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**MEMO**

TO: Insurance Diversity Task Force
FROM: Melanie V. Ramil, Chief of Community Programs
DATE: May 9, 2016
RE: Recommendation Memo – Insurance Diversity Initiative Advocacy Plan

Background

At the 1st Quarterly Task Force Meeting (3.14.16), there was much discussion around advocacy efforts for the Insurance Diversity Initiative, specifically with regards to education and awareness for members of the California State Legislature.

IDI staff committed to presenting an advocacy plan for the 2016-2017 Task Force term. Following is the recommended plan by IDI staff.

Recommendation

There are 3 components of the Advocacy Plan for the Task Force to consider:

1) Report by the Insurance Diversity Task Force

Draft and distribute an Insurance Diversity Task Force Report by late summer / early fall of 2016. The Report would include an overview of the program, accomplishments to date, highlights of collected data, and next steps. The purpose of the Report is to create an in-depth marketing document for IDI that could be used by the Commissioner and Task Force Members for outreach and speaking engagements.

The Report would be distributed to all members of the California State Legislature, statewide constitutional officers, the Governor's Office, and to state agencies engaged in diversity efforts similar to those of IDI. In addition, IDI staff would implement an outreach plan for distribution of the Report to all interested stakeholders.

2) Caucus Presentations

Task Force Members join Commissioner Dave Jones in his efforts to make presentations to the various caucuses of the California State Legislature. These presentations would be high-level overviews of the program and data that IDI has collected thus far. The purpose of these presentations would be to educate caucus members about IDI and its progress since AB 53 was first signed into law. The Report (see item 1) would also be distributed during these presentations. The goal would be to present at the 2016 fall retreats of the caucuses.

Caucuses include:

- Asian Pacific Islander Legislative Caucus

- Latino Legislative Caucus
- Legislative Black Caucus
- Legislative LGBT Caucus
- Legislative Women's Caucus

3) Task Force Meeting at the State Capitol

Hold a future Quarterly Task Force Meeting at the California State Capitol. The purpose of the event would be to hold one of these public meetings in a high-profile location, with the goal of increasing attendance by members of the California State Legislature and/or their staff. The ideal time for this meeting would be early/mid 2017.