

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

2019-06-30

2. Department

Governor's Office of Emergency Services (Cal OES)

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

Crisis Communications & Public Affairs, Office of the Director

4. CEA Position Title

Assistant Director of Crisis Communications & Media Relations

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

The requested CEA A will plan, organize and direct the Public Information & Media Relations Division. Cal OES' mission is to protect lives and property, build capabilities, and support our communities for a resilient California. We achieve our mission by serving the public through effective collaboration in preparing for, protecting against, responding to, recovering from, and mitigating the impacts of all hazards and threats. This position will ensure the public is fully informed of the policies, procedures, and programs of Cal OES.

6. Reports to: (Class Title/Level)

Deputy Director, Crisis Communication and Public Affairs

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): This position will advise and consult with the Director and other members of top management, providing policy decision inputs while managing the Public Information and Media Relations Division.

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 CEA A will advise and consult with the Deputy Director, Crisis Communication and Public Affairs, on public information policies and issues. The position will answer highly sensitive correspondence, screen major program and policy changes, and developments for informational implications. This position will collaborate with and develop meaningful partnerships with state, local, federal, and private sector stakeholders. The CEA A will be responsible for advising top management on the extent of any need for public information activities to ensure the department's programs and missions are communicated effectively.

The CEA A will work directly with federal, state, and local emergency management, response, public safety agencies, and nuclear power plants, to ensure continuity in emergency and emergency preparedness public information planning, content, and operations. Will plan and participate in drills and exercises with these organizations. The position will provide support and advice to county and city offices of emergency services' public information operations. This position will be responsible for articulating the mission of the department and promote programs, decisions, policies, and raise public awareness.

The CEA A will produce, develop, organize, direct, and evaluate the department's statewide public information/ education program covering all emergency services planning, response, and recovery program areas. The position will establish departmental and agency information program objectives. This position will have the responsibility of continually revising and/or implementing existing policies that effect how the program will directly impact the strategic objectives of the organization. This position will monitor the legislative process and developments and advise executive management when action should be taken on a federal or state bill, produce clear and effective bill analyses, and develop proposed legislation to address program deficiencies or propose program enhancements.

This position will provide strong leadership, plan, organize, and direct the public information office and personnel, will set workload priorities, and monitor production of sensitive and highly visible press releases and public notices.

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: Cal OES' mission is to protect lives and property, build capabilities, and support our communities for a resilient California. We achieve our mission by serving the public through effective collaboration in preparing for, protecting against, responding to, recovering from, and mitigating the impacts of all hazards and threats. This position ensures that all media (television, press, social media) is creative, informative, and serves the purpose of saving lives in California. This position has oversight of safety campaigns and is interviewed by multiple media outlets on a regular basis to promote these campaigns.

The CEA A will be responsible for ensuring that the public is informed of Cal OES' daily operations such as, plan, develop, implement and evaluate outreach and education campaigns, and coordinate and deliver educational events, as well as emergency response and recovery operations. The Public Information & Media Relations Division develops strategies for information and documentation, coordination, and distribution during disasters.

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.

The Public Information & Media Relations Division was initially set up as one unit that was responsible for providing the media and public with information about Cal OES, its programs, policies, and projects. The division conducts Cal OES' disaster preparedness campaign and other public events, as well as provides comprehensive crisis communication training, and managing the Joint Information Center during large-scale emergencies.

Over the years Cal OES' mission has increased in scope. In 2003, with the State increasing its focus on terrorism prevention after the attacks of 9/11, the Governor's Office of Homeland Security (OHS) was established through an Executive Order by Governor Gray Davis. In 2009, the California Legislature merged the powers, purposes, and responsibilities of the former OES with those of OHS into the newly- created California Emergency Management Agency (Cal EMA). On July 1, 2013, Governor Edmund G. Brown Jr.'s Reorganization Plan #2 eliminated Cal EMA and restored it to the Governor's Office, renaming it the California Governor's Office of Emergency Services (Cal OES), and merging it with the Office of Public Safety Communications.

This increase in scope and responsibility of the organization has prompted the need for additional management and coordination of disaster preparedness campaigns and public information. As additional programs are added to the agency and multiple compounded disasters effect California, there is a critical need to relay information to the public at large. The workload handled by the Public Information & Media Relations Division has outgrown its current organizational structure, Cal OES is in the process of adding two additional units. Each unit will be tasked with different responsibilities to include, Daily Operations, Emergency Operations, and Technical Support.

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.

Policy decisions on department consistent correspondence and website information in compliance with state design, align with the department mission, procedures, strategic planning and goals, and information platforms per Governor's Office and control agencies. News release policy for dissemination to news outlets for public and stakeholder notifications. Sets policy guidelines for department involvement in media events. Federal and state grant media notification policy direction for notification to the public and stakeholders and disaster preparedness messaging to align with one voice and source of streamlined message.

C. ROLE IN POLICY INFLUENCE (continued)

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

The Assistant Director analyzes and coordinates mitigation and preparedness campaigns, questions, issues and establishes the policy, or changes to existing policy, to meet the mission of the department. Serves as the lead coordinator for compliance with the strategic plan and goals of the department related to media relations and stakeholder outreach.

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

Both. It is critical with all the changes in emergency management and response to more catastrophic disasters, the Assistant Director will both implement new policy and review and update existing policies in relation to department messaging to meet new alert and warning guidelines, along with mitigation and preparedness campaigns.