

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

2019-06-07

2. Department

Government Operations Agency

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

Office of Digital Innovation

4. CEA Position Title

Head of Design and User Experience - CEA C

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

The Head of Design and User Experience within the Office of Digital Innovation is one of four CEAs who will lead groups of employees in multi-disciplinary teams to collaborate with departments on digital services using design, technology, data and behavioral insights to deliver better services for Californians. ODI focuses on user-centered design and improving public services in California.

6. Reports to: (Class Title/Level)

Chief Deputy Director/Exempt

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.

The Head of Design and User Experience will be responsible for management and supervision of the Design team within ODI, a team of mid- and senior-level designers. The position will define how the team is structured, staffing needs, resourcing, work planning, and resource allocation. This will include helping the team standardize their approach and tools, and provide inspiration, leadership, encouragement, and high quality standards. The position will also help them share their work among the team, help them lead multi-disciplinary agile teams and monitor how the team is working and make changes and recommendations for changes.

Along with the Head of Engineering, Head of Product and Head of Strategy/Ops, the Head of Design and User Experience will form strong relationships with partners in departments and align perspectives on best practice and design methods. The incumbent will help departments frame problems to solve, support research efforts, help to break down problems into manageable pieces, and support prototyping as an approach and help departments explore their options through prototypes.

The position will be responsible for creating the approach for understanding user needs, including using data analytics and qualitative research methods, establishing a service design culture, approaches and standards – including visual design. It will also be responsible for developing iterative user testing protocols and approaches, inform policy around design and training, and iterative, user-centered product development, be part of cross-disciplinary teams, and be a strong communicator. With the Director and other Deputy Directors, the position will be responsible for establishing an inclusive culture of high performance.

The Head of Design and User Experience will establish what good user experience and design is for the State of California. This position will be a key policy maker within the department, and will have statewide policy responsibility for design and user experience related to digital services across departments. It will help set policy for the strategic direction for digital services in state government and will work with departments to set their own digital services policies. This position may also interpret and implement existing policy related to website Design, Open Data/Open Source and other IT policies.

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: This program is one of the core functions of ODI.

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.

ODI was established in the 2019-20 Budget Act. ODI will 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. ODI will take a user-centric approach in reviewing government services and research user needs, how they engage with state programs, and then in response, design or redesign how services are delivered. These reviews would be done by an ODI team that would work with a department to review its service delivery model. This position was approved in a FY19/20 BCP as part of the establishment of this new program.

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 Head of Design and User Experience will establish what good user experience and design is for the State of California. This position will be a key policy maker within the department, and will have statewide policy responsibility for design and user experience related to digital services across departments. This position will help set policy for the strategic direction for digital services in state government and will work with departments to set their own digital services policies.

C. ROLE IN POLICY INFLUENCE (continued)

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

The CEA will define how the Design and User Experience team is structured, staffing needs, resourcing, work planning, and resource allocation. This position will supervise Design and User Experience Team members and other multi-disciplinary teams, act as mentor and coach, provide consistent, actionable feedback, lead recruiting and selection processes for design positions and participate in budget development by providing detailed justification and persuasive arguments for proposals or initiatives.

Along with the Head of Engineering, Head of Product and Head of Strategy/Ops, the Head of Design and User Experience will form strong relationships with partners in departments and align perspectives on best practice and design methods. They will help departments frame problems to solve, support research efforts, help to break down problems into manageable pieces, and support prototyping as an approach and help departments explore their options through prototypes.

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

This position will be a key policy maker within the department, and will have statewide policy responsibility for product ownership related to digital services across departments. This position will help set policy for the strategic direction for digital services in state government and will work with departments to set their own digital services policies. This position may also interpret and implement existing policy related to website Design, Open Data/Open Source and other IT policies.