



M E M O R A N D U M

Date: September 26, 2019

To: California State Lottery Commission

From: Alva V. Johnson, Director *AVJ* [Initials on file]

Prepared By: Sharon Allen, Deputy Director Sales & Marketing Division

Subject: Item 9(c) - Request to Add Positions for the Sales & Marketing Division

ISSUE

Following years of consecutive growth, the demands on the California State Lottery's (Lottery) Sales & Marketing Division (Division) have increased without a commensurate increase in administrative support. In the current organization, neither the Assistant Deputy Director of Marketing nor the Assistant Deputy Director of Sales have dedicated administrative support to process the high-volume, time-sensitive administrative tasks that cross their desks each day. This lack of secretarial support directly impacts their ability to lead as efficiently as would otherwise be possible.

BACKGROUND

The Lottery operates a dedicated Sales & Marketing Division responsible for generating sales via Lottery products. The Division's Assistant Deputy Director of Marketing and the Assistant Deputy Director of Sales both oversee multiple units and manage a large number of staff tasked with the design, production, marketing, and distribution of Lottery products.

DISCUSSION

Without dedicated administrative support, urgent, time-intensive tasks like monitoring the routing of sensitive documents, organizing travel and inter-division meetings, and managing the Assistant Deputy Directors' ever-evolving schedule are displaced to other employees within the unit or Division, depriving their primary projects of the time and focus they would otherwise merit.

Within the Marketing section, the Assistant Deputy Director oversees four units of professional marketing staff, works directly with external stakeholders, and manages multi-million-dollar vendor contracts. Each employee is tasked with a distinct program and performs a role within it that frequently requires the review, input, or approval of the Assistant Deputy Director. Without a dedicated administrative employee, these conflicting priorities must be assessed and allocated time by the Assistant Deputy Director, markedly slowing the progress at which critical, time-sensitive projects can be completed. The addition of an Office Technician (Typing) role would greatly mitigate this administrative congestion, allowing the Division to operate with greater efficiency and responsiveness.

Within the Sales section, the Assistant Deputy Director of Sales oversees approximately 450 employees spread across 20 units at headquarters, nine district offices, and two distribution centers throughout the state. While the Assistant Deputy Director of Sales' unit benefits from the support of an analyst, daily administrative duties fall well outside their assigned responsibilities. As a result, many of the tasks, reviews, and approvals requiring the attention of the Assistant Deputy Director must be delegated to multiple employees before they can be correctly prioritized and presented for review. The addition of an Office Technician (Typing) role would allow one employee to assume ownership of these critical routing and administrative tasks, allowing the Division to operate with greater efficiency and responsiveness.

Each Office Technician (Typing) position would support their respective Assistant Deputy Director by providing calendar management, including organizing meetings, scheduling appointments, and independently responding to requests and inquiries by internal and external stakeholders. The incumbent would also serve as the primary point-of-contact for all materials requiring the input and signature of their respective Assistant Deputy Director by reviewing, logging, and routing all time-sensitive materials. The Office Technician (Typing) would prepare executive correspondence (letters, memoranda, issue memos, etc.) and type, print, copy, and distribute materials and other documents as needed. Critically, the incumbent would serve as the travel coordinator for their Assistant Deputy Director (and other Division staff as needed) by booking flights and accommodations, preparing travel advances, drafting travel justification memos, setting

up travel itineraries, and using the California Automated Travel Expense Reimbursement System (CalATERS) to prepare and track expense reports.

Additionally, all current vacant positions were reviewed and analyzed and determined that no existing positions could be reclassified as Office Technician (Typing). The Marketing section is in progress on a comprehensive reorganization in which all vacant positions will be assigned and the need for the new position will remain. The Sales section will need to maintain the vacant positions at the current classifications to complete the higher-level analytical work required to support the Sales function.

RECOMMENDATION

Lottery staff recommends that the California State Lottery Commission approve the creation of two new Office Technician (Typing) positions and associated funding of \$88,000 for the remainder of the fiscal year for the Sales & Marketing Division. The full year cost of the two positions is \$132,000.