

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

4/3/2025

2. Department

GO-Serve

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

GO-Serve

4. CEA Position Title

Communications and External Affairs Assistant Deputy Director

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

Under the general direction of the GO-Serve Deputy Director of Communications and External Affairs, the Assistant Deputy Director plays a critical role in supporting the strategic planning, coordination, and execution of external affairs and communications efforts across the Governor's Office of Service and Community Engagement (GO-Serve). This position provides day-to-day operational support, manages stakeholder engagement, and ensures alignment of GO-Serve's messaging and relationships with the Governor's Office and key partners.

6. Reports to: (Class Title/Level)

CEA C

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.

Strategic Communications and External Affairs Departmental Support

The Assistant Deputy Director will play a key role in supporting the Deputy Director in the execution of GO-Serve's communications and external affairs strategy, ensuring alignment with the Governor's Communications and External Affairs Offices. This includes coordinating media relations, public messaging, and external engagement efforts across GO-Serve's programs. As a key support to the Deputy Director, the Assistant Deputy Director helps manage day-to-day team operations, ensuring alignment across GO-Serve's entities and leadership. Facilitates cross-team coordination, tracks key initiatives, and reinforces the Deputy Director's strategic direction, ensuring that communication efforts and external engagements reflect GO-Serve's priorities and vision.

External and Legislative Affairs

Support the Deputy Director in leading external relations and stakeholder engagement for GO-Serve, working closely with state agencies, elected officials, legislative offices, local governments, commissions and community partners. This includes developing and implementing outreach initiatives, public affairs campaigns, and legislative engagement strategies. Advise the Deputy Director, leadership and GO-Serve, YEC, CV, and OCPSC staff on external affairs and legislative affairs as needed.

Communications and Digital Media

Support the Deputy Director on strategy, media relations, and branding to ensure GO-Serve's communications and messaging aligns with agency priorities. Advise the Deputy Director, leadership and GO-Serve, YEC, CV, and OCPSC staff on digital media, media engagement and public messaging. The role includes reviewing and refining communications materials ranging from video and graphic design to press releases, talking points, and reports to ensure clarity and consistency.

Coordination Duties

Ensure public activities are aligned with the GO-Serve's mission, priorities, and long-term objectives. The position will also be responsible for tracking communications and external affairs priorities, preparing internal reports, and managing plans and timelines for strategic initiatives. Additionally, the role will require occasional travel and participation in key meetings, briefings, and stakeholder events to represent GO-Serve's interests.

Administrative Duties

Provide high-level administrative and operational support to the Deputy Director, managing the execution of communications and external affairs functions across Communications and External Affairs teams at YEC, CV, and OCPSC. This includes managing internal communications, coordinating cross-agency efforts, project management, overseeing special projects, and supporting executive decision-making through research, analysis, and recommendations.

Performs other job-related duties as assigned.

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 support the Communications and External Deputy Director to 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.

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 Assistant 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 Assistant Deputy Director, supporting the navigation 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 other staff.

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 Assistant Deputy Director has the authority to make decisions and recommendations for the success of the Governor's Office of Service and Community Engagement and in the absence of the Communications and External Affairs 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.

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

The Communications and External Affairs Assistant Deputy Director supports the interpretation and implementation of existing policy into the GO-Serve programs. The Communications and External Affairs Assistant 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 Assistant Deputy Director supports the interpretation of the policy aligns with relevant laws, regulations, and legal, as it relates to GO-Serve programs