

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

8/20/2018

2. Department

32nd District Agricultural Association

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

OC Fair & Event Center

4. CEA Position Title

Vice President of Business Development

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

Serves as a member of the District's executive management team to provide strategic direction by working with the Board of Directors and executive management to establish long-range goals, strategies, plans and policies. Creates a culture that reinforces the mission statement, operational core values and strategic priorities. Directly oversees Marketing, Communications, Event Service, Exhibits & Education, Sales and Creative Services.

6. Reports to: (Class Title/Level)

Secretary-Manager VII

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):

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.

- Participate in creating the vision and strategy for the organization, and ensure implementation of organization vision and goals in the Marketing, Communications, Events, Exhibits & Education, Sales and Creative Services Departments.
- Develop annual work plans and department goals, and monitor progress and ensure accountability for achievement.
- Provide ethical executive leadership and counsel to administrative department Directors; set performance goals and provide timely and accurate performance feedback.
- Establish and monitor proper operational and financial controls to ensure operating efficiency and financial strength.
- Initiate development, communication and implementation of effective growth strategies and processes.
- Continuously measure and improve operating processes and procedures.
- Provide timely, accurate and complete reports to executive management and the Board of Directors on the financial and administrative status of the organization.
- Create annual marketing and communication plan in tandem with department's annual budget planning process.
- Ensure ongoing conversations with staff for succession planning. Create developmental opportunities for internal qualified candidates for succession planning at all levels within your work groups. Incorporate succession planning in annual performance appraisals across work groups and help your management team create training and opportunities to support succession planning.
- Identify ongoing opportunities to mentor and grow all areas of management to include Directors and Supervisors. Participate in your work group's department meetings, provide mentorship to all levels of staff, and be visible and accessible to management staff as well as line staff.
- Serve as a chief advisor to the CEO on organization-wide policy issues and business development planning.
- Make recommendations to executive management and Board of Directors concerning all marketing/communications initiatives, sales strategies, event programming, community liaison efforts, budget and contracts.
- Act as the organization representative with government, business, educational and non-profit groups within the community.
- Lead a collaborative effort to develop the creative strategy for the organization's self-produced events and venue rentals program.
- Ensure all marketing, communications and public relations, educational programs and community outreach efforts are consistent with the OCFEC brand.

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 Business Development department's mission is to deliver on the organization's overall mission: "Celebration of Orange County's communities, interests, agriculture and heritage." Comprised of the Marketing, Communications, Sales, Creative Services, Year-Round Events and Exhibits & Education Departments, the Business Development unit works to develop programming for the community and promote use of the OC Fair & Event Center in service of the organization's mission. Without the Business Development departments, the organization would only exist in name without anything to offer the community such as the annual OC Fair, Imaginology, Centennial Farm, Heroes Hall, and over 160 events throughout the year. The Business Development departments work in tandem to sell and coordinate the use of the property to outside promoters, develop diverse programming for the public throughout the year, market and promote that programming through advertising and public relations, and develop community outreach and educational opportunities for the public.

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.

In September of 2008 two CEA positions were approved by the State Personnel Board to serve on our Executive Management Team. The two positions were the Vice President of Programming and the Vice President of Operations. The two positions were established as part of a reorganization resulting from business growth and the need to be more responsive to program needs and stakeholders.

In 2012 the VP of Programming was promoted to CEO leaving the position vacant. At the time the CEA classification could only be filled by existing State civil servants and was not open to the public. As a result of recruitment difficulty due to the specific experience required for our industry, the position was reclassified to Deputy Secretary-Manager, DAA and filled outside of State service. This is the same position that we have now changed the in house title to VP of Business Development.

In 2016 we were informed the classification of Deputy Secretary-Manager, DAA was abolished by the State Personnel Board. We were later informed that this occurred in error as we had the final two incumbents remaining in this classification. The abolishment was reversed.

It was determined that the other District Agricultural Associations at our level are all using the CEA classification to staff their Executive Management Teams. In an effort to remain equitable in our organization as well as amongst the industry, we are requesting to reclassify this existing Deputy Secretary-Manager, DAA to CEA, and allow the abolishment of this classification as planned in 2016.

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.

1. Year-Round Events Department: This department is guided by important policies that govern how events are booked at OC Fair & Event Center, how those events are charged, and how outside promoters must behave while doing business on State property. The CEA is responsible for developing these policies and holding the department accountable to adhering to them.

2. Exhibits & Education Department: This department is guided by the State policies which govern the competitive entries program during the annual OC Fair. The CEA is responsible for the organization's adherence to these policies, and for working with staff to develop other policies related to how OC Fair & Event Center's educational assets are used for the public good.

3. Marketing and Communications Departments: The CEA is responsible for working with staff to develop policies related to the dissemination of public information and adhering to the policies established by the Public Records Act that guide the fulfillment of public records requests.

4. Sales Department: The CEA is responsible for developing policies that guide the sales of year-round events, sponsorships and group tickets and ensuring those policies are adhered to by staff.

C. ROLE IN POLICY INFLUENCE (continued)

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

The CEA for the Business Development unit receives decision-making authority from several sources, including:

1. State of California
2. 32nd District Agricultural Association Board of Directors
3. OC Fair & Event Center CEO

The authority from the State of California allows the CEA to make decisions about hiring within State guidelines, job classifications and wage ranges.

The authority from the Board of Directors allows the CEA to make decisions in keeping with Board policies that govern the operation of the organization.

The authority from the OC Fair & Event Center CEO allows the CEA to make decisions on expenses within an agreed upon signing authority, to manage within an approved budget, to coach/counsel employees and take adverse action when necessary, to develop new programming and expand existing educational and community offerings, and to make sales and business development decisions in service of the organization's goals and mission.

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

Both. The CEA will be responsible for interpreting and implementing existing policy that governs the operations of the organization (i.e. HR policies, Board governance policies, administrative and business development policies, safety and security policies, etc.), but will also be instrumental in developing and implementing new policies as the business requires. For example, the newly established Community Engagement function will need policies developed and implemented that will govern how the organization's physical and financial assets can help support non-profits, community groups and government agencies. As new business categories emerge, the CEA will be involved in working with the CEO and Board to develop and implement policies to address those categories. The question about whether or not to allow cannabis-related events is an example.