

Per California Code of Regulations, title 2, section 548.5, the following information will be posted to CalHR's Career Executive Assignment Action Proposals website for 30 calendar days when departments propose new CEA concepts or major revisions to existing CEA concepts. Presence of the department-submitted CEA Action Proposal information on CalHR's website does not indicate CalHR support for the proposal.

**A. GENERAL INFORMATION**

1. Date

12-31-2015

2. Department

CA Children and Families Commission (First 5 California)

3. Organizational Placement (Division/Branch/Office Name)

External and Governmental Affairs Office

4. CEA Position Title

Deputy Director

5. Summary of proposed position description and how it relates to the program's mission or purpose. (2-3 sentences)

First 5 California (F5CA) proposes to revise the above CEA's duties and responsibilities. The Deputy Director, External and Governmental Affairs Office (EGA), is currently responsible for legislative issues and communications relating to Commission programs and in accordance with the F5CA Strategic Plan. This includes outreach to and interaction with legislators, legislative staff, state agencies, foundations, and other existing and potential stakeholder groups on policy and legislative issues related to state and federal early childhood health and education.

As such, the Deputy Director is often required to be off-site to do this work. Consequently, the direction and supervision of Communications Office staff and the creative work associated with F5CA's \$67 million media contract would be reassigned to report to the Chief Deputy Director.

6. Reports to: (Class Title/Level)

Executive Director, Exempt

7. Relationship with Department Director (Select one)

- Member of department's Executive Management Team, and has frequent contact with director on a wide range of department-wide issues.
- Not a member of department's Executive Management Team but has frequent contact with the Executive Management Team on policy issues.

(Explain): Direct report to the Executive Director, not on the Executive Management Team. The Executive Management Team at F5CA consists only of the Executive Director, Chief Deputy Director, and Chief Counsel.

8. Organizational Level (Select one)

- 1st
- 2nd
- 3rd
- 4th
- 5th (mega departments only - 17,001+ allocated positions)

## B. SUMMARY OF REQUEST

### 9. What are the duties and responsibilities of the CEA position? Be specific and provide examples.

This request proposes that the Deputy Director, EGA, will report directly to the Director (currently reports to the Chief Deputy Director), and for the Communications Office to be redirected from the EGA Office to report directly to the Chief Deputy Director.

Specifically, the incumbent will perform all duties in support of the First 5 California Executive Staff and the agency's Strategic Plan for the furtherance of First 5 California programs, and manage the legislative program by:

- Developing, with staff, First 5 California's annual legislative program, including advising the Executive Staff and State Commission on the political feasibility, risks, policy implications, and strategy related to individual proposals, including highly sensitive and/or confidential matters
- Drafting legislation and support materials to fulfill program and administrative priorities
- Leading the legislative work of First 5 California through the legislative process; preparing legislative reports; and convening meetings to discuss and further legislative goals
- Representing First 5 California at committee, informational, or "fact-finding" hearings before the Legislature, the Governor's Office, the Department of Finance, and other governmental commissions, boards, and civic and stakeholder groups by testifying on and defending positions on legislation
- Developing, coordinating, and promoting support among various interest and constituency groups for the Commission's legislative proposals; serving as principle spokesperson for legislative activities at the county, state, and federal levels
- Acting as the First 5 California liaison with the 58 county commissions on all legislative matters
- Preparing legislative amendments and proposals for Governor's Office approval, Commission position letters on bills, and other legislative correspondence in order to effectively advocate commission legislation
- Researching, developing, and preparing bill analyses of State Policy and Budget proposals, including recommending formal positions to Executive Staff
- Communicating official Commission positions to the legislature, advocacy groups, and other interested parties at the county, state, and federal levels of government
- Providing vision, leadership, technical assistance, and direction to the development of a statewide strategy for early learning and intergovernmental relations with federal, state, county, and district levels of government

**B. SUMMARY OF REQUEST (continued)**

10. How critical is the program's mission or purpose to the department's mission as a whole? Include a description of the degree to which the program is critical to the department's mission.

- Program is directly related to department's primary mission and is critical to achieving the department's goals.
- Program is indirectly related to department's primary mission.
- Program plays a supporting role in achieving department's mission (i.e., budget, personnel, other admin functions).

Description: The incumbent is responsible for recommending, developing, implementing, and promoting broad public policy; and improving policies, strategies, and networks that increase statewide and national awareness of children and family issues. The incumbent develops partnerships (public and private) to secure resources and support for F5CA's mission, and proactively conveys clear messages to demonstrate accountability and results achieved through the implementation and evaluations of health, education, and early learning programs for children ages 0 to 5 funded by F5CA and other funding partners.

**B. SUMMARY OF REQUEST (continued)**

11. Describe what has changed that makes this request necessary. Explain how the change justifies the current request. Be specific and provide examples.

F5CA has come to realize that in order for the Deputy Director, EGA, to create and enact the duties of the policy and legislative work she was hired to do, she needs to focus on that work full time. This tremendous volume of work is new to F5CA. This work includes outreach to and interaction with legislators, legislative staff, state agencies, foundations, and other existing and potential stakeholder groups on policy and legislative issues related to state and federal early childhood health and education. As such, the Deputy Director is often required to be off-site to do this work. Consequently, her time in the office has been insufficient to perform the supervisory work with the Communications staff and move along the important creative work associated with F5CA's \$67 million media contract in a timely way. As such, the direction and supervision of Communications Office staff and the work of the media contract would be reassigned to report to the Chief Deputy Director.

The Deputy Director, EGA, under this proposal, will report directly to the Director. This reporting change will take place to better serve the needs of the agency and to support the Director in her responsibility, as charged by the State Commission, to create and foster partnerships and collaborative work – between F5CA, the legislature, foundations, and other key stakeholder groups that work in the field of early childhood health and education – in the areas of policies and practices for designed to serve the needs of California's children ages 0 to 5 and their families.

### C. ROLE IN POLICY INFLUENCE

12. Provide 3-5 specific examples of policy areas over which the CEA position will be the principle policy maker. Each example should cite a policy that would have an identifiable impact. Include a description of the statewide impact of the assigned program.

The Deputy Director is responsible for achieving policy change via legislative and administrative advocacy at the state and federal levels. Below are two policy area examples out of sixteen total policy areas where this position researches, creates, and implements the strategy to achieve each policy area on behalf of the agency:

Policy Area: Early Learning Systems: Promote statewide access to and participation in successful Quality Rating and Improvement Systems (QRIS).

- Create financial incentives for QRIS participation and quality rating achievement for all provider types. This policy would increase state funds to QRIS systems in order to expand provider access to continuous quality improvement supports, and family access to high quality subsidized child care programs. This policy strategy requires state legislative and administrative advocacy for education code changes, budget appropriations, and statutory implementation. All 58 counties would be impacted by this policy.

- Protect and expand state infrastructure for QRIS system supports, including state leadership and technical assistance systems at F5CA and the CA Department of Education. This policy would increase state funds to QRIS state agencies to support local QRIS systems. This policy requires state legislative advocacy for education code changes, budget appropriations, and statutory implementation. State agencies impacted.

Policy Area: Early Learning Systems: Support implementation of high-quality universal preschool access for all low-income four-year-old children, and high-quality transitional kindergarten and kindergarten statewide.

- Establish a unique identifier for children to effectively track their progress from pre-kindergarten through high school. This policy would provide longitudinal data on child outcomes within subsidized childcare programs. This policy strategy requires state legislative and administrative advocacy for education code changes, budget appropriations, contractual/regulatory changes, statutory implementation, and data reporting. All 58 counties and 1,100 local education agencies would be impacted.

- Protect and expand state and federal funding for preschool program slots, and other infrastructure supports necessary to expand high quality preschool access, including facility and professional development investments. This policy requires state legislative and administrative advocacy for education code changes, budget appropriations, contractual/regulatory changes, statutory implementation, and data reporting. All 58 counties and 1,100 local education agencies would be impacted.

**C. ROLE IN POLICY INFLUENCE (continued)**

**13. What is the CEA position's scope and nature of decision-making authority?**

The Deputy Director is a member of the Leadership Team and serves as the expert legislative advisor. As a principal advisor to the Director, the Chief Deputy Director, the Chief Counsel, and F5CA Commissioners, the Deputy Director has a significant and continuous policy influencing role on a broad range of organizational and statewide policy initiatives and legislation. The Deputy Director formulates and implements policy and practices in the areas of legislation, state budgeting, public relations, and communications and advises the Executive Staff and State Commission on the political feasibility, risks, and strategy related to individual proposals and policies.

The Deputy Director provides guidance to the F5CA State Commission and directs and manages a complex, critical, and sensitive legislation program, including advising the Director on the political feasibility, risks, and strategies related to individual proposals.

**14. Will the CEA position be developing and implementing new policy, or interpreting and implementing existing policy? How?**

The position establishes standards and policies that influence local, state, and national government legislation, public outreach, health, education, and especially early learning programs. The Deputy Director engages in political discussions with the Legislature and Governor's staff that contribute to key concept development in which policy ideas are formulated and translated into legislation, regulations, and/or policy. These discussions include health, education, and early learning subject areas that may result in initiatives proposed for voter approval, legislation to establish or change policy.

While continuing with interpreting and implementing existing policy, the CEA will develop and implement new policy by working with F5CA staff, the 58 county commissions, and all outside stakeholder groups to address current critical issues in early childhood education and health, to meet the needs of California children ages 0 to 5 and their families.