

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

April 1, 2024

2. Department

Employment Development Department

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

Legislative Affairs Branch, Deputy Director's Office

4. CEA Position Title

Technical Policy Advisor, Legislative Affairs Branch

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

6. Reports to: (Class Title/Level)

Deputy Director, Legislative Affairs Branch, Exempt Appointee

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.

Under the administrative direction of the Deputy Director, Legislative Affairs Branch, the Technical Policy Advisor is responsible for implementing a wide array of improvements, with a focus on drafting new policies or rewriting existing policies, identifying and drafting changes to state law, and supporting the promulgation of regulations as appropriate to ensure success of the EDD modernization process.

Handles sensitive and confidential materials/matters and establishes cooperative and effective working relationships with representatives of all levels of government, the Legislative and Executive Branches, and the public, as well as private industry, non-profit organizations, and other public interest groups.

Coordinates development and administration of policies, laws, and regulations related to EDD's mission and vision in a variety of areas including, but not limited to, the EDD modernization process. Ensures policy initiatives are consistent with the EDD's overarching goals and objectives. Ensures policy decisions are effectively communicated to the stakeholders. Oversees and coordinates implementation strategies and recommends corrective policy action to the Deputy Director, Legislative Affairs Branch and other deputies, when outcomes are inconsistent with expectations.

Anticipates, identifies, and analyzes issues relevant to various policy issues impacting the department including, but not limited to, modernizing electronic communications with claimants and employers, preventing fraud across benefit programs, monitoring and improving benefit program performance, collecting and analyzing relevant data to data collection, preparing reports, creating presentations, developing change packages, and issuing briefs including background information and key findings to EDD and Agency leadership. Provides recommendations to the Director and Chief Deputy Director and then develops and leads departmental policy agenda implementation efforts including future policy and legislative changes to improve the health and economic well-being of Californians.

Participates in the development of the department's strategic plan and its business plan initiatives; develops strategies to implement the goals and objectives of the department's strategic plan related to policy analysis, evaluation, and implementation in consultation with Branch leadership.

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 Employment Development Department (EDD) enhances California's economic growth and prosperity by collaboratively delivering valuable and innovative services to meet the evolving needs of employers, workers, and job seekers.

California has the nation's largest public benefit system with over 21 million claimants and 63 million claims filed for Unemployment Insurance, Disability Insurance, and Paid Family Leave over the past decade. EDD delivered unprecedented levels of benefits to Californians during the pandemic, paying over \$185 billion in unemployment benefits. The pandemic tested every benefit system in the country and pushed capabilities to their limits, exposing the need to engage customers directly to design better systems and modernize operations. The CEA position will be the primary policy maker, determine legislative requirements, and develop all bills associated with EDD's modernization efforts. EDD's current modernization project of EDDNext will provide a customer centered experience for claimants and EDD staff built upon modernized services and infrastructure.

Features will include:

- Improved fraud mitigation capabilities via additional identity proofing features
- Improved customer experience in the Shared Customer Portal via expanded language access services, an intake navigator, and usability enhancements
- New scanning and optical character recognition system
- Redesigned top volume claimant forms
- Improved call center features, including new IVR options
- A cloud-based, scalable data platform

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.

EDD offers a wide variety of services to millions of Californians through its Unemployment Insurance, Disability Insurance, Paid Family Leave, Tax, and workforce programs. In 2021, EDD began a multi-year modernization effort to transform the customer and employee experience, known as EDDNext. The effort will allow EDD to update online applications, contact centers, claims processes, policy, procedures, and forms to make the customer experience easier and faster.

The 2022 Budget Act included \$136 million for work related to the first year of the EDDNext modernization effort, which included the launch of a simplified and more secure way for logging in to access benefits. The 2023 Budget Act then invested \$198 million to continue work related to the second year of the EDDNext modernization. As EDD continues with the third year of its modernization project, there is a particular focus on identifying policy, regulatory, and statutory changes in support of the effort, including enhancements that will impact the Integrated Claims Management System (ICMS) work stream. The ICMS will replace EDD's core claims system to modernize claims processing. The modern claims processing system will integrate internal and external data sources to improve program integrity, ensure timely payments, and enhance the quality of information available to claimants and claim processors.

To support EDDNext and the department's ongoing commitment to better serve its customers, EDD requires a lead to implement a wide array of improvements, with a focus on drafting new policies or rewriting existing policies, identifying and drafting changes to state law, and supporting the promulgation of regulations as appropriate. This lead will report to the Deputy Director of Legislative Affairs and will be an integral part of EDD's modernization efforts.

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 CEA A will be the primary policy maker for all proactive legislative activities associated with EDD's modernization processes, fraud mitigation, and sensitive policy efforts. Legislative activities include identifying and determining the need for legislation and budget change proposals as it relates to the EDD's ongoing modernization projects, testifying before legislative committees, organizing administrative support, reviewing and evaluating proposed modifications, ensuring proactive positions on legislation and regulation, developing and providing alternatives regarding legislation and regulations affecting EDD's modernization projects, identifying strategies for potential legislative and budget change proposals, determining the impact of proposals to EDD programs, prioritizing competing efforts, coordinating communication, and preparing legislative proposals and statutory language. As one of the largest departments, overseeing critical safety net programs for California's diverse communities, the CEA A will lead on sensitive, controversial, and complex policy issues that are subject to a high degree of scrutiny that impact the following issue areas and more.

In all areas under their purview, the CEA A will anticipate and develop responses to technical and policy questions, draft testimony, collaborate with legislative staff and stakeholders, communicate changes, and identify best practices by government partners during the course of business. The CEA A will work closely with EDD executive leadership and subject matter experts to align the work in these policy areas with the Department's enterprise strategic goals.

1. Modernization to the Department –The CEA A will be responsible for identifying, coordinating, and implementing policy, statutory, and regulatory changes related to the departmental modernization that remain compliant with federal law, including those with a statewide impact on claimants seeking the timely issuance of benefits. Immediate areas of attention include adopting more robust, timely electronic communications, modernized document and claims processing methods in alignment with the EDDNext modernization effort, expanding language access services and usability enhancements, and redesigning forms.

2. Legislation Implementation and Enforcement – The CEA A will be the primary policy maker for establishing mechanisms for the implementation and enforcement of enacted legislation, including monitoring, compliance, and enforcement measures. The CEA A will also institute procedures for the periodic review and evaluation of enacted legislation to assess effectiveness, identify gaps or unintended consequences and necessary adjustments. The CEA A will also establish protocols for communicating legislative activities to relevant stakeholders, including regular reporting on progress, outcomes, and any significant developments.

3. Fraud Mitigation – The CEA A is the primary policy maker for all legislative activities associated with EDD's sensitive fraud mitigation efforts. Fraud mitigation efforts include improving fraud mitigation capabilities through additional identity proofing features in EDD's systems, developing robust application requirements to address evolving fraud schemes, and codifying any data sharing or cooperative agreements between relevant stakeholders.

C. ROLE IN POLICY INFLUENCE (continued)

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

The scope of responsibility for this role will impact all areas of EDD, with a particular focus on the Unemployment Insurance, Disability Insurance, and Paid Family Leave programs. The role will have frequent and ongoing contacts with internal and external stakeholders, including at the Labor and Workforce Development Agency, executive leadership, and members of the Legislature and their staff. The role will also serve as the designee for the Deputy Director of Legislative Affairs, as necessary.

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

The Technical Policy Advisor will be developing new policy that spans multiple lines of business and reviewing existing policy to ensure it supports the department's short- and long-term goals. The Technical Policy Advisor will be responsible for implementing policies created by other areas of EDD and mandated by the Legislature. Failure to properly establish and hold fast to these policies could result in flawed business decisions, inaccuracies, and damage to the department's reputation, and overall negative impact to the labor workforce and State of California as a whole.