may constitute violations of such statute or their implementing regulations.  19. SUPERVISOR'S SIGNATURE   20. DATE (mm/dd/vyyr)   22. SECOND LEVEL SUPERVISOR'S SIGNATURE   23. DATE (mm/dd/vyyr)   21. SUPERVISOR'S NAME   Carolyn Peoples   24. SECOND LEVEL SUPERVISOR'S NAME   Carolyn Peoples   24. SECOND LEVEL SUPERVISOR'S TITLE   General Deputy Assistant Secretary for FHEO   24. SECOND LEVEL SUPERVISOR'S TITLE   Assistant Secretary for FHEO   25. FLD/BMK   26. POINTS   FACTOR   25. FLD/BMK   26. POINTS   26. POIN	Regional Office of FHEO			8th								
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21a. SUPERVISOR'S TITLE General Deputy Assistant Secretary for FHEO  ACTOR EVALUATION SYSTEM  ACTOR  ACTOR  25. FLD/BMK  26. POINTS  FACTOR  Complexity  ACTOR  25. FLD/BMK  26. POINTS  ACTOR  Complexity  ACTOR  25. FLD/BMK  26. POINTS  ACTOR  Complexity  ACTOR  ACTOR  ACTOR  ACTOR  ASSISTANT  ACTOR  ACTOR  ACTOR  ACTOR  ASSISTANT  ACTOR	21. SUPERVISOR'S NAME		<del>- 1-1-1-</del>				'S NAM	1E				
General Deputy Assistant Secretary for FHEO  ACTOR EVALUATION SYSTEM  ACTOR 25. FLD/BMK 26. POINTS FACTOR 25. FLD/BMK 26. POINTS FACTOR  Supervisory Controls 2-5 650 7. Purpose of Contacts 3c 186  Guidelines 3-5 650 8. Physical Demands 8-1 5  Complexity 4-6 450 9. Work Environment 9-1 5  Scope and Effect 5-6 450 TOTAL POINTS 4246  GRADE GS-1  LASSIFICATION CERTIFICATION certify that this position has been classified as required by Title 5, U.S. Code, in conformance with standards published by the One published standard applies directly, consistently with most applicable published standards.  SIGNATURE, 30. DATE (mm/dd 9-2 9-2)  Mariene Thrash 131a. TITLE  Human Resources Specialist	Floyd O. May											
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Scope and Effect  5-6 450  TOTAL POINTS  4240  GRADE  GS-1  LASSIFICATION CERTIFICATION  certify that this position has been classified as required by Title 5, U.S. Code, in conformance with standards published by the One published standard applies directly, consistently with most applicable published standards.  SIGNATURE  Marlene Thrash  30. DATE (mm/dd 8-2 4-2 4-2 4)  11a. TITLE  Human Resources Specialist	Guidelines	3-5	650	8. Physical Der		nands	8-1		5			
GRADE GS-1  LASSIFICATION CERTIFICATION  certify that this position has been classified as required by Title 5, U.S. Code, in conformance with standards published by the One published standard applies directly, consistently with most applicable published standards.  SIGNATURE  Marlene Thrash  GRADE GS-1  30. DATE (mm/dd 8-2 4-2 6  31a. TITLE  Human Resources Specialist	Complexity	4-6	450	9. Work Environme		ment		9-1	5			
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certify that this position has been classified as required by Title 5, U.S. Code, in conformance with standards published by the O no published standard applies directly, consistently with most applicable published standards.  30. DATE (mm/dd 9-29-2)  NAME  Marlene Thrash  31a. TITLE  Human Resources Specialist								GRADE	GS-15			
Monten 3/ August  NAME  Marlene Thrash  31a. TITLE  Human Resources Specialist	ertify that this position has been	n classified as requ					stand	ards publishe	d by the OPM o			
NAME  Stall TITLE  Harlene Thrash  Human Resources Specialist	SIGNATURE								ATE (mm/dd/yyyy)			
. NAME 31a. TITLE Marlene Thrash Human Resources Specialist	montene 3/hu	ach			8-24-204							
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REMARKS 33 OPM CERTIFICATION NI	Marlene Thrash			Ηι	man Reso	urces Specialis	t					
LSA (Exempt) FPL (GS-15) REF: Primary Standard	2. REMARKS							33. OPM CERTI	FICATION NUMBE			

# MASTER RECORD / INDIVIDUAL POSITION DATA

THIS SIDE TO BE COMPLETED BY THE CLASSIFIER

A   AC/D//R   HU83   4400   15														
A. M.C.D.DIVID   HU83	A. KEY DATA													
B. MASTER RECORD  1. PAY PLAN (2)  2. OCC. SER. (4)  3. OCC. FUNC. CD (2)  4. OFF. TITLE CD (6)  5. OFF. TITLE (36)  GS  301  3. HO, FLD. CD (1)  7. SUP. CD. (1)  12. Sup. SGE0  5. = Mgmt. CSRA  8. = Lander LGSB	1. FUNCTION (1)	2. DEPT. CD.	/AGCY-BUR-CD. (4)	1		4. MR.	No. (6)		5. GR	٠,,	6. IP N	UMBER (8	3)	
1. PAY PLAN (2)	A A/C/D/I/R		HU83	440	00					15				
Case	B. MASTER R	ECORD												
6. HOL FLD. CD (1)   7. SUP. CD. (1)   1 = Sup. SGEG   5 = Mont CSRA   8   2 = FLD   1 = Sup. SGEG   8 = Leader LGEG   8   Leader LGEG   1   1 = Inimate   1   1 = Inimate   1   1   1   1   1   1   1   1   1	1. PAY PLAN (2)	2. OCC. SER	1. (4) 3. OCC. FL	JNC. CD (2)	4. OFF. T	TLECD	(6) 5.	OFF. TI	TLE (38)					
2   2 = FLD   8   3 = Sup. SGES   5 = Mgmt. CSRA   8 = ILader LGEG   Blank = NA   Y = Interdis.   8/24/2004    11. EARLY RET. CD. (1)   1 = Primary   3 = Foreign Svc.   12. INACT/ACT (1)   1 = Incactive   12. INACT/ACT (1)   1 = Incactive   12. INACT/ACT (1)   1 = Incactive   13. DATE ABOL. (1)   (4	GS	301					E	Educati	ion & O	utreach (	Specialis	st		
2 2 = FLD 8 3 = Mgr. SGEG 6 = Leader LGEG 8	, ,	•	, ,	5 - Marris C								10. DATE	CLAS	S (mm/dd/yyyy)
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(4) (4) (4) (4) (4) (4) (4) (4) (4) (4)	1 = Primar	ry `3 = For	elgn Svc.	1 = Inactive					14. DA			15. AC	3CY. U	SE (10)
17. INTERDIS. TITLE CD. (50) (5) (5) (5) (5) (5) (5) (5) (5) (5) (5	16. INTERDIS. SER	R. (40)												
C. INDIVIDUAL POSITION  1. FLSAC D. (1)    C	(4)	(4)	(4)	(4)	(4)		(4)		(4)		(4)	(4)		(4)
C. INDIVIDUAL POSITION  1. FLSA CD. (1)    Flex CD. (1)	17. INTERDIS. TITL	.E CD. (50)								<del></del>				
1. FLSA CD. (1)  E = Exempt   C	(5)	(5)	(5)	(5)	(5)		(5)		(5)		(5)	(5)		(5)
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Formula   1	1. FLSA CD. (1)	1	` '										5. CO	MP. LVL. (4)
8. ORG.STR. CD. (18) (example *83 - 07 - 01 - 0200 - 08 - 19 - 00 - 00*)  1st			1 = CD219	4 = AD392	В	= Sched	d B			IN 1	= Noncrit	ical	99	99
1st   2nd   3rd   4th   5th   6th   7th   8th   0 = Position Action   No Vacancy   C = Higher Grade   Series	6. WK. TITLE CD. (4	4) 7. W	K. TITLE (38)											
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(2)   IND. (1)   Blank   State (2)   City (4)   County (3)   (4)   (mm/dd/yyyy)   Blank = NA   1 = PAS   08/24/200    18. GD. BASIS. IND. (1)   1 = Rev. when vacant   4 = Sup./Program   7 = Equipment Development Guide   2 = Impact of Person   5 = RGEG   8 = Agency Use   8 = Agency Use   (mm/dd/yyyy)   (mm/dd/yyyy)   Y = Perm   Y   Y = Perm   Y   Y = Perm   Y   N = Other    22. MAINT.REV./CLASS.ACT.CD. (2) (1st Digit = Activity and 2nd Digit = Results)   1 = Desk Audit   5 = Desk Audit   5 = Desk Audit   5 = Desk Audit   5 = Desk Audit   3 = Paper Rev.   4 = PME/Activity Rev.   8 = Panel Rev.   4 = Title Change   8 = New PD Req.   7 = Pos. Downgrade   8 = New Pos.    23. DATE EMP. ASGN.   24. DATE ABOL   1 = Inact   (mm/dd/yyyy)   25. INACT/ACT (1)   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)   31	10. TARGET GC. 11	. LANG. REQ.	12. PROJ. DTY	13. DUTY STA	TiON (9)					ST AUDIT.	16. PA			
1	(2)	(2)	1			ounh. (2)			(mm/dd/	/yyy)				(mm/dd/yyyy)
18. GD. BASIS. IND. (1)    1 = Rev. when vacant   4 = Sup./Program   7 = Equipment Development Guide   2 = Impact of Person   5 = RGEG   8 = Agency Use   8 = Agency Use   19. DATE REQ.REC. (mm/dd/yyyy)   Y   Y = Perm   Y   N = Other   Y			= NA								1 1			08/24/2004
2 = Impact of Person 5 = RGEG 8 = Agency Use 3 = Sup/SGEG 6 = Policy Analysis GEG 9 = Agency Use ALPHAS = Agency Use  22. MAINT.REV./CLASS.ACT.CD. (2) (1st Digit = Activity and 2nd Digit = Results)  Normal Act Maintenance Review Act 1 = Desk Audit 5 = Desk Audit 5 = Desk Audit 6 = Sup. Audit 6 = Sup. Audit 7 = Paper Rev. 4 = PME/Activity Rev. 8 = Panel Rev. 4 = Title Change 8 = New Pos.  23. DATE EMP. ASGN. (mm/dd/yyyy) 24. DATE ABOL. (mm/dd/yyyy) 25. INACT/ACT (1) 26.DATE INACT/ACT (27. ACCTG. STAT. (4) 29. AGCY USE (8) (mm/dd/yyyy) 31. DATE (	18. GD. BASIS. IND	. (1)			<u> </u>		J	19.	DATE REC	REC.	20. NTE.	DATE	21. PC	OS. ST. BUD (1
22. MAINT.REV./CLASS.ACT.CD. (2) (1st Digit = Activity and 2nd Digit = Results)  Normal Act    1 = Desk Audit   5 = Desk Audit   1 = No Action Req.   5 = Series Change   9 = Other	2 = Impact	of Person 5	= RGEG	8 = Ag	ency Use			se	(mm/dd/y	(33)	(mm/d	d/yyyy)	Υ	
3   1 = Desk Audit   5 = Desk Audit   2 = Sup. Audit   3 = Paper Rev.   7 = Paper Rev.   4 = PME/Activity Rev.   8 = Panel Rev.   25. INACT/ACT   1 = Inact.   2 = Act.   1 = Inact.   2 = Act.   3   1 = No Action Req.   5 = Series Change   9 = Other   3 = Other   3 = New PD Change   6 = Pos. Upgrade   7 = Pos. Downgrade   8 = New Pos.   3 = New Pos.											<u> </u>			I
3   2 = Sup. Audit   6 = Sup. Audit   3 = Paper Rev.   7 = Paper Rev.   4 = PME/Activity Rev.   8 = Panel Rev.   25. INACT/ACT   1 = Inact.   2 = Act.   2 = Act.   3   2 = Minor PD Change   6 = Pos. Upgrade   7 = Pos. Downgrade   7 = Pos. Downgrade   8 = New Pos.   2 = New Po				Act			Reg		5 = Se	ies Channe	۹ -	Other		
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# OFFICE OF FAIR HOUSING AND EQUAL OPPORTUNITY Office of the Regional Director Education and Outreach Specialist, GS-15

This position is located in the Office of Fair Housing and Equal Opportunity, General Deputy Assistant Secretary, 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 programs. 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 serves 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:**

Serves as primary advisor to the Regional Director and performs a wide variety of highly complex assignments involving the implementation of education and outreach activities.

Meets and coordinates 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. Assists the groups in finding ways to reverse or eliminate patterns or practices that injure the protected classes.

Ensures effective and timely communication concerning marketing and outreach strategies between HUD and Governors, Mayors, State and local legislators, city council members, real estate industry professionals, and community and civil rights leaders. Serves as liaison and encourages government involvement in educating the public with fair housing rights.

Coordinates the development of visual materials and other mediums with the Office of the Regional Director, to publicize fair housing activities for the Region via television, newspapers, websites, and radio. Plans and coordinates all HUD awarded FHIP and FHAP grants and other contracts to local agencies. Monitors the use of funds and serve as Government Technical Representative for specialized education and outreach activities.

Serves as liaison between 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.

Oversees and conducts special studies of the public's awareness of HUD's fair housing enforcement function in the Region. Responsible for the review and approval of final 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.

Serves as liaison between FHEO Regional Directors, senior management of Community Planning and Development, Multifamily Housing, and Public Housing, coordinating efforts on fair housing education and outreach

Responsible for giving speeches, addressing forums, developing and disseminating 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.

Coordinates all National Fair Housing Month activities for the Region.

Interprets and adapts new HQ directives on education and outreach to the Region

Develops fair housing outreach plans and strategies to address industry policies and practices and develops educational plans for areas where existing guidelines have not been effective.

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.

Develops and implements fair housing outreach materials tailored to the geographic area.

#### 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 FHEO programs and how they are administered in order to identify, create, and implement education and outreach programs.

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

Knowledge of the protocols and steps to work with the office of Public Affairs in order to arrange for the release of public service announcements, media releases to television and radio stations, and newspaper articles.

In-depth knowledge of marketing techniques and ability to produce and execute a successful marketing campaign.

Ability to manage and direct major initiatives with short and long term goals and objectives.

Skill in adapting fair housing education and outreach strategies from HQ to the Regional level. Must independently plan, direct and conduct education and outreach assignments.

Demonstrated 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. Experience communicating complex and sensitive materials to general audiences

Conducts studies, holds focus groups, and conducts research as part of education and outreach activities.

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

Highly developed skills in oral and written communication, analysis, and formulating corrective actions.

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 supervision of the Regional Director. 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. The work is considered technically authoritative and is normally accepted without change. Policy recommendations are reviewed in terms of overall departmental goals, objectives and policies.

#### 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 seasoned 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 Regional Director 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 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.

Additionally the purpose of the work is to provide expert guidance and superior technical assistance and advice in fair housing and equal opportunity matters within the geographical are served.

#### **Factor 6 – Personal Contacts:**

The contacts include the Governors, State legislators, county and city officials, department heads of housing authorities, heads of industry association (i.e., real estate, building construction, architects, and banking), disability rights groups, advocacy groups and faith-based organizations, as well as a variety of management in HUD and other Federal agencies.

## 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.