

DEPARTMENT OF INSURANCE

300 Capitol Mall
Sacramento, CA 95814
(916) 492-3623
(916) 445-5280 (fax)
www.insurance.ca.gov

**APPROVED 10/15/20**

**INSURANCE DIVERSITY TASK FORCE (IDTF)
SUPPLIER DIVERSITY ADVISORY GROUP MEETING MINUTES**

Thursday, September 17, 2020

1:00 – 2:00 p.m. PDT

1. Roll Call - Call to Order

Roll Call – Conducted by California Department of Insurance (CDI) Staff – Amy Ives

Task Force Attendees: Sal Peinado, Jr., Imelda Alejandrino, Rebecca Aguilera-Gardiner, Mark Morales, Cecil Plummer, Vikita Poindexter

CDI Staff: Chandara Phanachone, Uzma Rahman, Amy Ives

Public Attendees: Anthony Belcher (WesTech Environmental), Venita Johnson (WesTech Environmental)

2. Approval of Past Meeting Minutes

Motion to approve past minutes: Mark Morales

Motion seconded: Rebecca Aguilera-Gardiner

3. Public Comment for Items Not on Agenda

Sal Peinado, Jr., IDTF Chair – Asked if there were any items to be considered for a future meeting by the public. Explained that due to Bagley-Keene, nothing would be decided upon at this meeting, but could be placed on agenda for next meeting.

Venita Johnson, Public – Ms. Johnson inquired as to when the meeting minutes would be available for the public to review.

Amy Ives, CDI – Advised that minutes are only published once they have been approved by the Task Force members. Normally, once minutes are approved, it's usually within a couple of days that it is posted on the Diversity website.

Sal Peinado, Jr., IDTF Chair – Confirmed there were no other items from public comment to be added to the agenda. Sal handed the meeting over to Cecil Plummer, Lead IDTF member for Supplier Diversity Group.

4. Strategic Plan Working Group Updates

Cecil Plummer, IDTF – Cecil and Imelda have been working together on the diversity designation and the marketing plan.

Imelda Alejandrino, IDTF - Provided Uzma with a creative/strategy brief to determine how to market to which industry. One of the things we need to recognize is the idea behind the designation. Launching it would require an inauguration event.

Cecil Plummer, IDTF - A designation to recognize companies is important and helpful to primarily larger insurance companies. We need to determine criteria that will actually work so that we a designation on how that would

actually work so that we, as a Task Force, can make a recommendation to the Commissioner. We also need to do more work to figure out how to make this meaningful to smaller and mid-sized insurance companies. As a whole Task Force, we have more work to do on the recommendation.

Imelda Alejandrino, IDTF - Important to get the designations to the smaller and medium size companies, so they can get some experience before they go and reach out to the larger insurers.

Cecil Plummer, IDTF – The smaller and mid-size insurance companies will need help to understand how it will impact them to be good corporate citizens and market accordingly.

Mark Morales, IDTF – It is essential that whatever the grading/numbering criteria is, it needs to be easy to understand. The Human Rights Campaign (HRC) uses a score from 0 -100, we could utilize letters.

Uzma Rahman, CDI – The goal of the designation is not to antagonize companies. Instead, we want to encourage, as well as honor and acknowledge the companies that are already participating. As Cecil has suggested previously, perhaps utilize a bronze, silver and gold rating. Instead of looking at just total spend, in our evaluation of companies, we can look at percentages to not preclude smaller/medium sized companies. Taking spend into consideration with a ratio rather than just dollar spend will make things more equitable. We also need to be mindful about governing board diversity survey data. The law explicitly stipulates that governing board diversity demographic data must be disseminated in the aggregate.

Imelda Alejandrino, IDTF – Usually before you launch something new, you have some type of research and development. Perhaps we can create a directory, just list all of the companies that have participated in the Insurance Diversity Survey alphabetically, ask some targeted questions and then we can develop the marketing campaign.

Sal Peinado, Jr., IDTF - Thinks it's a great idea to list the insurers that have a formal Supplier Diversity program. This way, if there are diverse suppliers who would like to reach out to the insurers, this is a good starting point. Also believes that the comparison on the percentages is a good idea since it allows the smaller insurers to be acknowledged and recognized for their efforts.

Imelda Alejandrino, IDTF - Launch is usually created with an education component as well as a “what’s in it for me?” portion. There needs to be good intelligence and research to build excitement and interest about being a part of this.

Mark Morales, IDTF – We can only gather so much information from the current survey. What if we reached out to insurers ahead of the Summit? We could advise that we would be discussing the creation of a diversity designation at the Summit and would like you to attend to provide feedback and input as to what should be included.

Cecil Plummer, IDTF – We should focus our efforts on creating the survey questions that we want to ask at the Summit. He proposed that he and Imelda work on developing some questions, so at the next Advisory Group meeting, we will have more to discuss.

Rebecca Aguilera-Gardiner, IDTF – How will surveying be conducted? In the Summit? Following the conclusion Via email?

Cecil Plummer, IDTF – Is it an option to have WHOVA do the surveying for us? Is it cost prohibitive and are the answers available in real time?

Chandara Phanachone, CDI – We can look into doing the survey within WHOVA. We have a good audience and this is a good time to be working on this.

Cecil Plummer, IDTF – **Action Item:** By the next meeting, Imelda and Cecil will have prepared the document that will outline how surveying will be addressed at the Summit. Imelda could do a small presentation, and following the meeting, we'll have everyone's thoughts and plan to give to CDI team with approach for the Summit.

Venita Johnson, Public - A couple of questions – is Cal-CRIS not grassroots enough?

Cecil Plummer, IDTF – Liked the idea of a designation – however, Cal-CRIS feels like it could be burdensome and he is not necessarily convinced that it is the right way to go. He also emphasized that he does not believe he could support the launch of Cal-CRIS in time for the Summit.

Imelda Alejandrino, IDTF - The concept looks like a good start; however, questions remain regarding the implementation and application of the rating system, which causes her to feel unsure about Cal-CRIS. What is it exactly? Is it a software? She thinks it is a good idea – but needs more fleshing out. She wants to know: How do you make it consistent? How are you making money off of this? How are you going to scale this idea? How are you going to convince CDI [the Department] that this is a good way to go? What does implementation look like? Ms. Alejandrino also offered her advice and that she would be happy to meet with Ms. Johnson and Mr. Belcher to discuss this further.

Venita Johnson, Public – Appreciated feedback from Imelda and that she would take her up on the offer for meeting to discuss further.

Chandara Phanachone, CDI – It sounds like there is consensus among Task Force members that the Summit will be good for marketing research, but not necessarily to launch the designation plan. To which, no objections were raised by any Task Force members.

From the Department's standpoint, we are unable to move forward with a final recommendation on behalf of the Task Force for the Commissioner to consider.

Rebecca Aguilera-Gardiner, IDTF – Task Force Member Rebecca Aguilera-Gardiner shared that a possible survey during the Summit [regarding establishing a diversity designation] will help create buy in. She added that people [insurance companies] will feel like they will have some ownership of how things are running.

Mark Morales, IDTF – In the past, Initiative has had difficulty engaging C-suite executives to attend the Summit. Now that the Summit is virtual, and there is the possibility for them to be involved in the planning of the designation, we should utilize these advantages.

Imelda Alejandrino, IDTF – We need to convince a couple of insurers and gain a few advocates and that will definitely help.

Chandara Phanachone, CDI – As we are still working through the initial phases of the diversity designation as part of the goals outlined in the 2020, we will not be presenting the Cal-CRIS for consideration by the Commissioner at this time.

5. Future Agenda Items

There were no future agenda items proposed.

6. Adjournment

As Sal Peinado, Jr. and Cecil Plummer had to leave – Mark Morales serving in his Vice Chair role asked who moved to adjourn the meeting.

Motion to adjourn meeting: Imelda Alejandrino

Motion seconded: Rebecca Aguilera-Gardiner