

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

9/2/2025

2. Department

Governor's Office of Service and Community Engagement

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

GO-Serve, Communications and External Affairs

4. CEA Position Title

Communications Deputy Director

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

The Governor's Office of Service and Community Engagement (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 CEA is responsible for managing public communication and communication strategies for GO-Serve. The CEA is responsible for developing and implementing organizational communication policies to ensure consistent, effective, and aligned messaging across both internal and external communication channels. The CEA also provides support to media relations efforts to promote transparency, foster public engagement, and build trust in GO-Serve's programs and services.

6. Reports to: (Class Title/Level)

GO-Serve Communications and External Affairs Senior Deputy Director

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):

The CEA collaborates with executive management and program directors frequently to develop communication strategies and policies that impact the agency, and ensures final strategies and policy decisions are implemented and followed across functional areas and GO-Serve.

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 general direction of the GO-Serve Communications and External Affairs Senior Deputy Director (CEA C), the Communications Deputy Director (CEA B) is responsible for managing public communication and communication strategies for GO-Serve. The Communications Deputy Director is responsible for developing and implementing organizational communication policies to ensure consistent, effective, and aligned messaging across both internal and external communication channels. The Communications Deputy Director also provides support to media relations efforts to promote transparency, foster public engagement, and build trust in GO-Serve's programs and services.

Develops, plans, organize, and manage the implementation of the agency's statewide communications efforts, including news media relations, publications, flyers, reports, public presentations and electronic communications. Ensure consistency and clarity as to GO-Serve and the Governor's Office goals, messaging and accomplishments. Aligns communications strategy with public service values including accessibility, equity, and engagement. Develops and implements organizational policies to ensure consistent, effective, and aligned messaging across both internal and external communication channels. Meets with executive management and senior staff members to become familiar with statewide initiatives, gain knowledge of stakeholder perspectives and developing strategies to reach out to the diverse interest groups that interact with GO-Serve. Coordinates communication across various media, including newspapers, television, radio, trade publications and stakeholders and community-based publications, consistent with GO-Serve's policy. Applies and ensures quality on all program outputs such as news releases, editorials, publications, speeches, presentation, Internet and media training.

Collaborates with CV, OCPSC, and YEC management and key staff members to produce critical written materials that will explain in understandable language GO-Serve's goals, initiatives, proposals and progress of work. This includes 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 and consults with the Communications and External Affairs Senior Deputy Director to approve communication materials (e.g., news releases, talking points and media advisories) before releasing information to the public.

Provides guidance to CV, OCPSC, and YEC program staff and management on possible impact and reaction of the news media and public to GO-Serve's decisions and activities. Supports the Communications and External Affairs Senior Deputy Director with the management of and coordination of responses to Public Record Act requests and media requests promptly. Monitors and tracks GO-Serve and California Volunteers-related news. Ensures all internal and external communication channels are inclusive and accessible, including translations and ADA-compliance formats.

Manage and support internal member communications tools and platforms, coordinating content in partnership with CV, OCPSC, and YEC teams. Maintain a collaborative, cross-functional and team-oriented approach, demonstrating leadership and promoting a positive, welcoming and inclusive work environment across GO-Serve. Supports the preparation of weekly reports for the Governor's Office on behalf of GO-Serve. Directs and ensures completion of projects. Performs administrative duties including, but not limited to adheres to Department policies, rules and procedures and submits administrative requests including leave, overtime, travel, and training in a timely and appropriate manner. Participates in staff meetings, attends conferences and/or trainings, provides work status reports, handles special projects, and serves on inter-agency working groups.

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 CEA plays a crucial role in advancing GO-Serve's mission by ensuring that all public and internal communications are clear, accessible, consistent, and aligned with our core values of transparency, equity, and engagement. By developing strategic messaging, leading media relations, and fostering effective communication across all platforms, the CEA helps build public trust, support informed decision-making, and deepen stakeholder engagement. The CEA serves as a member of the Communications and External Affairs leadership team and is considered a policy advisor on the development, composition, and implementation of organizational policies as it relates to media affairs, stakeholder inquiries, and public impact.

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.

Previously, this position provided communications support exclusively to California Volunteers program, however with the expansion of GO-Serve, the CEA role has evolved to support communications for CV, OCPSC, and YEC, and as a result the scope and impact of this position has increased. The CEA is now responsible for supporting GO-Serve's statewide communications strategy. This includes managing media relations, public messaging, and internal communications to ensure alignment with GO-Serve's values and strategic priorities. Key responsibilities include: Develops and implements communication strategies and policies that promote consistent, accessible, and inclusive messaging across all platforms in GO-Serve. Supports executive leadership by preparing talking points, speeches, and written materials for key initiatives. Oversees the quality, clarity, and effectiveness of all communications to ensure they align with GO-Serve's goals. Advises and makes recommendations to executive leadership and staff on media impact, reputation management, and public perception.

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 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 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. The CEA will advise senior and executive staff, implement communications strategies and train and mentor communications staff and managers on how to execute communications strategies to sensitive and controversial topics. This also involves engaging in constructive dialog fostering empathy and understanding and seeking common ground to address concerns and building consensus. The CEA's messaging will have a direct statewide impact by shaping how GO-Serve communicates with the public, stakeholders, and staff across the region. Through the development and implementation of the policies governing public messaging, media engagement, and communications, the CEA will ensure there is consistent, transparent, and mission-driven communication across CV, OCPSC, and YEC under GO-Serve.

C. ROLE IN POLICY INFLUENCE (continued)

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

The Communications Deputy Director has the authority to negotiate, make decisions and recommendations on behalf of the Communication and External Affairs Senior Deputy Director, upon consultation and approval. The CEA ensures that all public and internal communications are clear, accessible, consistent, and aligned with our core values of transparency, equity, and engagement. The CEA serves as a member of the Communications and External Affairs leadership team and is considered a policy advisor on the development, composition, and implementation of organizational policies as it relates to media affairs, stakeholder inquiries, and public impact.

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

The CEA will interpret, implement, and provide consultation regarding existing policy to CV, OCPSC, and YEC. The CEA will review 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 CEA will ensure that the interpretation of any policy aligns with relevant laws, regulations, and legal, as it relates to GO-Serve's programs and initiatives.