

IV. Organization and Management

4.1.010 Local Agency (LA) Personnel: WIC Coordinator

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POLICY: Every local agency (LA) shall have an individual designated as WIC coordinator to ensure the local agency's WIC program is managed in the most effective and efficient manner possible.

To strengthen program integrity, LAs are required to cooperate in USDA studies and evaluations.

PROCEDURES:

- A. The LA shall designate an individual to perform the functions of WIC coordinator, which may include responsibility for WIC program management, WIC function coordination, and perform other roles (e.g., LA administrator, nurse, nutritionist, or clerk).
- B. Examples of work performed may include, but are not limited to, the duties listed below:
 1. Plans and coordinates all WIC activities and staff to ensure goals are met and the agency operates within program guidelines and rules.
 2. Ensures appropriate LA policies and procedures are established and enforced in compliance with federal and state policies and procedures.
 3. Acts as liaison between LA and state agency (SA) staff.
 4. Develops a program plan and evaluation method, in coordination with the local WIC nutrition coordinator.
 5. Monitors the effects of clinic operations by reviewing appropriate management reports, charts/chart audits, and customer satisfaction surveys, revises local policies as needed, evaluates clinic workflow, and makes adjustments to clinic and staff work schedules. Assures response to requests by the Department within time frames, which include, but are not limited to, Local Agency Plan (LAP), self-monitoring, and corrective action plans to assure program compliance.
 6. Provides input to the SA regarding overall WIC program operations and makes suggestions for statewide improvement.
 7. Ensures coordination of services and referrals between LA programs and other agencies.
 8. Ensures all WIC services are delivered consistently, appropriately, and in a time frame to allow participants to receive appropriate program benefits.
 9. Maintains contracted caseload for agency through on-going caseload management.
 10. Develops, coordinates, and documents implementation of ongoing outreach activities in the community.

11. Handles participant complaints, violations, and fair hearings in accordance with state policies and procedures. Refer to [ER# 1.05700 Local Responsibility – Civil Rights Compliance and Public Notification](#) and [ER# 1.06800 Participant Fair Hearings](#).
12. Ensures appropriate staff is available and properly trained to perform necessary functions. Reviews all new and revised policies annually and provides training to other LA staff members. Refer to [ER# 1.01550 Training Local WIC Providers](#).
13. Ensures that food instrument accountability functions are appropriately assigned and performed. This includes a separation of staff duties related to the accountability and control of food instruments. Refer to [8.1.030](#).
14. Ensures that no one (1) LA staff shall certify oneself for WIC benefits nor issue food instruments or supplemental foods to oneself. Refer to policy [8.1.030](#).
15. Ensures employees of a local agency shall not certify relatives or close friends for WIC benefits nor issue food instruments or supplemental foods to relatives or close friends. Refer to [ER# 1.07000 Program Integrity](#).
16. Ensures and monitors proper use of MOWINS database.
17. Ensures and monitors fiscal accountability. Ensures submission of timely and accurate reimbursement requests.
18. Performs supervisory duties, as assigned by LA administrator.
19. Conducts clinic activities and other duties as required.
20. Acts as a liaison with local contracted retailers or appoints a staff member to act as the retailer coordinator.
21. Ensures WIC staff maintains a courteous and respectful attitude toward participants in the WIC program.
22. Ensures food instruments are stocked, tracked, secured, and ordered as needed.
23. Sets up the master calendar for appointment scheduling at main and satellite clinic sites.
24. Maintains local referral list.
25. Determines the security role(s) of each LA staff.
26. Develops written grievance or complaint policy to address non-civil rights issues. Refer to policy [11.1.020](#) for grievances or complaints related to civil rights issues.
27. Acts as the National Voter Registration Act (NVRA) liaison or appoints a staff member to act as the NVRA liaison with the local election authority in the agency's service area.

C. Knowledge, Skills, and Abilities:

1. Working knowledge of effective management techniques.
2. Knowledge of current developments in public health and application to the local program.

3. Ability to work well with people of diverse socioeconomic and cultural backgrounds.
 4. Knowledge of the general organization and function of public health agencies.
 5. Ability to gather, interpret, evaluate, and use statistical data.
 6. Demonstrate rapport building skills by establishing and maintaining effective working relationships with WIC participants, WIC team members, and other health and social services personnel.
 7. Ability to develop plans, implement action plan(s), and evaluate effectiveness.
 8. Knowledge of basic computer skills and literacy in using Windows Explorer.
- D. Appropriate positions to be supervised by: LA administrator, Board of Trustees, or County Commissioners.
- E. Appropriate positions to supervise: any WIC staff, at discretion of LA administrator.
- F. Ideal Qualifications, Education, and Experience:
1. Graduation from an accredited four-year college or university with specialization in health care administration, public, personnel or business administration, the biological or social sciences, or education.
- G. Minimum Qualifications, Education, and Experience:
1. High school graduation plus four (4) years of experience in one (1) or more of the following areas:
 - a. Professional or technical experience in public health, counseling, community organization, research and data collection, public, business or health care administration, interviewing, or closely related fields.
 - b. Experience in WIC.