

## DEPARTMENT OF INSURANCE

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**APPROVED 9/13/23**

**Insurance Diversity Task Force (IDTF)**

**2nd Quarterly Task Force Meeting**

**June 6, 2023**

**10:00 am – 12:00 pm PDT**

**I. Roll Call - Call to Order**

**a. Roll Call**

Conducted by California Department of Insurance (CDI) Staff – Uzma Rahman

**b. Establishment of Quorum – Quorum Established**

**II. Public Comment for Items Not on Agenda**

There were no public comments.

**III. Review and Approval of Past Meeting Minutes**

Motion to Approve: Pradip Khemani

Motion Seconded: Rebecca Aguilera-Gardiner

**IV. Attendee Introductions**

Task Force Attendees: Mark Morales, Rebecca Aguilera-Gardiner, Jose Plascencia, Pradip Khemani, Fabiola Cobarrubias, Tommy Smith, Maria S. Salinas, Cecil Plummer, Jay Greene, Linda Akutagawa, Griselda Gonzalez

CDI Staff: Uzma Rahman (Manager, Diversity Initiative), An Kim (Manager, Diversity Initiative), Amanda Bastidas (Appointments Officer), Karisa Yocham (Attorney, CDI), Chandara Phanachone (Director, Diversity Initiative)

Public Attendee: Tarrell Gamble

**V. Department Welcome Remarks**

*Uzma Rahman (CDI)* – Thank you everyone for attending. It's already June, and we're halfway through 2023. CDI will go over the strategic plan and provide a progress update. Happy Pride Month. It's a tough time for Pride—in general we are very joyful, and it's the time for celebrating your authentic self and the right to be who you are. There are generations and decades fighting for this right, but it's not all joyful right now—the most recent Out Leadership Equality Index rates every state in the nation with regards to

LGBTQ+ equality. As a whole, for a second year in a row, the entire country is in the negative, so we are struggling, due in part to the past legislative cycle. Among the 50 states, it is reported that 500 anti-equality laws were proposed. There is definitely a need for greater DEI. There's definitely a need for voices like you all, in terms of speaking up, and doing what we can as leaders in our community to combat the regression that's taking place. It is frustrating, but at the same time it drives you to continue, we're looking at progress, and we're making sure that we are on the right side of history when it comes to these things, and the legacy that we leave behind for our children and grandchildren and following generations. Thank you all for your continued thought leadership and guidance.

## **VI. Policy and Legislation – Updates**

### **a. Legislative Updates**

#### **i. Presented by: CDI Policy & Legislation Branch**

*Amanda Bastidas (CDI)* - If SB544 (Bagley Keene Open Meeting Act) passes, there's no emergency clause, so it wouldn't go into effect until January 1, 2024. That means at least for the next six months, we're going back to in-person meetings. CDI will, once again, open our offices, and you can attend meetings from one of those physical locations. In order for meeting locations to be publicly noticed, we need to at least have one Task Force member attending in person at that particular site, so we'll once again, we will be looking for RSVPs to know who will be attending.

If you are unable to attend at one of those physical locations, and you want to attend virtually, there will be more steps involved—you must join from a public location (you cannot join from your home). If you have a public office that's able to take members of the public, the address for that office would have to be listed on the agenda. As you recall, the meeting notice and agenda has to be posted 10 days in advance.

If you're not able to attend one of the locations listed on the agenda, and you want to attend virtually, we can't treat you as a member of the Task Force. We want you to be there and listening, but you won't be able to be counted towards roll call or quorum, and you won't be able to speak freely as a Task Force member. You will be treated as a member of the public.

*Uzma Rahman (CDI)* - Omnibus Bill (AB1140) is the CDI-sponsored bill that contains many Department-related provisions. Particularly, there is a diversity provision that expands the definition of minority, business and/or minority business enterprise owners and diverse board members, to include persons with disabilities. The omnibus passed the Assembly floor on May 25, was introduced to Senate on May 26, and is pending committee referral. The next hearing will be June 28. Any Task Force members who would like to submit a second letter of support would need to submit it by June 21—there will be an email reminder from CDI.

*Tarrell Gamble* - I did have one question in terms of the expansion of the language to persons with disabilities--what does that mean, and what are those parameters that have been identified or outlined?

*Uzma Rahman (CDI)* - "Persons with disabilities" follows the American Disabilities Act with regards to the definition of what the parameters for defining disabilities include. It's quite encompassing. If you want to follow a California example, I would look into the CPUC's definition that includes business owners who are also persons with disabilities into their supplier diversity policy.

*Mark Morales (IDTF)* - For those of you that are not aware, there are organizations that advocate for disabled-owned business enterprises. There is a certification of DOBE, and there is a conference coming up in July in Orlando. I went to the one last year in Dallas, and it was eye opening to see the number of people that were there, the representatives, and I hope that you can take some time to take a look at that organization, disability and disabled-own business enterprises.

## **VII. Task Force Elections**

*Uzma Rahman (CDI)* – The Task Force is led by both a Chair and Vice Chair. They provide administrative leadership and oversight and work closely with the Diversity Initiative staff.

The Chair conducts business of the Task Force in a professional manner with appropriate transparency, adhering to the highest ethical standards with regards to meeting agendas. The Chair is active and provides input to CDI staff on the development of meeting agendas. The Chair presides over Task Force meetings in accordance with provisions to the Bagley Keene Open Meeting Act. The Task Force has advisory groups, and the Chair seeks volunteers for committees/advisory groups and coordinates individual assignments. The Chair also makes sure that advisory groups have leaders and ensures that that said leaders carry out their work. Lastly, one of the major roles for the Chair is assisting with the Diversity Initiative's strategic plan.

Also, we have a Vice Chair that supports the chair, who acts as Chair during an absence or unavailability, and adheres to the ethical standards of the Chair. Each term for Chair and Vice Chair is one year, or until the election when members may be re-elected. There are no limits to the number of terms, and ever may serve with regards to the election process. In our previous quarterly meeting, we held nominations.

In today's meeting (the 2023 Second Quarterly Task Force), nominees will deliver their candidacy speech that clearly articulates their interest in and qualifications for the position. In the event that only one person is nominated for each position of Chair and or Vice Chair, then they must receive a majority of the vote to be elected. We have both Mark and Rebecca, who are nominated to serve second term as Chair and Vice Chair. With a majority of the Task Force in attendance, we can properly vote and continue this process.

#### **a. Candidate Statements**

Mark Morales read his Candidate Statement for Task Force Chair

Rebecca Aguilera-Gardiner read her Candidate Statement for Task Force Vice Chair

#### **a. Action Taken: Roll-Call Voting for the 2023-24 Insurance Diversity Task Force Chair & Vice Chair**

*Uzma Rahman (CDI)* – Conducted roll-call voting for slate of Chair and Vice Chair.

- Linda Akutagawa - Yes
- Jose Plascencia - Yes
- Pradip Khemani - Yes
- Jay Greene - Yes
- Tommy Smith - Yes
- Fabiola Cobarrubias - Yes
- Cecil Plumber - Yes
- Mark Morales - Yes
- Rebecca Aguilera-Gardiner – Yes
- *Absent Task Force members – Imelda Alejandrino, Annalise Barrett, Vikita Poindexter, Maria S. Salinas*

#### **b. Confirmation of the 2023-2024 Chair & Vice Chair**

*Chandara Phanachone (CDI)* - Congratulations to Chair Mark Morales for the upcoming 2023-2024, as well as Vice Chair Rebecca Aguilera-Gardiner. Mark, it's just been a true pleasure working alongside you. You work as hard as you play, maybe even harder than you play, and I completely admire just your

level of commitment and dedication. Every time we need something, whether it's something in the middle of the night or the day before, or you need to step in and sub for one of our advisory group meetings. You're always there, and you're always there with a smile. And it's so genuine. And I completely appreciate the work that you do for the Department for the people of California, and certainly for me to make my job a little bit easier. And Mrs. Rebecca Aguilera-Gardiner, our Vice Chair, it's just been so amazing getting to work alongside you every time we meet. She has this just amazing smile that just lights up the room, albeit the virtual room, and she just has so much heart in serving our veteran and disabled veteran community and the people of California. We're so delighted and so grateful for your leadership enthusiasm, and the fact that you're so committed to the work that we do. And I love that you're also all everywhere now that we're able to travel, now that travel restrictions have loosened. I really appreciate both of your amazing leadership, and I look forward to a great year. We have a lot of really great projects coming down the pipeline. And it really it wouldn't be possible without your leadership, so thank you to both of you.

## **VIII. 2023 Insurance Diversity Summit**

### **a. Logistics**

*Chandara Phanachone (CDI)* - The Summit will be in person for the first time since 2018. CDI is ironing out all of the travel for Task Force members. The Diversity team will arrive the night prior, because the event is going to be starting early, 8 or 9:00, with the Keynote.

### **b. Summit Sessions**

*Chandara Phanachone (CDI)* - There will be a resource expo this year. There will be matchmaking and all the sessions in person. It's going to be a half day event—just the morning until 1:00. There only will be certain segments that will be hybrid—the keynote, but the smaller breakout sessions will probably not be hybrid. It will probably be in person only, and that's really meant to foster a more intimate experience for the folks who choose to attend. The event will still be free.

*Uzma Rahman (CDI)* - The theme for this year's summit is “Setting the Pace,” and it's taken from an athletic performance or running theme, in terms of your current pace. But we also want to think of it as a more assertive phrase, in that our actions can set the pace for progress in our industry.

The content of the sessions is equally distributed amongst attendees who are interested in supplier diversity or general diversity. Specifically, at last year's Summit, there were a new group of attendees from HR teams, as well as diversity officers. And so, we wanted to incorporate sessions to include topics that are interesting for a wider audience.

And that being said, you need the entire company to be on board (with diversity). It has to be a holistic conversation and effort, so there are a few sessions that are repeated. Mainly through our post-summit feedback, they've just been the most highly attended, the most positively reviewed, or the most requested.

There is always a request for Contracting with Insurance Companies. We fleshed out this session with actionable tips—we want attendees to have real takeaways or tools. The second one is interest in having a boardroom track. In keeping in line with the theme, we're calling it “Accelerating Your Track to the Boardroom.” That's usually been a conversation with one of our Governing Board Diversity-focused Task Force members moderating. And then we're trying to add new conversations, such as DEI and entrepreneurship. In the May Advisory Group Meeting were conversations regarding algorithmic bias, as well as unconscious bias...how that's applicable to our industry and what we can do to outpace it.

Unconscious bias and algorithmic bias, whether it's on the board selection size, related to selecting diverse suppliers or suppliers for procurement and then weaving in the conversation of AI, which is really

popping up in a lot of conferences. We want to have a new perspective, and one that's pertinent to our industry.

*Cecil Plummer (IDTF)* - One thing I've been thinking about is if the Commissioner would address the state of DEI—what we're seeing in other states, being under attack, and this has been a big thing of discussion with all of my colleagues around the country. It might be interesting and important for the Commissioner to address the ongoing commitment to diversity, inclusion, and things of that nature, because many of big insurance companies are not based in California, and their states' political opinions on DEI may be under scrutiny.

*Uzma Rahman (CDI)* - Great point. I've also been seeing, just online, a backlash, because there was a great focus on DEI in 2019 through 2022 and now there seems to be some sort of regression response.

*Chandara Phanachone (CDI)* - That's a great point. I was presenting the Diversity Index to our executive team. We're slated to move forward with getting the Commissioner's feedback by the end of this month or early next month. The Diversity Index is really one of the key projects that we can underscore the Department's commitment to making it more tangible for companies to understand where they stand and also for consumers to understand where companies stand. With regard to DEI, on the board or supplier diversity side, it's something that's definitely top of mind. The Commissioner is slated to attend an important seminar as part of the International Association of Insurance Supervisors.

In crafting his talking points, we're making sure that it's definitely top of mind for him in terms of sharing where California is at and how to spur greater progress among colleagues across, not just the country, but also the world. We have been intentional about making sure that this year's theme for the Summit would be relevant and resonate with folks. Because we've seen this whole massive moment of reckoning of DEI in 2020. And then, as with any kind of movement, there's the pace—the momentum is at its highest when it starts, and then a couple of years down the road, we want to make sure that this particular Summit is calling into consideration all the forces at play.

*Cecil Plummer (IDTF)* - I'm sure everyone will be also curious to hear the Commissioner's position on State Farm halting property policies in California. I think getting updates to that would be a very welcome thing.

*Chandara Phanachone (CDI)* - What we want from Task Members at this time is really to provide input on the proposed sessions at the Summit. We welcome any of your referrals and connections to potential speakers—we really want to make sure that we are looking broadly and widely at the different speakers that we could bring on board. We've worked in the past with Dr. Safiya Noble, who is one of the thought leaders in algorithmic bias, was a professor at UCLA and wrote a book on algorithmic bias. That could bring the perspective from academia paired with the work of industry leaders.

*Uzma Rahman (CDI)* - In regards to the unconscious bias session proposal, while everyone at the meeting currently is knowledgeable about what it is, how much detail (in terms of background history) is necessary? I was also playing with the idea of potentially an exercise where we check our own biases. But is that going to be dangerous, setting us up for an uncomfortable rest of the session or Summit? I wanted something new, fresh and impactful.

*Rebecca Aguilera-Gardiner (IDTF)* - Any time that you can get attendees engaged is best...and even if they're uncomfortable, having a questionnaire or those touch points. If you've ever been to the Veterans in Business (VIB) Conference, we have nothing but touch points throughout--we do an interactive icebreaker, where we throw everybody together in a room. These are all points of being engaged with each other. For me a successful conference is always getting people engaged and pushing that envelope.

*Linda Akutagawa (IDTF)* - I want to plus one...what Cecil said about having the Commissioner adjust the DEI issues across the country. I think we just need to really put an exclamation point on it, as something

that's important to Californians, given the diversity in our state. I also want to suggest having him touch on the climate change issue too and the impacts that we're seeing because of what you know two recent decisions is going to do to diverse communities. It's not just racial and ethnic diversity, we're also talking about economic diversity, as well as the rural/urban divides.

Lastly, on this outpacing unconscious bias, I think I understand the intent, but I want to also express a little bit of caution, or perhaps maybe some framing, because right now, it's very broad--what's the purpose of it? What are you trying to do? How does it relate to the people who will likely be coming to this? I think that's when we get into trouble is when it's a little too broad--what is the purpose? It's an important topic, but if it's not done carefully and intentionally, then we create unintentional problems. The more you could be clear (about the purpose), then the more intentional about the session, and then you could also be more intentional about communicating that to everybody who is going to attend.

*Uzma Rahman (CDI)* - At this point, all of our sessions are broad in terms of topics. We really wanted the Task Force members' insights or input to where the conversation is guided, what seems to be the most effective, or what would be an appropriate way to touch on these topics. I want to take suggestions on what people think would be an effective avenue to approach the conversation of unconscious bias as it relates to our industry and the key stakeholders that would be attending the summit.

*Pradip Khemani (IDTF)* - First and foremost I like the framework—it gives a good blend of what's emerging and new versus what has been established from prior events. From an outcome perspective of data, outcomes fall within the standards of whether we are high performing, medium or low, and that gives oftentimes the motivation to strive. That would be my one recommendation, and organizations do extensive benchmarking, which enables us to see the broader view of where the DEI is headed.

*Uzma Rahman (CDI)* - Tommy mentioned that employees plan to utilize data research, and we have spoken with them. We utilize the California Insurance Diversity Survey (CAIDS) right now. But We want to go deeper into this state of the insurance industry with. We are looking at community impacts as well. I wanted to throw this out there--we were thinking the summit would be a great, live launch point for the Index. Perhaps this is a good session for that to go into, or would you see that being its own session?

*Pradip Khemani (IDTF)* - No, I think we can certainly play with the format of the framework, I think, launching the Index and launching it on the foundation of how you qualify to achieve each one of those standards. Obviously at the end of the day is based on both qualitative and quantitative outcomes. I do see connection points there that we can certainly contemplate.

*Tommy Smith (IDTF)* - Did I hear this is a half-day session?

*Uzma Rahman (CDI)* - Yes, it's going to run from 9:00am to 1:00pm.

*Chandara Phanachone (CDI)* - And we have concurrent sessions going on—there would be three concurrent sessions going on the first hour. There's going to be a keynote from the Commissioner, so there's nothing else going on during that time. But there's going to be three concurrent sessions moving at the same time--three or maybe four.

*Tommy Smith (IDTF)* - It just seems like a lot.

*Chandara Phanachone (CDI)* - It is. There's going to be some (sessions) that we could potentially make available in advance through pre-recordings but for the most part we want to make sure these are live sessions.

*Tommy Smith (IDTF)* - Well, okay, it just it seems like there's a lot. And, moreover, I don't know how many folks you expect to attend. If you give folks nine different sessions to do within a three-hour period. I don't

know how well they can be attended, and I like the idea of having like virtual options that they can do ahead, or even leave behind after the conference. The conference isn't just you're attending there, but also accessing some of this other information. I guess the question is—who will be the live audience and what do they want to see live or virtual.

*Chandara Phanachone (CDI)* - Yes. I think there's some board diversity ones, because speakers may be national, so we might consider doing those virtual. What we've seen is that diverse suppliers really like the matchmaking in person and anything regarding contracting, procurement, doing business with the State. Normally, they really like that in person experience, because the whole point is building those relationships and those connections and certainly the keynote will be live as well. It really depends on the availability of the speakers that we're looking at. It's always great to have sessions certainly accessible via multiple platforms, but it's also great to have intimate discussions where you're able to get into the nitty gritty of certain things. If you feel strongly about specific sessions that you feel you know what this needs to be in person, please let us know.

*Tommy Smith (IDTF)* - Well, if you're going to do matchmaking, it seems like anything about doing business with insurance companies or the State would be live. And the core of this initiative algorithmic bias sounds very interesting. But again, I think people, are interested in how to do business and how to increase revenue, so that might be virtual entrepreneurship. We're already dealing with entrepreneurs, so that might be a virtual offering or something that we consider. How insurance companies support diversity...it might be a part of the strategy to look at. You can do live sessions then, to keep folks engaged throughout the year, pull off some of these things and turn them into webinars that can happen at any time. Pradip and I would probably appreciate something targeted towards the insurance industries that was virtual...so that we can help our colleagues and our peers learn more about diversity insurance.

*Uzma Rahman (CDI)* - That's a fair point. We were considering having three sessions within each hour for the attendees to choose from. Are you thinking that's overstretched in terms of choices? Perhaps maybe just give them a choice between two?

*Tommy Smith (IDTF)* - Well, I heard three sessions, keynote and matchmaking. You've got nine different options here. But we're hoping that at least one of those sessions in this hour will be a virtual session. So technically, they have 2 to choose from.

*Uzma Rahman (CDI)* - You're right—it is definitely organized in consideration of who our attendees are. So, when we open up registration later this summer, we'll be able to better gauge in terms of live attendees. In the past we've made sure that there is an option for those more interested in supplier diversity-related issues and then for those that are more interested in board diversity. We made sure there was an option for each within each hour. We're adding a more global perspective session to each hour as well. We'll be bringing in the diversity officers as well as human resources or other stakeholders that we've not captured in the past, thus three options per hour.

*Rebecca Aguilera-Gardiner (IDTF)* - Are we going to have exhibitor tables as well?

*Uzma Rahman (CDI)* – Yes. The resource expo isn't going for the entire summit, but it will be going for two to three hours.

*Chandara Phanachone (CDI)* - We feel like folks actually will stop at the tables. In the past we've only had about 25 exhibitors that comprised of insurance companies, supplier diversity services, diverse chambers, different certification agencies. It's worked really well. If you have a particular company that you want us to reach out to, let us know. We don't charge an exhibitor fee. We do have to limit due to capacity of the venue, so we have to be intentional about who gets a table.

*Fabiola Cobarrubias (IDTF)* - I think you mentioned that you were going to introduce the Index during this

time period. Can you speak a little bit about how you plan to introduce that? I don't like the idea of it getting buried in a data context. I think this is an important initiative that we want to get out as its own thing and make sure that it reaches as many in the audience as possible.

*Uzma Rahman (CDI)* - It will have its own publicity launch with regards to being shared through the appropriate communications platforms that the Department utilizes...press releases, social media, etc. We'll also be providing our Task Force an opportunity to share as well. And then the actual report itself will be housed on CDI's website. We are considering a cross-promotion strategy. The goal is late summer with the national release in Sept.- Oct. We are planning on bringing in a conversation at the Summit itself, so that it's cohesive to the entire strategic plan of our Initiative and the Department. Would it be its own session potentially or how would you feel it would be best treated?

*Fabiola Cobarrubias (IDTF)* - It sounds like you're going to do a lot of pre-work to get the message out ahead of time. Hopefully this conversation will deepen people's understanding?

*Uzma Rahman (CDI)* - Yes, exactly. We go into the strategic plan later on in today's agenda. You'll see where it falls into play. The engagement campaigns are a part of it as well as, of course, the Index. So it all comes together. But you're absolutely right in that they should all be treated with the appropriate amount of attention they deserve.

*Linda Akutagawa (IDTF)* - There was a question/comment about entrepreneurship being broad. Most of the people that are coming are "mature" suppliers—people that have been in business for a while. But I feel like over the last several years, especially because of the pandemic, there's been a rise in entrepreneurship—people weren't working, or if your office was shut down, you had to figure out what to do. I've noticed that there's been increasing numbers of accelerator programs and funds to help support new entrepreneurs. I'm wondering if a lot of them are targeted broadly to all entrepreneurs, and then there are some that are targeted to diverse entrepreneurs. This might be an opportunity to bring in some of those programs/funds that are targeting diverse entrepreneurs to talk about these kinds of accelerated programs--it's not just money, but mentorship, support, and other things like that. And if that might be a way to maybe have a different kind of conversation around entrepreneurship and also help some of these new startup companies.

*Tommy Smith (IDTF)* - As Linda defined, maybe it's resources for entrepreneurs. I'd be happy to bring along. I can think of some of our community partners could provide capital access and technical assistance, and those type of things for companies who aren't as mature and companies that continually have a growth mindset. The most successful and mature companies are always looking for access to capital, technical systems and all those types of things.

*Chandara Phanachone (CDI)* - Yeah, we had a presentation before from the Latino Business Action Network. They provide a lot of resources for their particular demographic and they're interested in being part of the Summit. I know that you have your own network as well—I think you work with Inner City Capital Connections?

*Tommy Smith (IDTF)* - Yeah, we work with several—Inner City Capital Connections has been one of our partners. But there are others...specific community ventures and others locally and across the country. I'm going to have those groups show up. If it's not, it's part of a session at least, maybe as part of a resource. I think that one of the sessions that always will get traction is the access to capital.

*Chandara Phanachone (CDI)* - In every research that I've read, minority business owners get the least amount of loans requested and are denied at a higher volume. In terms of sustainability and capacity building, you then have to go scramble for another form of capital. I think any of this other research that you'd mentioned, and anything that Mark certainly has connections to would be really meaningful. A lot of times they want us to tell them where exactly to get the money—they want to see that tangible connection

to some kind of funding source.

*Mark Morales (IDTF)* - I have a number that we can connect to—we talked about 10,000 Small Businesses. There's a number of them that we could actually build that entrepreneurship segment into the resource fair, rather than having it a separate thing. That way people can go and have those conversations directly with either the funders or the capacity builders.

*Linda Akutagawa (IDTF)* - Banks and other things, they're giving something like \$10 to \$15,000. But it is about capacity building, especially new entrepreneurs that are starting out don't always know what's available out there and don't know you have to compete for these spots. The growth of a new business is what I had in mind—not just saying here's the resource, but here's how you can be a more successful candidate for this program. The more people understand that then the more they can also think about the options for them out there.

## **IX. 2022-23 Strategic Plan – Updates & Discussion**

- a.** Board Diversity Advisory Group – Strategic Goals
- b.** Supplier Diversity Advisory Group – Strategic Goals

*Chandara Phanachone (CDI)* - In terms of the strategic plan, we are shaped by four pillars—education, community access, recognition, and accountability. We have made progress since the last meeting in March—we had about 20% that were in phase one, and we had 80% still in phase two, which is planning and design. We now have 50% of our projects in planning and design—I put the diversity index as part of this planning and design, because we haven't launched it yet, although it's nearing launch. We have moved 40% of our projects to execution.

In terms of strategic goals, increasing awareness has been a huge one—we have our NAIC leadership forum, and we also have the Commissioner going to the International Association of Insurance Supervisors. He's been really vocal in terms of getting more of a global perspective on the insurance industry among insurance supervisors or regulators.

In terms of increasing our impact, our work on the National Executive Committee has been really meaningful—I sit on the DEI leadership forum, and I've been selected as co-chair of that particular forum. Then we have our Statewide Coalition on Diversity Initiatives that we're really working to amplify. Also, we have developed a strategic marketing plan. An came on board less than three months ago and has hit the ground running, and so we wanted to share a little bit of what we're planning.

*An Kim (CDI)* - The bulk of the work will be done this summer, so we just wanted to give you a quick update. This marketing plan is a way for us to leverage and build on the great work that Chandara and the team have already built and using that as a foundation. At this time, we're focusing on three core strategies. The first is taking control of the brand--taking a deep look at our various audiences, determining how they find us, and the key performance indicators for those audiences. The next strategy would be utilizing targeted campaigns, where we see the Task Force being affected most. Historically, the team has built assets as requested, so we're planning to take a more proactive approach--we're going to be building tool kits for primary audiences so that they're always ready for you. When we say toolkit, we're thinking PowerPoint decks, fact sheets, social media graphics, along with messaging, so that they're readily available for any event that you might need to attend last minute. This will also allow you to personalize by inputting your contact information. When we introduced this idea to our advisory group meetings, our feedback was to include QR codes. If you attend events and see any new ideas, please let us know, and we're happy to incorporate. A bulk of the work will be done this summer, so this would be a great time to introduce any ideas or thoughts that you have. Next is increasing in person and virtual presence—my position allows us to work with our Community Relations and Outreach Branch to identify more opportunities for partnerships. We have a lot of these resources internally that we're hoping to

leverage and identify which events we can be part of. This last slide is the timeline—this summer will be conducting more research and executing on these strategies by the fall to coincide with Diversity Summit.

*Chandara Phanachone (CDI)* - In the interim, you could certainly ask us for the personalized one-pagers—we can make ad hoc requests in the summer. The idea behind this is to push out the information via many of our ambassadors and key stakeholders. One of the key things that we wanted to demonstrate to consumers is that we're not just collecting data but to make sure that this data is going to deliver some tangible value to the consumers of California.

*Mark Morales (IDTF)* - Let me give you an example of how we use this at the WBENC Conference—I had a booth, and I had the one pager for women businesses. As I had conversations with the diverse suppliers, if they were located in California, I would engage them with that flyer. I wound up giving out all the ones I had. Many of them had no idea that we even existed, so that one on one outreach was very effective.

*Chandara Phanachone (CDI)* - Moving forward with our strategic plan is community engagement. We have designed board and supply diversity engagement campaigns at the request of our Task Force members. Right now, we're drafting up direct communication from the Commissioner to the CEO of the company, as well as the procurement leaders, based on the areas that they are lacking. Amy and Uzma have been instrumental in terms of putting forth the logistics to make this all happen. This is an example of us being able to leverage our data and work with all of you on the Task Force to understand how we want to deliver this communication piece. At our May Advisory Group meetings, we got great feedback in terms of different resources, as well the call to action. For companies that receive these letters, we will follow up with more communication and engagement. It'll be great to track the progress of these campaigns. This the first time we are embarking on supplier diversity engagement campaigns. It's not the first iteration of board diversity engagement—back in 2018 and 2019, we launched something similar and got positive feedback that helped inform our policy making initiatives that led to SB655, as well as SB534.

*Uzma Rahman (CDI)* - I wanted to provide more information to the engagement campaign—we looked at 2021 data for the companies that were required to report. Of the 319 companies that were required to report, 148 have been identified for our engagement campaign. That is a shocking amount of companies—roughly 46% of the total. But I am hopeful—we looked into how we're dividing the cohorts, whether we're looking at board diversity, gender diversity, or both. And then we also looked into their diverse spend in California, and we've included a caveat with regards to those companies that were part of the previous engagement campaign and continued to perform zeros. We're hoping that engagement via letters will determine whether companies didn't take the time to respond to fully complete the reports.

*Chandara Phanachone (CDI)* - One of the key things we want to understand from these campaigns is the challenges. A lot of times, companies will report to get the survey in, but this whole idea is to incentivize the desired behavior, which is for them to actually do the work and commit to some kind of action that's going to lead to greater progress for our diverse communities. The objective is to collaborate with community and industry stakeholders, and the summit really helps bring all of this into fruition by providing access to opportunities. We are still in the initiation and conception phase for identifying the aspiring board directors, connecting them to board leadership opportunities. Hopefully the session on accelerating your path to the boardroom will help with that and any of the sessions that we'll be invited to participate in for the rest of this year. Objective three is leading and collaborating on industry-wide event, in which we have our summit matchmaking event, as well as collaboration with our Statewide Coalition.

## **X. Statewide Coalition on Diversity Initiatives**

- a. Presented by: Chandara K. Phanachone & An Kim – CA Department of Insurance

*An Kim (CDI)* - We are excited about this upcoming event that we are planning. There are six agencies involved, and Chandara was really involved in spearheading this coalition and moving it forward. It will be CDI, along with Caltrans, Department of General Services, California Office of the Small Business Advocate, Department of Healthcare Access and Information, and the California Public Utilities

Commission. We're very excited—this will be our first event, virtual or in person—and we are hoping this event will be a hybrid, similarly to our diversity summit. This event is being built in response to a survey that went out in February, so we're using that to lead all of our planning. At the moment we are looking at end of February or early March. Once we have selected the date and location, we'll definitely send it out to you all.

*Chandara Phanachone (CDI)* - It is targeted for statewide procurement, so we want to elevate and magnify the impact that we're having across the State. We're anticipating a fairly large crowd of—it is going to be the first of its kind. This is a reinvigorated effort to really build a community statewide procurement event for all of our diverse suppliers. The idea is it's going to be free, and it's going to be a huge undertaking by all the difference to agencies that have a robust applied diversity program.

Lastly, I just delivered a presentation [on the Diversity Index] to our executives that was very well received, so we're hoping to move on to the next phase, which is the Commissioner's office. After that we will be releasing the report and all of our materials for public comment at our July Advisory Group Task Force meetings. Barring any other action, this will be in person. We're hopeful for good feedback and comments before we officially launch. The idea is marketing in September to build up the fanfare, and then October is when we would like to launch to coincide with our summit on October 12<sup>th</sup>. This project has been three years in the making and started off as an idea between the Commissioner and Task Force members at the time. We did a feedback survey back in 2020 for Diversity Summit, and we've been able to refine it with the help from our data analytics team here at CDI and also our legal teams.

*Mark Morales (IDTF)* – How are we tracking the results of the summit and other programs as far as diverse dollars spent and in contracting? Do you want to address that aside from the actual surveys themselves?

*Uzma Rahman (CDI)* - Apart from the California Insurance Diversity survey that takes place every two years, I think the question is specifically about the effects of matchmaking. That's where we have real opportunities for diverse suppliers to meet with insurance companies and doing business with the State. In the past we've done surveys, and our plan this year is a follow up survey to see if that initial matchmaking introduction turned into a relationship, and then follow up from there. We're also entertaining the idea of an economic impact report.

*Chandara Phanachone (CDI)* – It's just a matter of making the pitch to get the funds to secure this particular report. Oftentimes we're seen as the trailblazing regulator that is sparking great conversations and spurring great change and committing to tangible actions. And so our colleagues across the country look towards the work that we're doing in California as a model for how they could push the envelope within their jurisdictions. I'm excited to lead this conversation at the national level with the National Association of Insurance Commissioners and certainly through our keynote at the summit. Over the years, it has been very California-based, but we're making sure that we get that national presence, as well.

*Mark Morales (IDTF)* - If you want more information, we definitely want you to participate in our advisory committees on supplier diversity and governing board. That's where a lot of the decisions are made, and the directions for the strategic plan are made in these committees. If you're not part of one now, I encourage you to attend at least one of them.

## **XI. Past/Upcoming Events/Announcements - Updates & Discussion**

*Uzma Rahman (CDI)* – I want to give Task Force members an opportunity to speak on their respective events. Last May, the Propel Conference was put on by the National Association of Women Business Owners here in Sacramento. It was a two-day event that I heard great things about and An was our representative.

*An Kim (CDI)* - It was a great event. I think attendance doubled in the last year—we came back in person last year with about 60, and this year, there was about 120. It shows how excited people are to attend in person again. The agenda is online—if you want to check out to see who is involved and who spoke, it's at [www.nawbopropel.org](http://www.nawbopropel.org).

*Uzma Rahman (CDI)* - Cecil had to leave, but I do want to touch on the Western Regional Minority Supplier Diversity Council awards gala that took place in May from his LinkedIn. It looked like a lovely event. And Jay had the Golden Gate Business Association Power Connect 2023.

*Jay Greene (IDTF)* - This is Jay Greene from San Francisco, the LGBT representative on the Task Force. I was a board director for the Golden Gate Business Association, and they had their annual large event on June 1<sup>st</sup> to start off Pride Month. We are in Pride Month, so we are thinking of the accomplishments and successes we've had since the late sixties. Power Connect was a great event. They had a very large event that was very well attended. They recognized a corporate business of the year, some small business of the year, some diversity leadership. It was held at Oasis, a nightclub venue. With a change in leadership in that organization, it was nice to see a streamlined event continuing for the 49<sup>th</sup> anniversary of the Golden Gate Business Association. Next year will be the 50<sup>th</sup> anniversary. The Golden Gate Business Association is the very first LGBTQ+ chamber of commerce in the world. It's called the Golden Gate Business Association, because back when it started you would have faced discrimination if you were LGBT. This organization was created so that individuals can come together, strengthen their communities, organize, and lift each other up.

It's going to be a very important anniversary for the Golden Gate Business Association and the LGBTQ+ community. I would encourage the insurance industry to be more involved as we come up on this big anniversary. There is sponsorship at the national level within the insurance community, but there's not a lot of sponsorship at the local level. I would encourage the local chambers need support to. We want to make sure that the local chambers get what the resources they need to help their members.

*Rebecca Aguilera-Gardiner (IDTF)* - Veterans in Business had its first East Coast event in April, and we had about 150 people come out to Camden, New Jersey. We're thankful that American Water was our title sponsor. We had it at a shark tank. We did the tactical networking we've had, Exhibitor Booth. We squeeze everything into this one event called Express Connect. We had a reception on the USS New Jersey battleship. that was from the 1940s.

*Jose Plascencia (IDTF)* - Just a quick announcement coming up in the very near future--June 29<sup>th</sup> in Sacramento is the California Diversity Awards held in collaboration between the California Hispanic Chamber of Commerce, the California Asian Commerce Chamber of Commerce and the California Black Chamber of Commerce. We have selected three recipients for public official, community nonprofit and corporate in their efforts to further diversity in the state of California.

## **XII. Public Comment: Public attendee open forum related to agenda items**

*Tarrell Gamble* - You mentioned the advisory group meetings. Do you need to be a member of the board to join the advisory group, or is that something that the general public can join?

*Uzma Rahman (CDI)* - In short, you do have to be a member of the Task Force to lead the conversations, but anyone can attend it as a public noticed meeting, similarly to how you're attending this meeting today.

## **XIII. Closing Remarks and/or Future Agenda Items**

*Mark Morales (IDTF)* - I want to thank everybody for joining us today. We've got many items we're working on this year, so we're excited to keep things moving. I appreciate everyone for their thoughtful comments and concerns. We'll see you all at the next meeting.

#### **XIV. Meeting Adjournment**

Motion to Adjourn: Vice Chair Rebecca Aguilera-Gardiner

Motion Seconded: Jose Plascencia