



**NOTICE OF MEETING**  
**California Commission on the Status of Women and Girls**  
**Executive Committee Meeting**  
**Thursday, November 3, 2016**  
**11:00 am - 12:30 p.m.**  
**State Capitol, Room 125, Sacramento, CA**

One or more of the Commissioner(s) will participate in this meeting at the teleconference sites listed below. Each teleconference location is accessible to the public and the public will be given an opportunity to address the Commission at each teleconference location. The public teleconference site(s) for this meeting are as follows:

Temecula Public Library 30600 Pauba Rd, Temecula, CA 92592	8255 Firestone Blvd. Suite 203 Downey, CA 90241
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Further Teleconference sites may be added. Public comments will be taken on agenda items at the time the specific item is raised, unless it is a closed session item. Agenda items may be taken out of order to accommodate speakers and to maintain a quorum. Please check the Commission's website for updates, as the meeting may be rescheduled. For verification of the meeting, access the Commission's website at [www.women.ca.gov](http://www.women.ca.gov). Time limitations for discussion and comment will be determined by the Chair.

- I. Welcome and Call to Order – Chair
- II. Roll Call
- III. Establish Quorum – Approve Agenda
- IV. Executive Committee Standing Items
  - Operations
    - Administration
      - Policies and Procedures
    - Interagency Agreements
    - Personnel update
  - Fiscal
    - Budget update
      - Expenditures and reimbursements
    - Fundraising
      - Updated proposal and timeline
  - Programs and Policy
    - Ongoing Commission Initiatives

- CA Pay Equity Taskforce
  - Aging Women and Poverty
  - Engaging Girls and Women in STE(A)M
- Legislation
  - 2016 Review and materials
  - 2017 Discussion
- Communications and Outreach
  - Newsletters
  - Website
  - Social Media
  - Constituency Outreach
- Upcoming Events

V. Public Comment – including matters not on the agenda\*

VI. Closed Session if necessary

A. If necessary, consideration of personnel matters pursuant to Government Code section 11126(a) (1).

B. If necessary, consideration of potential litigation matters pursuant to Government Code section 11126(e) (1).

VII. Adjourn

\* In addition to public comment regarding each agenda item, the Commission affords an opportunity to members of the public to address the Commission on items of interest that are within the Commission’s jurisdiction but are not on the noticed agenda. The Commission is not permitted to take action on items that are not on the noticed agenda, but may refer items for future consideration.

#### **Disability Access**

Any person with a disability who wishes to receive this Notice and Agenda in an alternative format, or who wishes to request auxiliary aids or services to participate in the meeting of the Commission, in accordance with State or Federal law, should contact Nancy Kirshner-Rodriguez at 916-651-5405 not later than five (5) business days before the noticed meeting day.

The Commission and its subcommittees comply with the Americans with Disabilities Act by ensuring that the meeting facilities are accessible to persons with disabilities, and providing that this notice and information given to the members of the board is available to the public in appropriate alternative formats when requested.

#### **Contact Information**

Please contact Nancy Kirshner-Rodriguez at 916-651-5405 or [nancy.kirshnerrodriguez@women.ca.gov](mailto:nancy.kirshnerrodriguez@women.ca.gov) to submit written material regarding an agenda item or to request special accommodations for persons with disabilities, or non-English language translations. Requests for information prior to the meeting may be directed to Emily Van Atta at the California Commission on the Status of Women and Girls at [Emily.vanatta@women.ca.gov](mailto:Emily.vanatta@women.ca.gov) or 916-651-5405.

To view this agenda online please visit our website at [www.women.ca.gov](http://www.women.ca.gov).

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# EXECUTIVE COMMITTEE MEETING STANDING ITEMS

- OPERATIONS
- ADMINISTRATION
- INTERAGENCY AGREEMENTS
- PERSONNEL

# Item 4A: Operations

## Administration, Policies and Processes

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### SUMMARY OF THE ISSUE(S):

The Commission staff have successfully implemented the following policies and processes over the past year and continue to develop new policies and process in order to help to Commission run a smoothly as possible.

**Appointee Checklist:** An onboarding process for new Commissioners developed by Department of General Services and previously adopted by the Commission for use.

**Conflict of Interest Code:** The Political Reform Act (Act) prohibits a public official from using his or her official position to influence a governmental decision in which he or she has a financial interest. Every state and local agency must adopt a conflict of interest code that identifies all officials and employees within the agency who make governmental decisions based on the positions they hold. The individuals in the designated positions must disclose their financial interests as specified in the agency's conflict of interest code.

To help identify potential conflicts of interest, the law requires public officials and employees in designated positions in a conflict of interest code to report their financial interests on a form called Statement of Economic Interests (Form 700). The conflict of interest codes and the Form 700s are fundamental tools in ensuring that officials are acting in the public's best interest and not their own. Learn more about the conflict of interest Code at: <http://www.fppc.ca.gov/learn/rules-on-conflict-of-interest-codes.html>.

**Bi-Monthly Update to Commissioners:** Provides a brief status report to Commissioner's on staff workload, progress of key issues, and commission projects.

**Commission Internal Liaison Process (Communication with Commissioners):** Commission Staff have each been assigned Commissioners to act as a contact in the event a Commissioner should need general assistance relating to Commission topics/tasks.

**Staff Process for Tracking Commission Subcommittee Progress:** Each assigned staff member shall communicate with the Commission subcommittees on a bimonthly basis to ensure the work of the subcommittee is organized and ongoing. This includes facilitating planning calls for the subcommittees to foster an environment of open and regular communication, where a comprehensive plan for each subcommittee can be developed an executed. This process has been adopted by the Agency but will be implemented in 2017.

**Staff Individual Development Plan:** Staff performance management tool. Employee evaluation and individual development plan as developed by CalHR for state-wide use.

**Evaluation of the Executive Director:** Personnel review for Executive Director developed as a performance management tool.

# California Commission on the Status of Women and Girls

## Drafted policies and procedures not yet adopted:

**Records Retention Policy:** This policy was created by the Department of General Services, Procurement Division's Office of Records and Information Management (CalRIM) for the purpose of emphasizing the importance of records management. Records management includes but is not limited to: records standardization, protection, retention procedures and schedules, and disposition and space utilization.

This Policy reduces staff time spend on records related tasks and provides an over-all cost savings to the State of California. Adherence benefits state government and the people of California by providing information transparency and promoting the "Green California" policy.

Commission staff continues to develop and document office record retention processes, with the plan to implement fully in 2017, using the DGS policy as guide.

**Identify and Prioritize Workload:** This document has been drafted but will continue to be developed after the Strategic Plan is developed. The goal of this document will be to establish an Agency-wide responsibility for workload and resource allocation, reinforce accountability for workload and make it easy to identify staff contributions and successes.

**Invoice Processing:** As part of a larger process of establishing desk manuals specific to each staff position, the new procedure for Invoice processing in FI\$Cal has been documented and will be share Agency-wide before the end of 2016.

**Travel Expense Claim Process:** Provides procedures on the Travel Expense Claim (TEC) process, including a checklist for preparing and submitting the TEC for payment to DGS, and references the various rules and regulations on State business travel.

**Per Diem Claim Process:** Provides procedures on the Per Diem process, including a checklist for preparing and submitting the TEC for payment to DGS, and references the various rules and regulations on State business travel.

**Meeting Logistics:** Identifies key roles in meeting planning/preparation for all Commission meetings and creates a contingency plan for any unforeseen circumstances that might occur the day of the meeting.

## **RESPONSIBLE PERSON(S):**

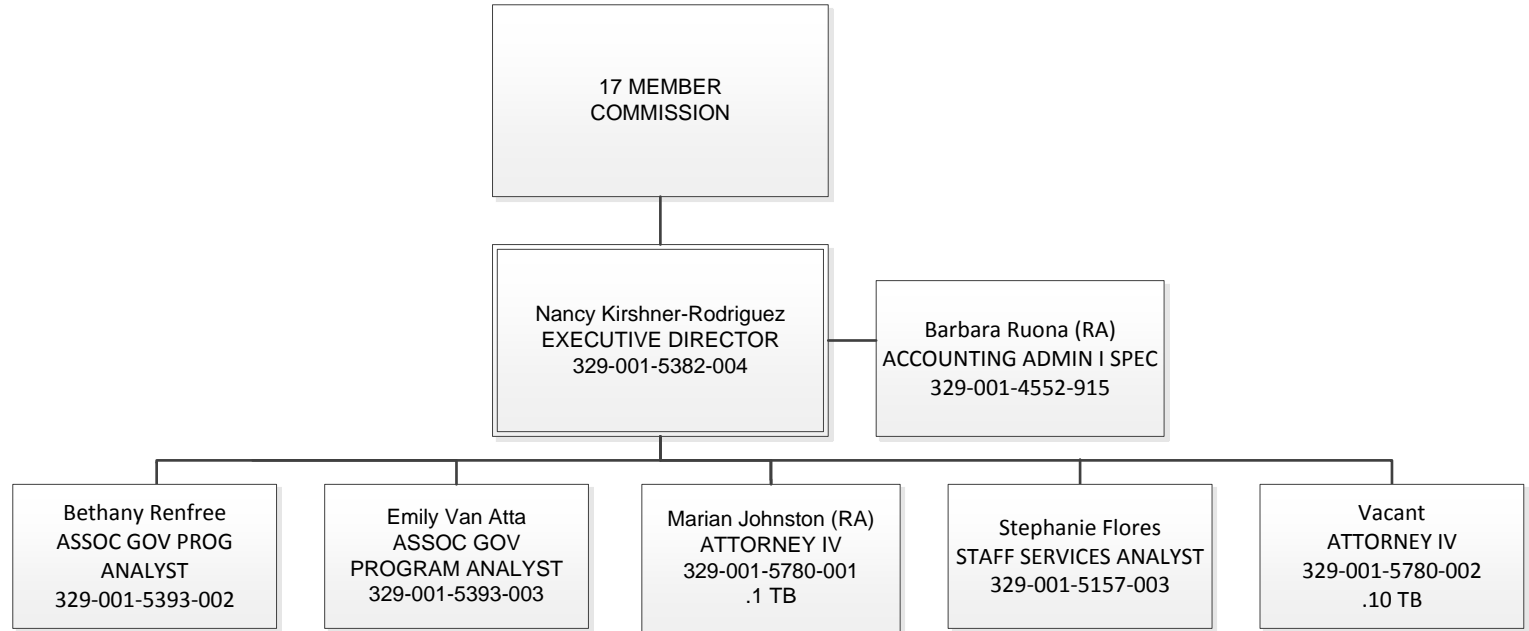
Emily Van Atta, Fiscal and Operations Director  
Nancy Kirshner-Rodriguez, Executive Director  
Commission Leadership for Executive Director Individual Development Plan Only

## **ATTACHMENT(S):**

None

PERSONNEL UPDATE

California Commission on the Status of Women and Girls  
August 2016



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Nancy Kirshner-Rodriguez, Executive Director

**FISCAL**

**-BUDGET**

**-FUNDRAISING**

## Item 4B

### Budget Update

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#### **SUMMARY OF THE ISSUE(S):**

The Commission's total budget for the 2016-17 Fiscal Year (FY) is \$512,000 from the General Fund, with the authority to raise \$300,000 into the Women and Girls Fund. The Commission Budgets and Accounting staff has compiled expenditures from last fiscal year and used those totals to estimate total expenditures for this fiscal year.

The majority of our budget expenditures this fiscal year will be salaries/benefits packages to staff, estimated at \$384,528.00 for 4.2 staff positions.

The next largest expenditure will be the Inter-Agency Contracts with the Department of General Services at \$88,000 for Contracted Fiscal Services (which includes Budgeting, Accounting, Purchasing, IT Services/Support and Human Resources) and the California State Library for \$14,088 for rent and on-site support services.

In 2015-16 FY the Commission entered into several Inter-Agency Agreements (contracts) totaling and estimated \$205,000 plus sponsored the STEM Symposium at approximately \$5,000. We continue to be invoiced in the 2016-17 FY for several of these contracts entered into in 2015-16 FY however; the money for these continues to be paid from 2015-16 FY funds. These are contracts with the State Library for a Research Consultant, UC Davis (Million Women Mentors), Department of Education (STEM Education Outreach) and Department of Industrial Relations, Division of Labor Standards Enforcement (Pay Equity Task Force Oversight) have enabled the Commission to act on its mission through strategic partnerships.

These 2015-16 FY Inter-Agency Agreements give the Commission a fundraising target for the 2016-17 FY as we do not have the money in our general fund budget to extend these contracts past their current expiration dates.

It should be noted that we have a special circumstance occurring this year with our Fiscal and Operations Director, Emily Van Atta, going out on Pregnancy Disability Leave in January 2017. We anticipate her taking the full paid leave available (17.33-19.33 weeks) however, we are unsure of the exact fiscal impact to the Commission at this point as, in her absence, the Commission may need to bring on support staff to effectively handle the staff workload.

Lastly, there has been an ongoing discrepancy between encumbrances recorded by the Commission for Fiscal Years (FY) 2014-15 and what the Department of General Services (DGS), Contracted Fiscal Service Accounting (CFS) office was stating as encumbered.



## **California Commission on the Status of Women and Girls**

DGS has finished looking into this matter and discovered that they had overstated encumbrances for the 2014-15 FY which led the further discrepancies in subsequent years.

The discovery of the encumbrances being overstated for the 2014-15 FY creates an opportunity to transfer expenditures from 2015-16 FY to the 2014-15 FY.

### **ANALYSIS:**

For the 2016-17 FY, after Salaries and Inter-Agency Agreements are paid, the Commission estimates having a remaining budget of approximately \$25,000 for all other expenses.

The 2015-16 FY Inter-Agency Agreements with UC Davis, Department of Education and Department of Industrial Relations give the Commission a target for our fundraising goals this year.

In order to take advantage of the restoring of the over encumbered amount, the Commission has direction from CFS that we first need to close two Purchase Orders (PO) that are still open from previous years. It the Commission's understanding that once those PO's are closed, CFS will begin the process of restoring encumbrances for the 2015-16 FY and transfer expenditures from 2015-16 into 2014-15.

### **ACTION ITEMS:**

- The Commission staff will be closing Purchase Orders identified by CFS.
- CFS will be sending the State Controller's Office a Transaction Request to transfer expenditures from 2015-16 FY to 2015-14 FY.
- Once the transfer of expenditures from 2015-16 FY to 2014-15 FY has taken place, we will be able to provide a more accurate summary of all Commission expenditures thru FY 2015-2016.

### **RESPONSIBLE PERSON(S):**

Nancy Kirshner-Rodriguez, Executive Director  
Emily Van Atta, Fiscal and Operations Director  
Barbara Ruona, Accounting Specialist

### **ATTACHMENT(S):**

Attachment 1: 2016-17 FY Budget Forecaster



# Item 4B

Fundraising Strategy

Documents

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## **SUMMARY OF THE ISSUE(S):**

Fundraising Overview and Plan for Commission 2017

## **RECOMMENDATION:**

The purpose of this document is to lay out a fundraising framework for the California Commission on the Status of Women and Girls, which includes a day to day strategy as well as a timeline for execution of events including an annual statewide conference and fundraising dinner

The goal of this plan will be to:

- Enlist Commissioners and other key supporters in all aspects of fundraising, including establishing and broadening the Commission's reach to statewide and national donors;
- Execute a regular call time and events schedule;
- Develop local finance committees as appropriate;
- Execute events and meetings as needed
- Create the staffing infrastructure to execute goals as well as the support to sustain an ongoing fundraising strategy

## **BRIEF HISTORY OF KEY ISSUE(S):**

Since the Commission was reconstituted in 2012, the CCSWG has been statutorily permitted to fundraise into a special fund the Women and Girls Fund, however, in 2015, it was determined that further legislative action was needed to ensure the Commissioners and Staff would not commit Bagley-Keene open Meeting Act Violations. This legislation was signed by the Governor and went into effect on January 1, 2016, however, the Commission's Executive Director was directed not to commence with Fundraising until the Staff Hiring had been completed. Now that the hiring is complete and the Commission has ongoing programmatic funding needs, the CCSWG is seeking input on the new fundraising strategy

# California Commission on the Status of Women and Girls

## **ANALYSIS:**

### **INDIVIDUAL AND CORPORATE DONOR CULTIVATION**

Executive Director working with Commissioners will cultivate and maintain donor relationships in the following ways:

- Outreach to existing database of contacts
- Identify major potential statewide funders.
- Identify new constituencies of donors interested in Commission's top priority initiatives
- Set up meetings with key prospects with the intention of building Commission's donor base.

### **EVENT MANAGEMENT**

Focus on low and high dollar event management including:

- Management of event hosts and commitments
- Management of volunteer corps to staff events
- Venue logistics
- Calls for event
- Mailing/emailing of invitations

Event outreach must be robust and include a large email solicitation for each event, as well as hard copy invitations where appropriate.

### **ANNUAL WOMEN'S IMPACT AWARDS & Briefings**

Plan and drive strategy to execute an annual women leaders' Gala, the first to take place in June 2017.

Consultant will:

1. Identify location and negotiate contract.
2. Oversee collateral design and production
3. Identify speakers with input from client, as well as plan overall schedule and panel discussion
4. Interface with all vendors
5. Oversee outreach and promotion of conference
6. Recruit staff and volunteers for conference
7. Oversee and execute on press outreach and coverage, working with communications team

### **CALL TIME AND STAFFING**

Staff will organize call sheets and lists for Commissioner call time, as well as execute all follow up to prospects. This follow up will consist of emails, phone calls, and donation tracking.

# California Commission on the Status of Women and Girls

## **CORRESPONDENCE AND COMPLIANCE**

Staff will complete all finance related correspondence—thank you notes, notes to donors, etc.

## **ENGAGEMENT**

Staff will oversee all aspects of fundraising including:

1. Call Time: Talking points, time management
2. Contact Organization and Management: contacts and research existing donor giving behavior, as well as target by phone, mail and email appropriately.
3. Tailor asks to fit specific constituencies including but not limited to: progressive women donors, technology sector, business community, labor unions and others.

## **RESPONSIBLE PERSON(S):**

Nancy Kirshner-Rodriguez, Executive Director

## **ATTACHMENT(S):**

Fundraising Plan

Timeline



LUPITA CORTEZ ALCALA  
Commission Chair

ASSEMBLYMEMBER CRISTINA GARCIA  
First Vice-Chair

ASSEMBLYMEMBER NORA CAMPOS  
Second Vice-Chair

LAURI DAMRELL  
Member at Large

KAREN NELSON  
Member at Large

KAFI BLUMENFIELD  
Commissioner

KATIE BUCKLAND  
Commissioner

GEENA DAVIS  
Commissioner

SENATOR (ret.) MARTHA ESCUTIA  
Commissioner

MARINA ILLICH  
Commissioner

SENATOR HANNAH-BETH JACKSON  
Commissioner

SENATOR CAROL LIU  
Commissioner

SENATOR HOLLY MITCHELL  
Commissioner

ASSEMBLYMEMBER JACQUI IRWIN  
Commissioner

JULIE SU  
Commissioner

ALISHA WILKINS  
Commissioner

OFELIA ALVAREZ-WILLIS, MD  
Commissioner

Nancy Kirshner-Rodriguez,  
Executive Director

## Fundraising Plan 2016-17

### Overview

The California Commission on the Status of Women and Girls established in State Statute in 1965 has maintained constant goals over the years: Working toward equality for women and girls by acting as a catalyst for positive change in California through:

- Convening Leaders
- Policy and Program Development
- Education
- Collaboration
- Advocacy
- Strategic Partnerships

This Commission is a State Government Agency committed to engaging women and girls, and their supporters, statewide to elevate the quality of life for all women and girls. We continue to strengthen the Commission's structure and enhance our critical and valued role as convener and leader of statewide policy discussions regarding the needs of California's diverse women and girls.

More so now than ever before, the doors of opportunity are opening for women and girls; yet many challenges remain. Despite significant gains, gender equity remains elusive for many women and girls. Ladders out of poverty, Pay Equity, flexible work and child care, STEM education and freedom from violence are just a few of the issues that continue to disproportionately affect women and girls.

The Commission on the Status of Women and Girls must continue to raise awareness of needs and concerns, and celebrate contributions and successes. We invite you to support the work of the Commission by sponsoring our celebratory events and partnering with us as we secure an even more equitable future for all women and girls in California.



**Goals for 2017**

Raise Public Awareness of Commission Programs

Fundraise through one on one solicitations and meetings with potential donors; Commission hosted events; small group events; and our newsletter.

<b>Sponsor</b>	<b>Dollar Amount per</b>	<b>Goal for Donations</b>	<b>Total Dollar Goal Per</b>
Equality	50,000.00	1 Corporate Donation for support of Signature event/program	50,000.00
Leadership	10, 000 to 25,000.00	5 Donations to Specific	50,000.00
Partnership	5,000.00	20 Donations	100,000.00
Advocate	1,000.00	50 Donations	50,000.00
Ally	500.00	25 Donations	12,500.00
Friend	100.00	50 Donations	5,000.00
Under 35	35.00	100 Donations	3,500.00
Newsletter Ask	see event details		1,000.00
Ticket Sales	see event details		30,000.00
<b>Total 2016-17 Fund Raising Goal</b>			<b>\$302,000.00</b>



## Corporate Outreach

Effective immediately, corporate outreach fundraising will be conducted through letters and one on one meetings, outlining the Commission's programs and asking for high dollar donations of support. The corporations listed below have been identified for immediate outreach by the commission based on existing contacts of the Executive Director, Nancy Kirshner-Rodriguez. Further ideas are welcome as well as contacts we should reach out to in the individual organizations.

- |                             |                           |
|-----------------------------|---------------------------|
| 1. Comcast                  | 25. Technet               |
| 2. LYFT                     | 26. CH2MHill              |
| 3. Safeway                  | 27. Levi Strauss          |
| 4. Southwest Airlines       | 28. Microsoft             |
| 5. Platinum Advisors        | 29. Target                |
| 6. Salesforce               | 30. United Airlines       |
| 7. UBER                     | 31. Bridgepoint Education |
| 8. Blue Shield              | 32. Chevron               |
| 9. Charles Schwab           | 33. Orrick                |
| 10. Starbucks               | 34. Clorox Company        |
| 11. AT&T                    | 35. Delta Dental          |
| 12. CA Cable TV Association | 36. Facebook              |
| 13. Deloitte                | 37. Gap, Inc.             |
| 14. Sutter Health           | 38. Golden One            |
| 15. Walgreens               | 39. SEIU                  |
| 16. Wells Fargo             | 40. Walmart               |
| 17. Apple, Inc.             | 41. CVS                   |
| 18. Google                  | 42. Parsons Brinckerhoff  |
| 19. American Airlines       | 43. Holland & Knight      |
| 20. JP Morgan Chase         | 44. Hornblower            |
| 21. Kaiser                  | 45. Jones Day             |
| 22. Lennar                  | 46. Recology              |
| 23. Manatt Phelps           | 47. Sports Basement       |
| 24. PG&E Corporation        |                           |

### Fundraising Goals for Corporate Outreach

**One Equality Sponsor at \$50,000.00:** For this donation level the Sponsor will receive sponsorship recognition and priority branding on all CCSWG 2016-17 materials, reserved seating at events, promotional items in all information packets, recognition and a speaking role at Conference and Gala Dinner. In addition, there would be Logo recognition in specified invitations and programs, and acknowledgment of support on CCSWG social media. Est. \$50,000.000

**Five Leadership Sponsors of \$10,000 to 25,000.00 each:** For this donation level the Sponsor will receive co-sponsor recognition of one CCSWG program, inclusion in all CCSWG 2016-17 materials, reserved seating at events, recognition and speaking role at one CCSWG event, logo recognition in all invitations and programs, acknowledgment of support on CCSWG social media sites for one year. Est. \$50,000 minimum





**Twenty Partnership Sponsors of \$5,000 each:** For this donation level the Sponsor will receive recognition in Commission newsletters (published once a month) and a table at our annual Gala event. Est. \$100,000

**Total Expected Fund Raising: \$200,000**



## Commission Gala Dinner

**Event Description:** Planning for June 2017 in Sacramento. Sit down dinner, evening fundraiser honoring women of IMPACT in California and highlighting the work of the Pay Equity Task Force specifically, but also recognizing our key partners in STEM education initiatives and other good work in the community. This event will market all sponsorship levels from Ally to Corporate although donations at the Friend, Advocate and Partnership levels will be the primary focus.

There will be two parts to this event:

- A large reception with a lower ticket price and possibly a silent auction fundraiser (for which we will ask for Commissioners involvement). This portion will reach Ally level sponsors and lower one time contributors.
- A sit down dinner with a higher ticket price where sponsors at the Friends, Advocate and Partnership level will be the focus.

The first of these annual Gala's will be hosted in Sacramento but in future years they can rotate between Sacramento, San Francisco and Los Angeles to reach different audiences. We can re-evaluate this strategy in the future if it is found that one city produces a significantly higher dollar amount in contributions than another.

**Call to Action:** When you support the CA Commission on the Status of Women and Girls, you are supporting valuable programs. We need financial support to continue the following:

- Gender Equity initiatives like the CA Pay Equity Task Force.
- Engaging Girls and Women in STEM
  - Million Women Mentors-CA CCSWG's partnership with UC Davis leading the call to action for engage mentors in many sectors to support girls and young women in STEM.
  - Department of Education partnership to expand opportunities for girls in STE(A)M Professional learning module that will be part of with the CA Next Generation Science Standard for K-8 schools.
  - CA STEM Symposium professional learning activities that will focus on instructional strategies to increase gender access to science, technology, engineering, and math (STEM).
  - Town Halls to develop new partnerships

**Target Audience Demographics:** bipartisan support among California elected officials; Executives and representatives of private companies known for philanthropy and an interest in furthering gender equity in our state.

**Leadership/Planning Committee for this event:**

**Budget for this event:** TBD



**Fundraising Goal:**

\$50,000 in Advocate Sponsors; \$12,500 in Ally Sponsors; \$5,000 in Friend Sponsors; \$3,500 Under (age) 35 Sponsors. Est. \$71,000

Reception Only Ticket Sales: \$6,000 (\$40 per person, for 150 people) Reception + Dinner Ticket Sales: \$14,000 (\$70 per person, for 200 people). Est. \$20,000

**Total Expected Fundraising: \$91,000**



## **Women Opening Doors For Women -- Neighborhood Networking Events**

**Event Description:** Planning for August 2017, to coincide with Women's Equality Day. The goal is to engage 200 women in the greater Sacramento area and beyond, by hosting neighborhood network events.

Ten separate small dinner neighborhood networking events for women, by women, will be hosted at 10 different locations in Sacramento. Some will be at the homes of local women who are connected to their communities, if not connected to the state commission, and are engaged in their careers. Other locations may include women owned and operated businesses or restaurants.

**Call to Action:** The importance of women mentoring women, women's engagement in women's issues, specifically through commission work and community involvement at various levels. Raise awareness of the work the California Commission on the Status of Women and sponsorship opportunities.

**Target Audience Demographic:** Women 25 and up, who are currently in a career and looking for guidance on navigating career growth. Potential Ally or Friend level sponsors of the Commission.

**Leadership/Planning Committee for this event:** Identify two Commissioners to lead event

**Budget for this event:** TBD

**Fundraising Goal: \$10,000.00 (\$50 per person, 200 people); Anticipated Funds raised are coming through only ticket sale to this event.**



## **Standing Monthly Ask in the Commission's Newsletter**

**Event Description:** Standing ask at the bottom of the Commission newsletter.

**Call to Action:** "You have the power to make gender equity a reality in California. Despite significant gains, gender equity remains elusive for many women and girls. We need your support; Private contributions help fund the key initiatives of the Commission and enable us to continue our work. For only \$100 you can become an official Ally of the Commission.

Checks should be made payable to: The Women and Girls Fund

Mailed to:

The California Commission on the Status of Women and Girls 900 N Street, Suite 390  
Sacramento, CA 95814

Your donation is tax deductible! Upon receipt of your donation we will provide you with a letter containing our Tax ID number for tax purposes. Thank you in advance for your interest and support!"

**Target Audience Demographic:** Members of the public who are interested in the what the California Commission on the Status of Women and Girls is doing enough to sign up for our bi-monthly newsletter and may be motivated to make a donation if we communicate our need.

**Leadership/Planning Committee for this event:** Nancy Kirshner-Rodriguez and Stephanie Flores

**Budget for this event:** TBD

**Fundraising Goal:** \$1,000

ONGOING  
COMMISSION  
INITIATIVES

-CA PAY EQUITY TASK  
FORCE

-AGING WOMEN AND  
POVERTY

-ENGAGING GIRLS AND  
WOMEN IN STE(A)M

## Item 4C

### California Pay Equity Task Force

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#### **SUMMARY OF THE ISSUE(S):**

In July 2016 the CCSWG convened the California Pay Equity Task Force. The Task Force has been the major policy initiative of the Commission in 2016 and is focused on providing implementation support and tools for compliance with Senate Bill 358, the California Fair Pay Act.

**RECOMMENDATION:** No action is required.

#### **BRIEF HISTORY OF KEY ISSUE(S):**

On January 1, 2016, the California Fair Pay Act went into effect. The new law provides the strongest equal pay protections in the country and is enforced by the California Labor Commissioner, a CCSWG statutory member. CCSWG Commissioners identified pay equity as a priority issue in terms of focusing the Commission's resources and developing a plan for policy work. Commission staff worked closely with the Gender Equity in the Workplace and Employment subcommittee to develop a proposal for creating the Task Force. The Commission considered the proposal in April 2016 and approved the proposal and work plan in June 2016. The Task Force is co-chaired by Commissioners Julie Su and Lauri Damrell, comprises seventeen members, three liaisons, and ten subcommittees. The Commission convened three full, all-day Task Force meetings in 2016. Commission staff met regularly with each subcommittee to develop ideas and plans for deliverables. An Interim Report is set to be released on April 4<sup>th</sup>, Equal Pay Day 2017.

#### **ANALYSIS:**

Commission staff is completing work on three priorities prior to the end of 2016: finalize a schedule of 2017 Task Force meetings; organize, agenda, and publicly notice subcommittee meetings for mid-November/early December; coordinate and plan research assignments. Additionally, Commission staff is coordinating with Labor Commissioner staff and Dr. Tonya Lindsey to plan at least two meetings of each subcommittee before the next full meeting in early 2017. Dr. Lindsey is in the planning stages of developing the Interim Report. Commission staff will work closely with staff counsel as well as Labor Commissioner staff to write the report. The CA Pay Equity Task Force is in a strong position to provide meaningful guidance to employers and employees in California. This guidance has the potential to be adopted/incorporated within enforcement regulations.

**RESPONSIBLE PERSON(S):** Bethany Renfree, Policy Director

#### **ATTACHMENT(S):**

Interim Report Outline  
Subcommittee Reports Summary

- I. Front material. Cover page, Task Force members and staff, table of contents, letters and/or signatures.
- II. Briefly introduce the problem and response historically in California. History of state and federal laws.
  - a. Overview the problem—the persistence of the gender pay gap.
    - i. National. As it relates to SB 358. What other states are doing?
  - b. National in focus. Factors contributing to the gender pay gap.
    - i. Here maybe briefly go over federal law before introducing California.
  - c. California-specific information about the gender pay gap.
    - i. Then: Early Senate Office of Research Report to cite past gender pay gap.
    - ii. Present: California-specific numbers about pay gap.
  - d. Connect past California actions/law to present California actions/law.
    - i. 1985 report from the Comparable Worth Task Force. California Equal Pay Act insufficient to address pay gap then.
      1. 1985 Task Force set to evaluate the problem and make recommendations.
    - ii. SB 358 substantially broadened California’s gender pay differential law.
      1. Differences between previous Task Force, law and current Task Force and SB 358.
  - e. Response:
    - i. SB 358. The strongest equal pay law in the country.
    - ii. Task Force: innovative approach. The role of proactive implementation and the importance of supporting compliance.
- III. Enforcement.
  - a. Current roles of DIR and DFEH. See DFEH Fact Sheet.
    - i. Collaborating.
    - ii. Labor Commissioner’s Office procedures for EPA violation/retaliation related to EPA.
- IV. Pay Equity Task Force
  - a. Mission, goals, and vision.
    - i. Bringing together diverse interests.
    - ii. Initial subcommittees.
    - iii. Presentations.
    - iv. Working definitions.
- V. Deliverables. Union and non-union.
  - a. Large employer guidance.
  - b. Small employer guidance.
  - c. Employee guidance.



- VI. Looking ahead.
  - i. Remaining 2017 meetings.
  - ii. Final Report.
- VII. References.
- VIII. Appendices.
  - a. Presentations made to the Pay Equity Task Force.
  - b. Papers/publications prepared by Task Force members and staff.
  - c. Statutory History of Equal Pay laws in California and the United States.

## California Pay Equity Task Force

### Subcommittee Action Plans

*\*This document is drafted solely for discussion during the October 24, 2016 Task Force meeting and should not be construed as legal advice or a final recommendation of the Task Force. The information contained herein does not necessarily represent the opinions or conclusions of the Task Force. The posting of this information does not create requirements or mandates.*

Subcommittee	Deliverable(s)	Overlap	Interdependencies
<b>Enforcement</b> Julie Su, California Labor Commissioner Kevin Kish, Director, DFEH Staff: Doris Ng, Esq. Labor Commissioner Staff Liaison Phoebe Liu, Esq. DFEH Staff Liaison	Expert knowledge of: enforcement procedures and practices, challenges with compliance pre and post-complaint, employee questions and concerns, available resources, labor and employment law; authority to implement; outreach-oriented resources; feedback on tools/deliverables; high-level spokespeople for message.	Implementation and Law	ALL
<b>Implementation and Law</b> Kelly Jenkins-Pultz, USDOL Women’s Bureau Non-voting liaison to the Task Force Phoebe Liu, DFEH, Legal Enforcement Liaison Staff: Bethany Renfree, Policy Director, CCSWG	Guidance for employers re: the intersection of pay equity and anti-discrimination laws; information for workers re: challenging equal pay concerns, the complaint process and different venues for filing.	Definitions;  Enforcement;  Policy & Practice	Definitions;  Challenges & Barriers
<b>Definitions</b> Jennifer Barrera, CalCHAMBER Jennifer Reisch, Equal Rights Advocates Staff: Doris Ng, Esq. Labor Commissioner Staff Liaison Bethany Renfree, Policy Director, CCSWG	Document outlining which SB 358 concepts need to be defined and initial definitions of each concept.	ALL	ALL
<b>Measuring the Pay Gap</b> Daniel C.Y. Kuang, Ph.D., Biddle Consulting Group, Inc. Kimberlee Shauman, Ph.D., University of California, Davis Staff: Tonya D. Lindsey, Ph.D., Senior Research Consultant, CCSWG Bethany Renfree, Policy Director, CCSWG	Provide materials that describe the data requirements, appropriate metrics and analytical methods that may be used to assess pay equity among employers; Develop materials to assist with the measurement of pay equity by employers and employees; Summary of analytical approaches and data required for reliable assessments of gender equity in pay; one-page documents to provide information for each component of the summary document.	Systems and Functional Infrastructure;  Evaluating Job Classifications;  Human Resources	Systems and Functional Infrastructure;  Evaluating Job Classifications;  Human Resources
<b>Systems &amp; Functional Infrastructure</b> Peter Pawlick, Senior Director, Global Compensation at Gap Inc. Daniel C.Y. Kuang, Ph.D., Biddle Consulting Group, Inc. Staff: Bethany Renfree, CCSWG Tonya D. Lindsey, Ph.D., CCSWG	Readiness Checklist: Compensation Analysis, including clear guidance on sharing employee’s own wages, discussing the wages of others; compensation practice; job evaluation process and job analysis; compensation attribute; employee datafields and IT infrastructure.	Evaluating Job Classifications;  Measuring Pay Gap;  Human Resources	Evaluating Job Classifications;  Measuring Pay Gap;  Human Resources

<p><b>Evaluating Job Classifications</b> Tamekia N. Robinson, SEIU Local 1000 Kimberlee Shauman, Ph.D., University of California Davis Staff: Tonya D. Lindsey, Ph.D., CCSWG, Bethany Renfree, CCSWG</p>	<p>Provide model job classification schemes with information on the types of data that should be collected to support effective pay equity evaluations, audits and reporting.</p>	<p>Systems and Functional Infrastructure;  Measuring the Pay Gap;  Human Resources</p>	<p>Systems and Functional Infrastructure;  Measuring the Pay Gap;  Challenges and Barriers</p>
<p><b>Evaluating Policy and Practice</b> Jennifer Reisch, Equal Rights Advocates Leslie Simon, International Alliance of Theatrical Stage Employees, Local 871 Staff: Bethany Renfree, CCSWG</p>	<p>Conducting and compiling research to assess needs and identify existing resources and tools available for workers and unions; create tools and materials tailored to help workers and unions understand and exercise rights under the Fair Pay Act; develop model language and practical tips that reflect California law.</p>	<p>Implementation and Law</p>	<p>Definitions;  Challenges and Barriers</p>
<p><b>Human Resources</b> Rhoma Young, Human Resources Consultant, Principal, Rhoma Young &amp; Associates Lauri Damrell, Partner, Orrick Herrington &amp; Sutcliffe, CCSWG Commissioner, Task Force Co-chair Staff: Bethany Renfree, CCSWG</p>	<p>Creation of a toolbox of suggested management practices related to the implementation and enforcement of SB 358 and recent amendments. The aim will be to provide high level tips, examples, and factors for employers to consider, keeping in mind that there is no one-size-fits-all compliance strategy.</p> <p>Develop tools such as tip sheets, checklists, case studies of employers who model suggested practices, and FAQs.</p>	<p>Systems and Functional Infrastructure;  Evaluating Job Classifications;  Measuring Pay Gap</p>	<p>Definitions;  Challenges and Barriers;  Systems and Functional Infrastructure;  Measuring Pay Gap</p>
<p><b>Challenges and Barriers</b> Jennifer Barrera, CalCHAMBER Jeanna Steele, Sunrun, Inc. Staff: Tamara McDonald, Labor Commissioner's Office Bethany Renfree, CCSWG</p>	<p>Create a document discussing the primary challenges and barriers employers will face in ensuring SB 358 compliance and outlining Action Items to remove those challenges and barriers.</p> <p>Create a document discussing the primary challenges and barriers employees will face in the implementation of SB 358 and outlining Action Items to remove those challenges and barriers.</p>	<p>Enforcement;  Implementation and Law;  Policy &amp; Practice</p>	<p>Definitions;  Enforcement;  Implementation and Law;  Systems and Functional Infrastructure;  Evaluating Job Classifications;  Human Resources;  Policy &amp; Practice</p>

## Item 4C

Aging, Women &

Poverty

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### **SUMMARY OF THE ISSUE(S):**

In June 2016 our Commission partnered with the California Commission on Aging (CCoA) and the California Women's Law Center (CWLC) on the Aging, Women and Poverty in California forum at the Skirball Center in Los Angeles. The forum was the culmination of many months of collaboration and planning by the executive directors of all three agencies. The day long forum brought together policymakers, researchers, practitioners and community leaders to explore the distinctive needs of women at a time when 34,000 Californians are turning 65 each month. Senator/Commissioner Carol Liu was honored for her long commitment to understanding and addressing the issues facing California's older population. Senate President Pro Tem Kevin de León provided keynote remarks.

**RECOMMENDATION:** No action is required.

### **BRIEF HISTORY OF KEY ISSUE(S):**

The CCSWG is statutorily required to study policy areas for the purpose of examining conditions concerning or affecting women and girls which impose special limitations or burdens upon them. The inequalities and injustices that impact women are often exacerbated in later life. For example, the existence of a persistent gender wage gap has a cumulative impact on women's earning and economic security. The interagency partnership between CCSWG, CCoA and CWLC was pursued as a means to examine and respond to issues affecting women on the intersections of gender inequality, age and economic inequality. The success of the June 2016 forum provides a strong foundation for our continued collaborative effort to bring attention to the lived experience and struggles of one of California's most vulnerable, and often overlooked populations.

### **ANALYSIS:**

Commission Executive Director and staff worked closely with the CCoA and CWLC on a policy brief summarizing the comments, action items and perspectives presented at the forum. The policy brief outlines several recommendations for legislative action. The Commission would like to continue this successful and effective partnership in 2017, including pursuing an informational hearing to discuss more comprehensively the need for legislation. Commission staff will work closely with our Commissioners and subcommittees on this priority issue.

**RESPONSIBLE PERSON(S):** Nancy Kirshner Rodriguez, Executive Director

**ATTACHMENT(S):** None

## Item 4C

### Engaging Girls and Women in STEM

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#### **SUMMARY OF THE ISSUE(S):**

Engaging women and girls in STEM has been a Commission priority for four years. Through strategic partnerships with the California Department of Education and the University of California Davis, the Commission has been able to expand its outreach and impact on STEM education statewide and increase the number of girls interested in pursuing STEM education and careers.

#### **RECOMMENDATION:**

No action is required.

#### **BRIEF HISTORY OF KEY ISSUE(S):**

Since 2012, engaging girls and women in STEM has been a Commission priority. Our partnership with California Department of Education and the Californians Dedicated to Education Foundation began in 2012 in our sponsorship of the CA STEM Symposium, a conference that Chair Lupita Cortez Alcalá was instrumental in establishing.

In January 2016 we launched the Million Women Mentors California initiative with the University of California Davis to engage mentors in many sectors to support girls and young women in STEM.

#### **ANALYSIS:**

This year we have continued our partnership with the CDE and CDEF via an interagency agreement to sponsor the STEM symposium, cohost a series of town hall events throughout California and sponsor the engaging girls in STEM component of the Next Generation Sciences Standards teacher training modules.

The Million Women Mentors Initiative continues to grow, UC Davis recently contracted with Danielle Deveau-Sires to serve as a part time director. MWM CA and Commission staff will create a combined work plan detailing activities of MWM and CCSWG, establishing a MWM CA Ambassador Program, strengthening the Honorary Council and Steering Committees in Northern and Southern California, and ensuring coordinated involvement with the Town Hall Meetings and the Next Generation Science Standards Rollout.

#### **RESPONSIBLE PERSON(S):**

**Nancy Kirshner Rodriguez, Executive Director**  
**Stephanie Flores, Communications and Outreach Adviser**

#### **ATTACHMENT(S):**

Million Women Mentors - California November 2016 Newsletter



**MENTOR PLEDGE GOAL: 50,000**

**Spotlight on Steering Committee Member**

**Cari Vinci**

**Company:** Invincible Enterprises

**Roles:** Founder, co-author of PLAYBOOK for Teens and created the Playbook for Teens—STE@M™ Mentoring Program.



Cari Lyn Vinci, Founder of Invincible Enterprises, is a serial entrepreneur with 35+ years of business experience in career coaching, sales, designing training programs & franchising. She co-authored PLAYBOOK for Teens and created the Playbook for Teens—STE@M™ Mentoring Program.

Cari Lyn Vinci is a member of the California Million Women Mentors Steering Committee where she combines her passion for mentoring young girls in STEM with her expertise in designing training programs! Vinci created the Playbook for Teens—STE@M™ Mentoring Program as a companion to a book she co-authored and designed to help girls create their recipe for success in life, school and careers. Her mentoring program was recognized by the Board of Trustees from Woodland Joint Unified School District and Yolo County Office of Education with the 2016 “Program Excellence Award.”

In addition to her impactful work and volunteering with MWM-CA, Vinci serves on the Sacramento Women in Technology International (WITI) Board for STEM Outreach & Mentoring, the California After School Network STEM Committee and Women Veterans Alliance Un-conference as an adviser. Because of her success and dedication, Vinci was recently honored with the 2016 Vision Award for Outstanding Women Leaders by the National Association of Women Business Owners.

Cari owns and operates InVINCible Enterprises, which provides mentor training programs to school districts & county offices of education that want to help teens become CEO’s of their lives. She and her staff train teachers and counselors, equipping them with the skills necessary to motivate their students to become future business owners, leaders and workers in STEM careers.



MWM-CA is proud to announce Danielle Deveau-Sires as our new Director for Million Women Mentors - California. Danielle was previously a Contracts Analyst and head of Public and Government Affairs for a state and public serving technology firm. She has a Bachelor of Arts in History and four years of legal studies from Northwestern California University. Danielle is married with a 5 year old daughter and passionate about helping to make a change for women and girls in STEM.

## Million Women Mentors 2016 National Summit



*Megan Murphy, Bloomberg News; Kathleen McAteer, Assistant Vice Chancellor for Academic Affairs, Washington State University; MWM CA Founding Committee members Venita Sivamani and Beth Broome; and Kayla Brown, Million Women Mentors; with the Higher Education Award given to UC Davis.*

Million Women Mentors held their National Summit on October 4-5th in Washington D.C. at the Omni Shoreham Hotel. Representatives of the MWM CA Founding Committee Beth Broome, UC Davis Office of the Provost and Venita Sivamani, CEO of Dermveda, joined MWM state representatives along with government, industry, non-profit and state leadership.

Dr. Carole Cameron-Inge, MWM-VA State Chair, moderated the first breakout session that included a panel of state leaders describing how they are pioneering their state efforts. Beth Broome was featured on the panel and discussed how MWM-CA have structured such a large state effort, with regional leadership, and an Honorary Leadership Council with distinguished individuals who can promote the effort across the state. The University of California, Davis received the Higher Education Institution of the Year Award, recognizing the university's leadership and dedication to the MWM mission of matching girls and women with mentors in STEM.

# Mentor and Training Programs

## InVINCible Enterprises Mentor Training Programs—Playbook for Teens! STE@M™ Mentoring Program!



Playbook for Teens STE@M™ Mentoring Program is a print playbook training module for middle school girls to craft their own career path under the guidance of mentors and educators. The playbook is filled with real world advice from professional women to provide the students with lessons not addressed in traditional classrooms. Founder Cari Lyn Vinci said her inspiration for the playbook came when she met with students and felt “I wish I knew then what I know now.” This philosophy has guided the curriculum of the program, which provides life lessons layered into the mentoring. Earlier this year a pilot for incorporating the playbook into curriculum ended with demonstrated success. Students felt empowered to create their own journey to success, and student testimony to the program can be seen here: [youtu.be/6ZzdrmN5ljQ](http://youtu.be/6ZzdrmN5ljQ). The pilot has received two awards, the 2016 Award of Excellence from the Yolo County Office of Education and the Visionary OWL award (Outstanding Women Leaders) from the National Association of Women Business Owners. Vinci will be holding Educator Training Seminars in Southern California this month on November 15 in San Luis Obispo and November 17 in San Diego. For more information check the website here: [invincibleenterprises.com/educator-trainings](http://invincibleenterprises.com/educator-trainings).

## Women’s Quick Facts Compelling Data on Why Women Matter



STEM Connector and Million Women Mentors wrote the book on why women matter. Women’s Quick Facts provides the overall image of women in today’s modern economy. Each page compiles a broad spectrum of the most current data, in bite size, easy to read content. While it suggests there are still disparities in the workforce with not enough women given the opportunity or encouraged to pursue fields dominated by men, it also encourages the reader to take action and respond to this challenge. This book serves as a resource to encourage women in their journey for recognition and equality. Women’s Quick Facts features organizations, influential thought leaders, support groups and more. This multifaceted content can be customized to support endeavors that promote the advancement of women.

Get your copy today at [womensquickfacts.com](http://womensquickfacts.com)! #WomensQuickFacts

**STEMconnector®**

**MWM**  
**Million Women Mentors™**  
 Advancing Women and Girls in STEM Careers Through Mentoring



## Activities and Opportunities

**Bay Area Science Festival 2016** – Ending November 5 [www.bayareascience.org/](http://www.bayareascience.org/)

There are still days left to this incredible ten day event held annually in San Francisco, CA. This free event includes the 6th annual Discovery Day at AT&T Park on Saturday November 5. There will be hundreds of hands-on activities, opportunities to meet local scientists and engineers and plenty of fun and educational entertainment.

**Women in Tech Festival 2017 - Building the She-economy**

Friday, March 24, 2017 at 3:00 PM - Saturday, March 25, 2017 at 5:00 PM in Mountain View, CA. This annual festival began in 2015 to encourage women to join together for a day of inspiring talks, insights on how technology is powering change and educational workshops.

Stay up to date with all MWM CA activities

<http://mwm-ca.org/>

Like us on Facebook/MWMCA

Follow us on Twitter @MWMentorsCA

### California's Goal: To pledge **50,000** mentors by **2018**

California, it's time to

# JOIN THE MOVEMENT

Pledge Today

**How to Register as a Mentor:**

1. Go to <http://www.MWM-CA.org>
2. Fill in the blanks and click 'Register'
3. Make the Pledge!
4. Receive an email from MWM with next steps

**Already a Mentor? Did you reach out to a mentee yet?**  
 Have an ongoing mentorship relationship on MentorCloud?  
 Questions? Contact Linda Baldwin at [LKbaldwin@ucdavis.edu](mailto:LKbaldwin@ucdavis.edu).

**About Million Women Mentors CA**  
 Working with our partners from the corporate, nonprofit, higher education, and government sectors, we will engage 50,000 CA Mentors by 2018 to:

- ❖ Increase the percentage of middle school and high school girls planning to pursue STEM careers
- ❖ Increase the percentage of young women pursuing undergraduate degrees in STEM fields
- ❖ Increase the percentage of women staying and advancing in STEM careers through supporting workforce mentoring programs

For more information, go to <http://www.MWM-CA.org>

# LEGISLATION

## Item 4C

### Information Item

2016 Legislation Review

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#### **SUMMARY OF THE ISSUE(S):**

The CCSWG has a valuable, statutorily required role in both acting as a central information center on issues that affect the lives of women and girls, and examining laws, practices, or conditions concerning or affecting women and girls in California (CA GC§8245). One of the ways in which the Commission can fulfill this important role is to provide an annual summary of newly signed laws that have a direct impact on the daily lives and varying experience of women and girls in our state.

**RECOMMENDATION:** No action is required.

#### **BRIEF HISTORY OF KEY ISSUE(S):**

Historically, the Commission has produced an annual summary of laws affecting women. The summary has been organized by topic area pursuant to the mandated areas of focus, including, among others, economic security, employment, health, violence, and civil rights. These mandated focus areas have been modified by amendments to the Government Code in past legislative sessions. Summaries produced by the Commission have included a one to two sentence description of each bill. Additionally, the Commission has historically produced a document entitled “Public Policy Agenda and Proposals to the Governor and State Legislature” for each legislative session. This document outlined priority areas and a Commission supported legislative agenda, as well as public policy proposals organized by topic area, including, among others, child care, civil rights, economic security including CalWORKs, family law, and long term care and aging.

#### **ANALYSIS:**

In addition to initiating and/or supporting proposed legislation, the Commission, as an independent, non-partisan state agency, is uniquely positioned to provide implementation and oversight support on newly enacted laws. The Commission is the only state body that exists to provide analysis and program and policy initiatives through a gender-focused lens. Creating a summary of newly enacted laws will enable the Commission to better assess where implementation and oversight support could be most beneficial and effective.

**RESPONSIBLE PERSON(S):** Bethany Renfree, Policy Director

#### **ATTACHMENT(S):**

None

# COMMUNICATIONS AND OUTREACH

-NEWSLETTER

-WEBSITE

-SOCIAL MEDIA

-CONSTITUENCY OUTREACH

## Item 4D

CCSWG Social Media

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### **SUMMARY OF THE ISSUE(S):**

The Commission will develop and implement a social media strategy focusing on Commission image, marketing and relationship building.

### **RECOMMENDATION:**

No action required.

### **BRIEF HISTORY OF KEY ISSUE(S):**

Prior to the hiring of a Communications and Outreach Adviser posting on social media outlets was not uniform or consistent. Posting has increased but now needs a comprehensive strategy linked to the Policy priorities of the CCSWG and the substantive areas of focus for the commission as outlined in statute.

### **ANALYSIS:**

Commission staff will develop a social media strategy to promote engagement with Commission activities and educating the public. Social media announcements by the Commission should promote education and ongoing strategic relationships. Any social media strategy should include measurement metrics to determine success of initiatives, as well as a timeline for scheduled for postings for events and holidays. Social media campaigns can be included in these timelines for strategic marketing and relationship building.

### **RESPONSIBLE PERSON(S):**

**Stephanie Flores, Communications and Outreach Adviser**

### **ATTACHMENT(S):**

Communications.doc  
California Pay Equity Task Force Media Strategy.doc

## Item 4D

CCSWG Newsletter

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### **SUMMARY OF THE ISSUE(S):**

The Commission has prepared a calendar of the CCSWG newsletter Issues and Impact publication dates for the remaining fiscal year.

### **RECOMMENDATION:**

No action is required.

### **BRIEF HISTORY OF KEY ISSUE(S):**

The Commission newsletter launched in July 2016 to provide the public with updates on Commission activities, related events, partner organizations activities, and Commissioner activities and accomplishments. The adoption of a set calendar provides a structured schedule for when to meet deadlines for content development, and which events or holidays can be publicized.

### **ANALYSIS:**

The Commission has adopted a newsletter schedule to better structure our messaging strategy.

### **RESPONSIBLE PERSON(S):**

**Stephanie Flores, Communications and Outreach Adviser**

### **ATTACHMENT(S):**

Communications.doc

## Item 4D

Commission Website

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### **SUMMARY OF THE ISSUE(S):**

The Commission will devote more staff time updating and redesigning the website [www.women.ca.gov](http://www.women.ca.gov)

### **RECOMMENDATION:**

No action required.

### **BRIEF HISTORY OF KEY ISSUE(S):**

Due to understaffing and a lack of ongoing funding and technical expertise, the CCSWG website was poorly maintained for several years. The Commission, now fully staffed and funded, can dedicate more of its efforts to improving the website for clarity, ease of use, and aesthetic appeal.

Commission staff has assessed the website in its current state and has listed problematic areas focusing on the front page, resources, meeting notices and an addition of a STEM page. Communications and Outreach adviser will develop a plan to update each page, beginning with a redesign of the front page.

### **ANALYSIS:**

The Commission will continue to revamp the website, including a redesign of the front page, the addition of a section on STEM, cleaning the Resources page, and cleaning the meetings time page for ease of access.

### **RESPONSIBLE PERSON(S):**

**Stephanie Flores, Communications and Outreach Adviser**

### **ATTACHMENT(S):**

None

## Executive Committee Meeting – Communications and Outreach

### Newsletter

CCSWG: The Commission newsletter Issues and Impact is sent out via ListServ every second Thursday of the month. The deadline to submit material for publication is the first Tuesday of the month, or the Tuesday before it is sent out. On this day the newsletter is submitted to Commission staff for review.

<i>Month</i>	<i>Development/Design</i>	<i>Editing</i>	<i>Send Out</i>
November	Oct. 17	Nov. 1	Nov. 10
December	Nov. 14	Nov. 29	Dec. 8
January	Dec. 12	Jan. 3	Jan. 12
February	Jan. 16	Jan. 31	Feb. 9
March	Feb. 13	Feb. 28	Mar. 9
April	Mar. 13	Apr. 4	Apr. 13
May	Apr. 17	May 2	May 11
June	May 15	Jun. 6	Jun. 13

MWM: The MWM-CA newsletter is sent out via MailChimp every first Tuesday of the month. The deadline to submit material for publication is the previous Tuesday. On this day the newsletter is sent to Commission and MWM-CA staff for review.

<i>Month</i>	<i>Development/Design</i>	<i>Editing</i>	<i>Send Out</i>
November	Oct. 10	Oct. 25	Nov. 1
December	Nov. 7	Nov. 29	Dec. 6
January	Dec. 12	Dec. 27	Jan. 3
February	Jan. 9	Jan. 31	Feb. 7
March	Feb. 13	Feb. 28	Mar. 7
April	Mar. 13	Mar. 28	Apr. 4
May	Apr. 10	Apr. 25	May 2
June	May 8	May 30	Jun. 6

### Social Media

Postings on Social Media accounts should occur at least twice a week per account. For holidays and events, posts should be scheduled ahead for social media accounts that allow it.

Social media postings and newsletters will follow a set schedule of themes for each month, in addition to material sent in for posting.



<i>Month</i>	<i>Theme(s)</i>
November	National American Indian Heritage Month Latina Equal Pay Day (Nov 1 <sup>st</sup> ) Veterans (12/11)
December	Season of Suppers Campaign International Day of Disabled Persons (12/3) Swearing In (12/5)
January	National Mentoring Month Human Trafficking Awareness Month Anniversary of Roe versus Wade (1/22) Anniversary of Fair Pay Act (1/1)
February	Black History Month Teen Dating Violence Month
March	National Financial Literacy Month Women's History Month (4/12)
April	Equal Pay Day
May	Mothers Day Mental Health Month National Older Americans Month National Nurses Week (5/6-12) National Women's Health Week (5/9-13)
June	Graduation Month National Pay Equity Day

### **List Serv**

By January 2017 the Commission will switch email distribution services from DGS List Serv to MailChimp. Communications and Outreach Adviser is working to include broadening newsletter distribution in the 2017 year, including outreach to the legislature and women serving organizations.

### **Constituency Outreach**

The Commission staff and Commissioners regularly interact with a broad cross section of partner organizations, coalitions, state associations and advocacy organizations as well as local commissions and other government agencies

We reach these organizations and individuals through face to face meetings, conference calls, conferences, forums, on line interaction and newsletters.

### **Media Plan for Pay Equity Task Force**

See Media Plan

## **Engaging Girls and Women in STEM**

The Commission has partnered with educational organizations across the state, including the California Department of Education (Engaging Girls in STEM and STEAM), University of California Davis (Million Women Mentors California) and recently the Los Angeles County School District (Girls Academic Leadership Academy). We have made gains in our outreach strategy during the California STEM Symposium which allowed the Commission a wonderful opportunity to connect with educators from across the state to better engage their girl students in STEM. The Commission hosted a session on Engaging Girls in STEM which served as a kick off to our Town halls events that are scheduled to take place in four counties.



## California Pay Equity Task Force

### Media Strategy

#### Task Force Meetings

- Task Force Meetings (Notifications for Meetings)
  - Consistent News Outlets Used:
    - Capitol Morning Report (CMR)
    - Sacramento Bee Capitol Alerts
  - Previous Interest Shown:
    - Capitol Television News Service
    - Sacramento Bee Capitol Bureau
  - Targets for Outreach:
    - KQED
- Task Force Activities (Publicizing the Activities and Accomplishments)
  - Consistent News Outlets Used
    - Sacramento Bee
  - Previous Interest Shown:
    - Governing
    - San Jose Mercury
    - Los Angeles Times
  - Targets for Outreach:
    - San Francisco Chronicle
- Task Force Members (Highlighting members)

#### Preparation for Task Force Meetings:

- Social Media: #PayEquityTaskForce #PayEquity #EqualPay #EqualWorkEqualPay #CAPayEquity #CAEqualPay
- twitter accounts: @CalDFEH @Orrick @LauriDamrell @SenHannahBeth @AsmGarcia @StateAssembly75 @EqualRightsAdv @JReischERA @CalChamber @GapInc @BiddleCG @SheNegotiates @VickiePynchon @SEIU1000 @SEIU @ucdavis @IATSE @CaWomensCaucus
- Audience:

#### Outreach opportunities:

- Target organizations with interest – who will want the interim report
- Assemblymember Garcia's hearing in February



## 2017 Timeline

Month	Project	Description	Outlet
October 2016	Task Force Meeting Advertisement	-before meeting: Send out media advisory, post advertisement online -after meeting: media advisory highlighting outcome	CMR, Capitol Alerts, Social Media Capitol Press Corps list
November 2016	Interim Report	-Identify media outlets to advertise interim report -Write messaging for interim report	
December 2016			
January 2017	1 year anniversary of Equal Pay Act	Issue Media Advisory and taskforce update	
February 2017	Commissioner Garcia hearing	Contact Garcia's office for details	
March 2017			
April 2017	Prepare for release of interim report		
May 2017			
June 2017	Anniversary of Federal Pay Act		

# UPCOMING EVENTS

# CA Commission on the Status of Women and Girls

## 2017 Schedule of Meetings

4<sup>th</sup> Monday of the Month

<b>Date</b>	<b>Time</b>	<b>Location**</b>	<b>Full or Executive</b>	
January 23, 2017	11:00 am	Sacramento	Full Commission	
February 27 , 2017	11:00 am	Sacramento	Executive Committee	
March 27, 2017	11:00 am	Sacramento	Full Commission	
April 24, 2017	11:00 am	Sacramento	Executive Committee	
May 22, 2017	11:00 am	Sacramento	Full Commission	
June 26, 2017	11:00 am	Sacramento	Executive Committee	
July 2017	No meeting	_____	Legislative Recess	
August 28, 2017	11:00 am	Sacramento	Full Commission	
September 25, 2017	11:00 am	TBD	Executive Committee	
October 2017	Times TBD	TBD	Commission meeting around Southern California	
November 2017	No Meeting	_____	Legislative Recess	
December 2017	TBD	TBD	Executive Committee and Commission event CA STEM Symposium	

\* Telephonic locations will be included in the Meeting announcement.