

Memorandum

To: Honorable Malia M. Cohen, Chair
Honorable Mike Schaefer, Vice Chair
Honorable Ted Gaines, First District
Honorable Antonio Vazquez, Third District
Honorable Betty T. Yee, State Controller

Date: July 15, 2022

From: Peter Kim, Chief Communications Officer
Communications Department

Subject: **Overview and Lookback of the Communications Department**

Introduction

The Communications Department (Department) is headed by the Chief Communications Officer, who reports to the Chief Deputy Director and advises the Executive Director. The Department is responsible for communications with the media, external stakeholders, and the general public to provide all BOE audiences with accurate, consistent, and timely information. The Department also manages the main page of the BOE website and the BOE's intranet site, BOE's official social media accounts, certain forms and publications, and other communications-related tools. Finally, the Chief Communications Officer serves as the principal spokesperson for the agency and issues agency news releases or news advisories.

Below are some major highlights and accomplishments of the Department in 2021 and through the first half of 2022.

BOE Website

The BOE website is a critical tool in communicating and providing essential and up-to-date information to stakeholders and the general public.

The website went through a refresh in the first quarter of 2021, which included a static graphic banner (currently Proposition 19), an updated BOE logo, an updated alert banner, the addition of the "About Us" button, and a visible search bar. In addition, several significant web pages were established: [Proposition 19](#), [COVID-19](#), the [BOE Organization Chart](#), and information about [the Executive Director](#). Recently, the website was enhanced to offer translation to non- or limited-English speaking individuals through the placement of a "Translate" button.

In line with the agency's Strategic Plan 2020-2025, specifically Goal 2, the BOE is modernizing our core tax administration functions and business processes by leveraging technology systems. Accordingly, the BOE website is continuously being improved to enhance its capabilities and utility.

Social Media

From July 2017 to September 2020, BOE's social media accounts were inactive and the Department made rebuilding BOE's social media presence a top priority. The Department was successful in reactivating and verifying BOE's social media accounts on Facebook, Twitter, and Instagram. Verification was critical to ensuring that our audiences knew that these accounts officially represented the BOE. BOE also reactivated its LinkedIn account to assist with promoting career opportunities and engaging with job seekers and current employees.

In 2021, there were approximately 70 social media posts on each of the BOE's social media accounts that featured upcoming Board Meetings, Proposition 19 information, career opportunities, disaster relief, news releases, important deadlines and hearings, and general information about the BOE. Utilizing social media platforms has greatly expanded and enhanced communications, transparency, and further outreach.

Publications and Forms

The Department is working to standardize and update public-facing BOE publications and forms so that they are consistent and contain the most up-to-date information. In addition, the Department is in charge of coordinating the publication of the BOE's Annual Report.

Below are some of the recent publications that the Department helped facilitate:

- [Annual Report of the State Board of Equalization 2020-2021 \(Pub 306\)](#)
- [Annual Report of the State Board of Equalization 2019-2020 \(Pub 306\)](#)
- [2022 State Assessee Newsletter \(Pub 561\)](#)
- [2021 Property Tax Legislative Bulletin \(Pub 140\)](#)
- [California State Board of Equalization Governance Policy \(Pub 471-Gov\)](#)
- [Introduction to the California State Board of Equalization \(Pub 21-G\)](#)
- [Proposition 19 Fact Sheet \(Pub 801\)](#) and [Proposition 19 Fact Sheet \(Spanish\) \(Pub 801-S\)](#)
- [Taxpayers' Rights Advocate's Annual Report 2020-2021 \(Pub 316\)](#)
- [Taxpayers' Rights Advocate's Annual Report 2019-2020 \(Pub 316\)](#)
- [2022 Taxpayers' Bill of Rights Hearing Flyer \(Pub 317\)](#)

Other Communications-Related Tools

In 2021, the Department spearheaded other various communications-related tools.

In collaboration with the Taxpayers' Rights Advocate Office, the Department led the creation of a [public service announcement](#) promoting the 2021 Taxpayers' Bill of Rights Hearing.

In addition, each BOE employee also serves as a representative of the agency. To help promote the BOE, the Department led the creation of BOE branded virtual backgrounds and standardized and modernized e-mail signatures.

Look Forward

A key element of the agency's Strategic Plan 2020-2025 is to revitalize the BOE's workforce. In the coming months, the Department will focus on further improvements to the BOE website including changes to the main page and launching a dedicated webpage for career opportunities to assist with recruitment.

In addition, the Department will be facilitating the translation of the Proposition 19 Fact Sheet into simplified Chinese and the Taxpayers' Rights Advocate Office's updated information sheets into Spanish.

Conclusion

The Department will continue to provide the Board with periodic updates as it reaches milestones on significant projects.

Approved:

/s/ Yvette M. Stowers

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