

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

August 31, 2017

2. Department

State Board of Equalization

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

Executive Office

4. CEA Position Title

Chief Communications Officer

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

The Chief Communications Officer is responsible for developing a comprehensive plan for communication of media inquiries. The Chief Communications Officer consults with and advises the Executive Director, Chief Deputy Director, Board Members and other Executive Management Team members on all BOE tax program and business related issues, which may be of interest to the media, and the general public.

6. Reports to: (Class Title/Level)

Executive Director / CEA C

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): Position reports directly to the Board of Equalization's Executive Director.

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.

The Chief Communications Officer's duties and responsibilities include the following:

Developing a comprehensive plan for, among other things but not limited to, the communication of media inquiries and formulating policies and practices to implement the plan, consulting with and advising the Executive Director, Chief Deputy Director, Board Members and other Executive Management Team members on all BOE tax program and business related issues, which may be of interest to the media. Responding to highly sensitive media inquiries/correspondence; identifying major program and policy changes for possible media interest; and establishing BOE communication release program objectives. Coordinating with the Board Members and their Public Affairs staff to develop and implement their communication plans.

Identifying major program developments and policy changes for public policy implication and possible media exposure; and recommending and formulating policies concerning information disseminated outside of the Agency. Serving as the BOE's principal spokesperson with the media, and establishing and maintaining a positive relationship with the Capitol Press Corps and other members of the media community.

Formulating, maintaining, and overseeing the agency communication policy to ensure information dissemination, both internal and external, is accomplished both timely and in a manner consistent with the agency vision and goals. This includes communicating BOE's strategic direction, and determining baseline approaches for target audiences. Developing and maintaining the BOE's internet and intranet; coordinating and overseeing the publication of the BOE's annual report.

Participating as a member of the BOE's Executive Management Team in making management decisions and the formulating of policies and procedures. Evaluating decisions, policies and procedures in terms of the potential impact on policy changes for possible media interest.

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:

In 1879, a constitutional amendment created the Board of Equalization (BOE) and charged it with the responsibility for ensuring statewide equality and uniformity in the county property tax assessment practices. The BOE plays a significant role in California property tax assessment and administration. BOE also administers the alcoholic beverage tax, and insurance tax. Due to the nature of the work BOE is tasked with performing, the public is very sensitive to the actions of the agency and the decisions made by individuals representing it. The Chief Communications Officer is responsible for communication of media inquiries and formulating policies and practices to implement the plan.

The Chief Communications Officer serves as the BOE's principal spokesperson with the media, and establishes and maintains a positive relationship with the Capitol Press Corps and other members of the media community.

As a member of the BOE's Executive Management Team, the Chief Communications Officer participates in management decisions and the formulation of policies and procedures. Also evaluates decisions, policies and procedures in terms of the potential impact on policy changes for possible media interest. The Chief Communications Officer plays a major role in formulating the direction and policy of the Agency's overall communication protocol in disseminating information to the media, and taxpayers. The Communication Director devises and recommends appropriate communication strategies; identifies and monitors potential media and taxpayer issues, and advises the Executive Director, Chief Deputy Director, Executive Management Team, and Board Members regarding effective strategies involving external communication. The communication policies developed supports the critical Agency mission of serving the public through fair, effective, and efficient tax administration.

The Chief Communications Officer has full responsibility for identifying major program developments and policy changes for public policy implication and possible media exposure; and recommends and formulates policies concerning information disseminated outside of the Agency.

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.

As of July 1, 2017, AB 102 (Committee on Budget, Stats. 2017, Ch. 16) restructured the Board of Equalization and separated its functions among three separate entities. The BOE continues to have the duties, powers, and responsibilities conferred on it by the State Constitution and related statutes. Specifically, the BOE retains its responsibilities related to most property tax matters, assessing taxes on insurers, and assessing and collecting excise taxes on alcoholic beverages. Furthermore, the BOE remains independent from any agency.

AB 102 created two new entities to assume BOE's prior duties: a new state department named the California Department of Tax and Fee Administration (CDTFA) within the Government Operations Agency (GovOps) and a new tax appeals office (Office of State Appeals). To implement AB 102, the Administration and GovOps evaluated programmatic roles and responsibilities and created organizational charts effective July 1, 2017 for the CDTFA and BOE. The organizational charts provide a Communications CEA for each entity. Replicating the Communications CEA position is necessary to create two separate entities as AB 102 requires. GovOps is charged with coordinating the transition and transferred the Communications CEA previously holding this position to the CDTFA. This leaves the former BOE Communications CEA position vacant and requires the creation of a new Communications CEA position to replicate the Communications CEA position transferred to CDTFA.

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 Chief Communications Officer reports directly to the Executive Director and the Chief Deputy Director, and exercises independence and authority in developing, implementing, directing and evaluating the BOE's communication program. BOE's largest Tax Program, Property Tax, acts in an oversight capacity to ensure compliance by county assessors with property tax laws, regulations, and assessment issues with the ultimate goal of statewide assessment uniformity. The Communication Director is responsible for distribution of information via the media, and the BOE website, that will assist taxpayers in complying with tax law requirements.

The Chief Communications Officer will formulate, maintain, and oversee the agency communication policy to ensure information dissemination, both internal and external, is accomplished both timely and in a manner consistent with the agency vision and goals. This will include communicating BOE's strategic direction, determining baseline approaches for target audiences, and establishing a clear institutional identity for the agency. The Chief Communications Officer will also be responsible for the distribution of information for county assessors' use. The Chief Communications Officer will coordinate with the Board Members and their Public Affairs staff to assist in the development and implementation their communication plans. The Chief Communications Officer is also responsible for the development and maintenance of the BOE's internet and intranet, and coordination and publication of the BOE's annual report.

The statewide impact of not having a BOE Chief Communications Officer will be the lack of above mentioned activities. Due to the nature of the work BOE is tasked with performing, the public is very sensitive to the actions of the agency and the decisions made by individuals representing it.

C. ROLE IN POLICY INFLUENCE (continued)

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

As a member of the BOE's Executive Management Team, the Chief Communications Officer participates in management decisions and the formulation of policies and procedures. The Chief Communications Officer also evaluates decisions, policies and procedures in terms of the potential impact on policy changes for possible media interest. Also, a member of the Executive Management Team, the Chief Communications Officer will play a major role in formulating the direction and policy of the Agency's overall communication protocol in disseminating information to the media, and taxpayers. The Communication Director will devise and recommend appropriate communication strategies; identify and monitor potential media and taxpayer issues, and advise the Executive Director, Chief Deputy Director, Executive Management Team, and Board Members regarding effective strategies involving external communication. The communication policies developed will support the critical Agency mission of serving the public through fair, effective, and efficient tax administration

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

As a member of the BOE's Executive Management Team, the Chief Communications Officer participates in management decisions and the formulation of policies and procedures. The Chief Communications Officer also evaluates decisions, policies and procedures in terms of the potential impact on policy changes for possible media interest. Also, as a member of the Executive Management Team, the Chief Communications Officer will play a major role in formulating the direction and policy of the Agency's overall communication protocol in disseminating information to the media, and taxpayers. The Communication Director will devise and recommend appropriate communication strategies; identify and monitor potential media and taxpayer issues, and advise the Executive Director, Chief Deputy Director, Executive Management Team, and Board Members regarding effective strategies involving external communication. The communication policies developed will support the critical Agency mission of serving the public through fair, effective, and efficient tax administration.

The Chief Communications Officer will have full responsibility for identifying major program developments and policy changes for public policy implication and possible media exposure; and recommends and formulates policies concerning information disseminated outside of the Agency.