



COUNTY OF LOS ANGELES

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CHIEF EXECUTIVE OFFICER

Fesia A. Davenport

September 16, 2024

To: Supervisor Lindsey P. Horvath, Chair
Supervisor Hilda L. Solis
Supervisor Holly J. Mitchell
Supervisor Janice Hahn
Supervisor Kathryn Barger

From: Fesia A. Davenport *FAD*
FAD (Sep 12, 2024 17:05 PDT)
Chief Executive Officer

REQUEST FOR MANAGEMENT APPRAISAL AND PERFORMANCE PLAN (MAPP) SALARY PLACEMENT FOR VICKY WATERS UPON APPOINTMENT TO THE POSITION OF COMMUNICATIONS MANAGER (UC)

The Probation Department requests approval to appoint Vicky Waters to the position of Communications Manager (UC), Item Number 1604, at an annual base salary of \$196,600. This salary is recommended based on Ms. Waters' education, experience, and role and responsibilities she will perform as Communications Manager (UC). The base salary placement onto MAPP Tier I, Salary Range R13, will place Ms. Waters above the control point of \$190,801.92 in effect per County Code Section 6.08.370C.

As Communications Manager for the Probation Department, Ms. Waters will be responsible for managing the Public Relations Unit and overseeing all public information activities, including the production, development, publication, and broadcast of information regarding departmental policies, services, and activities. She will work closely with the Chief Executive Office (CEO), Public Information Office, and Board Deputies on press releases, as well as manage the coordination of Board and CEO events that highlight the work and services provided by the Probation Department. Ms. Waters will oversee and approve all publications, as they relate to the department, its programs, and services, and ensure that all events, program information, and departmental information is publicized and visible to constituents and stakeholders.



"To Enrich Lives Through Effective And Caring Service"

Ms. Waters has 15 years of experience in strategic communications, policy, press/media, political acumen, and public safety and criminal justice issues at the State and local level. She is a six-time Governor appointee for high-level policy and communications positions across State government, including her current role as Special Advisor, Strategic Initiatives and Communications for the Governor's Office of Planning and Research, her previous roles as Deputy Cabinet Secretary for the Office of Governor Gavin Newsom, and as Governor Newsom's Press Secretary. Ms. Waters' experience includes engaging with a variety of key audiences, including elected officials and community organizations, developing rapid responses for wide-ranging issues, counseling and staffing the Governor in public events and private meetings, dealing with high-stakes crisis communications, and developing and executing proactive internal and external communications campaigns to build strong messaging and understanding of initiatives and programs. Previously, Ms. Waters has also served as Deputy Director, Public Affairs for the California Department of Parks and Recreation and Director, Media Relations for the California Charter Schools Association.

Ms. Waters earned a Bachelor of Arts in Communication, with a Minor in Spanish, from North Carolina State University. She has developed and executed award-winning proactive media and social media campaigns, which earned her the PR Week US Awards, Best in Public Sector 2017 award, as well as the Telly Award 2012.

In accordance with current practices on managerial appointments, unless otherwise instructed by the Board of Supervisors by close of business on September 30, 2024, the CEO will advise the Probation Department to proceed with Ms. Waters' appointment to Communications Manager (UC) at an annual base salary of \$196,600, effective no sooner than October 1, 2024.

Should you have any questions regarding this matter, please contact Julie Dixon Silva at (213) 974-0470 or jdsilva@ceo.lacounty.gov.

FAD:JMN:JDS
NV:SO:MR:mmg

c: Executive Office, Board of Supervisors
 County Counsel
 Human Resources
 Probation