



UW-Green Bay Titling Guidelines for Non-Instructional Academic Staff, University Staff, and Limited Employees

Non-instructional academic staff, university staff and limited position titles are assigned titles to provide comparability of substantially similar positions across institutions, campus units, and external market. The following guidelines serve to provide direction regarding title methodology, business titles, and supervisory titles, and identify institutional practices in alignment with [SYS 1276, Title Definitions](#) and [SYS 1257, Title Change](#).

Title Methodology

Title of Record

Titles of record (UW System Title) shall be assigned based on the role and/or function of the position within the University of Wisconsin – Green Bay to ensure that the title structure is consistently applied across the institution. The matched UW System job title and standard job description (SJD) should capture the essential functions of the employee's position and reflect how they spend the majority of their time. For a full list of titles of record, please see the UW System [Title and Standard Job Description Library](#).

Requests for change in title of record are processed through the [Title Review Request](#) process. Please see the UW-Green Bay [Title Review Policy](#) for more information about this process.

Standard Job Description

The standard job description (SJD) presents an overall picture of the work and is used to describe jobs consistently across the UW System. Each SJD includes three sections: a job summary; a list of essential job responsibilities; and educational qualifications (if applicable). The SJD will not include every task an employee performs, but should reflect the core functions of the position. For a full list of standard job descriptions, please see the UW System [Title and Standard Job Description Library](#). The SJD will be supplemented by a UW-Green Bay [position description](#) to fully capture essential aspects of the position.

Mapping Best Practices

When assigning a title of record to a position, the intent is to find best fit job title and standard job description for the work an employee does on a regular and consistent basis. Although an employee may sometimes or occasionally perform the duties of other job titles and standard job descriptions, a best fit



job title and job description must represent the core function of their job. In addition, [FLSA exemption criteria](#) (as determined by Human Resources) as well as institution-wide interpretation must be considered when reviewing titles to ensure an appropriate match.

There does exist a leveling of positions (i.e. manager vs. director, I vs. II). In order to be in the higher level, the position must perform all job responsibilities/aspects of the higher level on a regular basis. If the position operates somewhere between the two leveled job titles, it should be placed in the lower level.

For SJDs that contain People Manager and/or Functional Manager responsibilities, the employee must meet the definition(s) below in order to be mapped to that supervisory title. If they do not meet the definition, a different title must be selected.

Supervisory Titles

The market informed compensation and titling structure developed through the [Title & Total Compensation Project](#) (T&TC) ensures that employees are appropriately matched with a job title that is commonly found across external markets and accurately describes the work being performed in a particular job. While this market match is important across all job levels and job families, the appropriate application of supervisory titles to employees is essential to aligning the University of Wisconsin System's jobs with the market. Below are guidelines for when it is appropriate to utilize leadership titles (both as a title of record and a business title).

Assistant/Associate Vice Chancellor

Assistant and Associate Vice Chancellor positions report to a chancellor or a vice chancellor and have multi-faceted position responsibilities and oversight over multiple stand-alone departments, which cannot be mapped to an individual market-informed title. As part of T&TC, current employees with Assistant or Associate Vice Chancellor titles will be mapped to the most appropriate market-informed standard job description found in the library. Employees who hold any variation of a Vice Chancellor title prior to T&TC implementation, but will map to a more market appropriate title, may still use the Vice Chancellor title variations in their Business Title if appropriate.

Director

A Director is an executive leadership position which typically reports to the chancellor or vice chancellor. A Director is responsible for strategic management of a full, recognized work unit/department, including directing the work of employees and developing budgets, policies/procedures, and strategic direction and goals for the department. In line with the [standard job descriptions](#) for these titles, a director exercises



supervisory authority, including hiring, transferring, suspending, promoting, managing conduct and performance, discharging, assigning, rewarding, disciplining, and/or approving hours worked of at least 2.0 FTE or equivalent professional, ongoing employees.

Associate Director

An Associate Director typically reports to a Director or other executive leadership position. An Associate Director is the deputy leadership position for a recognized work unit/department, including regularly directing the daily activities of a work unit, supervising the work of employees, and supporting the development of budgets, policies/procedures, and strategic direction and goals for the department. In line with the [standard job descriptions](#) for these titles, an associate director exercises supervisory authority, including hiring, transferring, suspending, promoting, managing conduct and performance, discharging, assigning, rewarding, disciplining, and/or approving hours worked of at least 2.0 FTE or equivalent professional, ongoing employees.

Assistant Director

An Assistant Director typically reports to a Director or other executive leadership position. An Assistant Director oversees a subsection of a recognized work unit/department, including directing the daily activities of that subunit, supervising the work of employees, and supporting the development of budgets, policies/procedures, and strategic direction and goals. In line with the [standard job descriptions](#) for these titles, an assistant director exercises supervisory authority, including hiring, transferring, suspending, promoting, managing conduct and performance, discharging, assigning, rewarding, disciplining, and/or approving hours worked of at least 2.0 FTE or equivalent professional, ongoing employees.

Manager

A Manager typically reports to a Director or other executive leadership position. A Manager leads the strategic planning, budget, and/or personnel for an individual program or programs within a recognized department/unit. A manager may be a functional or people manager:

Functional Manager: Plans, organizes, allocates resources, assesses performance, and leads the operational activities of a defined project, program, or function (ex: budgetary spending, strategic planning, space utilization, administrative resources and schedules); may also have supervisory responsibilities.

People Manager: Any individual whose principal work is different from that of the individual's direct or indirect subordinates and who exercises supervisory authority, including hiring,



transferring, suspending, promoting, managing conduct and performance, discharging, assigning, rewarding, disciplining, and/or approving hours worked of at least 2.0 FTE or equivalent professional, ongoing employees.

*Note: Some manager titles require people management per the SJD. Please see the [Title and Standard Job Description Library](#) for a full list of titles and standard job descriptions.

Lead Worker/Supervisor

A Lead Worker or Supervisor may direct the day-to-day activities of professional and/or student employees and may not have responsibility for strategic planning and/or budget. While some may exercise supervisory authority, including hiring, transferring, suspending, promoting, managing conduct and performance, discharging, assigning, rewarding, disciplining, and/or approving hours worked of at least 2.0 FTE or equivalent professional, ongoing employees, it may not be a requirement for these titles. Please see the [Title and Standard Job Description Library](#) for a full list of titles and standard job descriptions.

Business Titles

In specific and limited situations, an institution may provide an employee with a business title that is distinct from the employee's title of record. UW-Green Bay will permit the use of a business title to be used in narrow circumstances as a result of a determination that a qualified, business need exists, rendering a business title necessary.

The title of record and business title have equal weight in HRS and serve two different purposes; both together represent the work performed. However, it should be noted that the title of record serves as a market comparison tool or broad classification whereas, the business title serves to add more specificity about the relation of the individual role within the University setting.

Prior to being permitted to use a business title, an employee must show that the title is required to:

- **Clarify** a position's role in the organization:
 - Example: an employee may need to have the title designation due to a third party obligation or to express responsibility to external stakeholders. For instance, the designation of "Director" may be required for a statewide network (i.e. SBDC). If the supervisory responsibility does not meet the threshold needed for a Director position, a



different title of record will be chosen and the employee may be approved for a business title of “Director”.

- **Describe** the work performed in a role:
 - Example: An employee may have a title of record which fails to describe the subject matter or area in which they perform work. For instance, an employee may have a non-descriptive title of record assigned of “Outreach Program Manager” but may need a business title to clarify the program they manage (i.e. “Manager of the Wisconsin Caregivers Academy”).
- **Align** with industry best practice:
 - Example: An employee may have job duties associated with a market-based, industry-specific title which does not exist in the current title structure. A title of record may be “Athletics Communication Manager” however a business title of “Sports Information Director” may be appropriate as that is the commonly-accepted title in collegiate athletics media relations, justified by reviewing NCAA materials.

There must be a demonstrated University need for a business title based on the following guidelines;

A business title must:

- Be shown to satisfy one of the three purposes listed herein;
- Be consistent with the UW-Green Bay Supervisory Title Guidelines;
- Be approved by institution Human Resources in consultation with the Chancellor, Division Lead and employee supervisor;

A business title cannot:

- Duplicate a title of record or official title
- Misrepresent the university or the authority of a position in any way
- Use words that are recognized as typically being associated with executive titles – president, chancellor, director or any modified executive titles vice president, etc. without approval from the Chancellor or Chancellor’s designee.

Request and Review:

The determination of the use of a business title is exclusively an institutional decision. If an employee and their supervisor agree that the employee has reason to request the use of a business title, they shall



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jointly provide a request to the Office of Human Resources for review on a Business Title Request Form. If Human Resources confirms the need for a business title alternate to the title of record, the recommendation will be forwarded to the Division Leader who will present the request to the Area Leader, as Chancellor's designation. The Area Leader shall confirm or reject the use of the business title and such decision shall be final.

The denial of a business title request shall not be subject to appeal under [SYS 1257, Title Change](#).

Regardless of the rationale for the application of a business title, there is no presumption that the use of a business title shall be based solely on years of service; nor is there a presumption that a change in business title will warrant any modification in compensation.

All determinations on compensation must be addressed through the UW-Green Bay [Compensation and Pay Plan Policy](#) and [SYS 1277: Compensation](#).