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

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<th>1. Date</th>
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<td>2022-04-15</td>
<td>California Office of Digital Innovation</td>
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#### 3. Organizational Placement (Division/Branch/Office Name)

Strategy, Partnerships & Training

#### 4. CEA Position Title

Government Relations Manager

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

The Government Relations Manager is responsible for developing and maintaining the policies and procedures for the engagement and acquisition of new agency partners whose needs and opportunities are aligned with the strategic vision and capabilities of ODI.

#### 6. Reports to: (Class Title/Level)

Deputy Director, Strategy, Partnerships & Training

#### 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)
Under the administrative direction of the Deputy Director, Strategy, Partnerships, & Training, the Government Relations Manager is responsible for developing and maintaining the policies and procedures for the engagement and acquisition of new agency partners whose needs and opportunities are aligned with the strategic vision and capabilities of ODI. The incumbent will build, manage, and capture a robust pipeline of high-impact opportunities with agency partners across state government to drive adoption of emerging digital service practices and technologies to transform the execution of their strategic missions and significantly improve the experience for Californians. The incumbent will develop and maintain key relationships with agency partner stakeholders and internal teams to identify potential opportunities that align with ODI’s mission and capabilities. The incumbent will serve as the primary point of contact for key stakeholders and driver for customer satisfaction, engagement strategy and overall portfolio growth for ODI. The incumbent plays a significant role in the decision-making and development of priorities, policies, and practices pertaining to projects, strategic planning, technical direction, resource management and program delivery. Duties include:

- Develop policies and procedures for the engagement and acquisition of new agency partners whose needs and opportunities are aligned with the strategic vision and capabilities of ODI
- Serve as a thought leader and provide expertise on how ODI agency partners can integrate innovative and emerging technologies and adapt policies and procedures to improve delivery against their strategic goals
- Advise the ODI Directorate in the formulation of state service delivery policies and procedures
- Consult with the ODI Directorate relative to state and office initiatives, policies, and standards in support of ODI’s goals and objectives
- Advise the ODI Directorate regarding major issues confronting the office
- Collaborate with ODI Legislative & External affairs teams, product teams and ODI Directorate on strategy & business development, developing and implementing a high-level strategy for ODI project identification, acquisition and engagement
- Demonstrates thought leadership and contributing best practices in a variety of technologies and related policies
- Identifies systems level change and opportunities for statewide policy changes on how government delivers services online
- Assess the state of digital services provided by the State government, working to align strategies and practices to intended outcomes
- Cultivate and expand relationships across a deep network of senior leadership and key stakeholders across the state government to maintain a holistic understanding of the customer, needs, and priorities
- Maintain a broad understanding of our current and future agency partner’s strategies, drivers, goals, and initiatives, as well as the competitive landscapes to enable capture growth opportunities
- Support and scale ODI’s Government Relations function and improve competencies of other state teams through playbooks, approaches, communities of practice and other training channels
- Partner with ODI leadership to understand partner needs, industry trends, and opportunities that align with ODI’s capabilities to grow the agency’s portfolio
- Help execute programs, policies and platforms that support digital innovation
- Serve as the primary point of contact for the key stakeholders of our agency partners and develop engagement plans in coordination with product leads to ensure delivery success and partner satisfaction
- Discover, research and assess agency partner pain points, architecting potential solutions by mapping customer problems to ODI technologies and capabilities
- Represent ODI at agency partner, industry and/or tradecraft opportunities (i.e., via conferences, Meetups, working groups, memberships, trainings, etc.) to build relationships, establish partnerships, and grow ODI’s portfolio
- Maintain positive relationships among internal and external partners to ensure successful delivery and customer satisfaction.
- Develop and maintain collateral, case study library, pitch presentations, marketing and intelligence
- Analyze and scope the technical and policy requirements needed to implement complex digital solutions and knows when it requires collaboration with other entities like CDT
- Work with project team members from various craft areas to translate agency partner goals and place customer challenges into context, acting as the customer’s voice.
- Partner with ODI product management to identify areas of opportunity to advance our product lines
- Partner with product managers to actively monitor the overall health and performance of an engagement, advocating both for internal and external stakeholders
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.

- [x] 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 mission at the Office of Digital Innovation (ODI) is to deliver better government services to the people of California through technology and design. The Government Relations program is mission critical for ODI to deliver on its mission and strategic directives. This position will be establishing the policies and procedures, overall agency partner acquisition strategy and driving business development excellence for ODI, ultimately impacting Californians ability to engage with state services in an accessible manner. Implementing change to make services more accessible requires the identification and engagement of the right agency partners and taking into account a comprehensive overview of the services, those who utilize and/or are impacted by them, and how services can be improved through innovation. The CEA will be responsible for setting departmental and statewide policy on agency partner engagement management. ODI will not be successful without the Government Relations function identifying, engaging and maintaining successful relationships with other state agencies providing services for Californians.
11. Describe what has changed that makes this request necessary. Explain how the change justifies the current request. Be specific and provide examples.

ODI was established with the directive to enhance the usability and reliability of the state’s most important services by using business process improvement and leveraging digital innovation, as appropriate, to transform government services. As a newly formed office, ODI is now progressing through the next stages of organizational development. ODI’s initial digital services projects and innovations demonstrated a need for a high level, policy influencing position to provide business development and engagement management direction and oversight that is consistent with the needs of the projects and supportive of ODI’s mission and responsibility to deliver better government services to Californians in an innovative and sustainable manner. Further, as part of the maturation of ODI, there are needs for high-level leadership positions within the organization and this request reflects one of those needs. This position was approved in a FY19/20 BCP as part of the establishment of this new program.
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 following section highlights the mission critical directives for ODI and those that this position will have direct policy and procedure ownership, resulting in statewide agency impact and impact to Californians.

This position will be responsible for defining the policies and procedures for identifying and engaging state agency partners on digital service improvement projects and initiatives and therefore will impact the use of digital services across many other state agencies and directly impact the experience of Californians. As such, this position will have a direct impact on what projects will be selected and prioritized within ODI, therefore directly impacting the ability for the state government to improve the services that are delivered to Californians.

Examples of specific policy areas and impacts are listed below.

Establish and implement policy for identification and intake qualification of potential opportunities (e.g. projects, initiatives, etc.) across the state government that aligns with ODI’s capabilities and strategic mandates.

An example of the policy impact is the development of a submission process for other state agencies to submit potential projects or ideas to ODI for consideration, as well as the processes used to validated and qualify the submission against a set of pre-defined standards to facilitate the intake process. Ensuring that all state agencies have the means to submit ideas and as such, ODI can focus on the highest impact opportunities.

Establish and implement policy for the prioritization of projects that improve, enhance, or create digital services impacting Californians.

An example of the policy impact is the development of a structured and objective project evaluation process that is consistently applied to all projects accepted by ODI to ensure that ODI is working on the right projects at the right time. Ensuring that ODI is focused on the projects that are the highest-impact and highest-criticality for the state government and ultimately for Californians.

Establish and implement policy for coordination with control agency partners (e.g. CDT, DGS, etc.) to ensure ODI projects are in scope and compliance with all applicable laws, rules, and policy standards.

An example of the policy impact is the development of a mechanism for information transfer and communications between ODI and all related control agencies in matters concerning projects or work undertaken by ODI. Ensuring that ODI projects or work are vetted by the appropriate experts and/or regulators with the state government to mitigate any potential risk and/or negative impact that the work could have on the state government or on Californians.

Establish and implement policy for managing current or potential future client relationships (i.e. account management), developing new or maintaining existing relationships required to ensure the support necessary for ODI to successfully engage and deliver on the associated projects or initiatives.

An example of the policy impact is the development and management of a process used by the ODI Government Relations team to identify the key stakeholders and engage those stakeholders over time using a multi-channel communications strategy to develop a meaningful relationship and secure their future business as it's related to digital service and/or innovation projects or initiatives within their associated agency.
C. ROLE IN POLICY INFLUENCE (continued)

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

This position’s scope and nature of decision-making is broad and includes the development, establishment, and implementation of policies and procedures related to business development and engagement management on ODI’s behalf. The policies they develop have large impact and statewide visibility. To ensure policies are appropriate and can be implemented, this position must consider the new and/or revised state and federal legislation and budgeting needs as well as incorporate timely feedback from stakeholder groups, providers, local, state, and federal governmental entities. This position will provide critical briefings to the Directorate on highly critical and sensitive issues related to the acquisition and engagement of agency partners with digital service projects or initiatives across the state.

This position provides strategic leadership and technical, operational, and managerial leadership for successful implementation of the Government Relations functional group at ODI and ensures that the program is technically sound, evidence-based, and consistent with the department’s and stakeholders’ priorities. This position will ensure that ODI and agency partners are trained and well versed in the policies and processes that are necessary to maintain compliance with statutory and policy requirements.

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

This position will be developing and implementing new policies, as state and federal legislation, regulations, and policies change and are updated as well as interpreting and implementing existing policies related to business development and engagement management. This will involve work not only within the department and with existing stakeholders, but coordinating with other entities such as the Governor's Office, California Department of Technology, GovOps, California Health and Human Services, Employment Development Department, Department of General Services, Labor & Workforce Development Agency, etc. to identify, define and deploy new policies and procedures with impact across state agencies and directly impacting Californians. The CEA will consistently consider sustainability in practice to ensure policies and procedures can be easily updated to accommodate evolving business and stakeholder needs.