

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

11/27/24

2. Department

GO-Serve

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

GO-Serve

4. CEA Position Title

Communications and External Affairs Deputy Director

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

The Communications and External Affairs Deputy Director makes decisions that are crucial to the success of the Governor's Office of Service and Community Engagement (GO-Serve).

GO-Serve elevates paid service and volunteerism in the state, promotes more youth and community engagement, and advances public awareness and outreach campaigns to tackle the state's most pressing challenges.

The Communications and External Affairs Deputy Director actively engages with media, legislature and external stakeholders to enhance GO-Serve's visibility to create future opportunities for growth, achieve mutual goals.

As a member of the Director's Executive Staff, the incumbent will confer with, and provide advice to, the Director and other members of the Executive Office team on the development of policies and policy documents that require precise communications between OCPSC, CV and YEC, other boards and departments, other agencies, the Governor's office, the Legislature, stakeholders or the public.

6. Reports to: (Class Title/Level)

Director, 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.

Departmental Support

Serves as the communications and external affairs representative and advisor for the office/agency and all its departments. This includes meeting with the Governor's Office (GO) communications representatives at least once a week and meeting with Governor's Office external affairs representatives once a month, coordinating GO requests and requirements with agency department representatives. This position facilitates news releases and other announcements and developments through the GO Communications Office, developing and coordinating Public Records Act request responses among the office/agency and its departments, and responding to urgent GO requests on a consistent basis. The position provides direction on media approaches and messaging to departments/programs within the office/agency.

Develops, plans, organizes and manages the implementation of the office/agency's statewide communications and external affairs efforts, including news media relations, publications, flyers, reports, public presentations and electronic communications, including the office/agency's website. Ensures consistency and clarity as to the office/agency's and the Governor's Office goals, messaging and accomplishments.

Plan, organize, and coordinate the agency's external affairs activities to effectively and efficiently communicate key information to the public, legislature, local municipalities and various stakeholders; direct outreach functions to engage stakeholders and ensure they are fully informed of the relevant initiatives and programs. Oversees the development of communication standards across all entities withing the office/agency.

Editorial Support

Works with the Department's management and key staff members to produce critical written materials that will explain in understandable language the Department's goals, initiatives, proposals and progress of work. This will include both writing and editing written materials. Works with executive staff members in the development of talking points and presentation materials on key initiatives and serves as a consultant on the development of key written materials. Reviews staff work (e.g., news releases, talking points and media advisories).

Media Support

Provides guidance to program staff and management on possible impact and reaction of the news media and public to departmental decisions and activities. Acts as a spokesperson for the office/agency by disseminating accurate information to the news media. Provides support and advises on existing policy related to social media and branding and develops and implements policies for GO-Serve supports an increased and cohesive presence on a variety of social media platforms that support GO-Serve activities and initiatives.

Administrative Duties

As a member of the Director's Executive Staff, confer with, and provide advice to, the Director and other members of the Executive Office team on the development of policies and policy documents that require precise communications between OCPSC, CV and YEC , other boards and departments, other agencies, the Governor's office, the Legislature, stakeholders or the public.

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: Chapter 41, Statutes of 2024 (SB 164) established GO-Serve on July 1, 2024, and transferred California Volunteers, the Office of Community Partnerships and Strategic Communications and the Youth Empowerment Commission from the Governor's Office of Land Use and Climate Innovation (formerly the Office of Planning and Research) to GO-Serve.

GO-Serve elevates paid service and volunteerism in the state, promotes more youth and community engagement, and advances public awareness and outreach campaigns to tackle the state's most pressing challenges.

The growth of the agency's initiatives, increasing public engagement, and complex external relations demand additional expertise and strategic coordination. This new position is designed to enhance our ability to manage both internal and external communication functions more effectively, ensuring that GO-Serve continues to meet its mission and engage with its stakeholders in a cohesive and impactful way.

This role will ensure that the agency's messaging is consistent, clear, and aligns with organizational objectives. Additionally, the position will focus on building and nurturing long-term relationships with key external partners, fostering trust and collaboration.

A strategic communications and external affairs leader will be a part of the executive leadership team, working together to enhance the visibility of GO-Serve through effective media outreach, public speaking opportunities, and outreach efforts. By leveraging the right platforms and partnerships, this role will support the agency's goal of raising awareness of its initiatives and securing broader support for its programs. This includes coordinating press releases, managing key events, and cultivating relationships with influential stakeholders and advocates.

As the agency scales its operations, the demands for timely and effective communication across multiple channels (e.g., social media, newsletters, press releases, stakeholder meetings) will increase. This position will provide the leadership needed to manage these growing demands, ensuring that all communication efforts are well-executed, strategically aligned, and meet the expectations of both internal and external audiences.

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.

Establishing the new state agency of GO-Serve ensures greater stability, continuity, and institutional capacity compared to relying solely on appointee positions. Appointees often serve at the discretion of elected officials, leading to potential disruptions with changes in administration, while a state agency staffed by civil service employees provides long-term, professionalized leadership and expertise.

Additionally, a dedicated agency can more effectively manage the growing scope and complexity of statewide service programs, ensuring consistent implementation, accountability, and the ability to adapt to evolving public needs.

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 Communications and External Affairs Deputy Director will support policies around AB 540 CA Dream Act (AB 540), which is sensitive and controversial in nature. Immigration is a highly politicized issue and policies like AB 540 may face opposition who advocate for stricter immigration laws. Debates about immigration can spark strong emotions and trigger divisive rhetoric leading to controversy in public discourse and media coverage. Some against AB 540 may argue that providing in state tuition benefits to undocumented students under AB 540 places a financial burden on taxpayers or takes away resources from educational priorities. Opponents of AB 540 may raise legal concerns about providing benefits to undocumented immigrants arguing that it violates federal immigration law or undermines the principles of fairness and equality. Disputes over legality of state level policies and benefits can lead to contentious debates in the legislature, courts, and media.

For the Communications and External Affairs Deputy Director, navigating these sensitive and controversial aspects of the AB 540 bill requires careful communication strategic messaging and an understanding of the diverse perspectives and interests involved. They will advise senior and executive staff, implement communications strategies and train and mentor the Communications team on how to execute communications strategies. This also involves engaging in constructive dialog fostering empathy and understanding and seeking common ground to address concerns and to build consensus.

C. ROLE IN POLICY INFLUENCE (continued)

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

The Communications and External Affairs Deputy Director has the authority make decisions and recommendations for the success of the Governor's Office of Service and Community Engagement and on behalf of the Director. The scope of this position helps shape and execute GO-Serve's ' media and external affairs strategy by directing media and stakeholder engagement strategies. This position offers significant autonomy and encompasses a wide range of tactics aimed at enhancing GO-Serve's reputation and brand image, building relationships with key stakeholders, and influencing public policy. The Communications and External Affairs Deputy Director has the authority to make strategic decisions and recommendations as it relates to media and external affairs strategy by engaging with policymakers, elected officials, nonprofit organizations, governmental agencies, advocacy groups, and community and civic leaders.

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

The Communications and External Affairs Deputy Director interprets and implements existing policy into the GO-Serve programs. The Communications and External Affairs Deputy Director reviews existing policy including the history, objectives, and associated regulations or guidelines, and determines the stakeholders affected by the policy, including government, communities, and the public. The Communications and External Affairs Deputy Director ensures that the interpretation of the policy aligns with relevant laws, regulations, and legal, as it relates to GO-Serve programs