



Board of Retirement Regular Meeting

Sacramento County Employees' Retirement System

Agenda Item 16

MEETING DATE: January 15, 2025

SUBJECT: Media and Legislative Relations Policy

SUBMITTED FOR: X Action Information

RECOMMENDATION

Approve new Media and Legislative Relations Policy.

PURPOSE

This item supports the Strategic Management Plan by maintaining transparent communications to stakeholders about roles and responsibilities.

DISCUSSION

This policy provides a framework for the Chief Executive Officer and members of the Board of Retirement to engage with the media and legislative stakeholders. It is intended to clarify and conform existing practices into a policy.

The policy aims to ensure consistent messaging and maintain the organization's reputation, while also recognizing the individual rights of Board members and the CEO to express personal opinions in their own capacity.

ATTACHMENTS

- Board Order
- Media and Legislative Relations Policy

Prepared by:

/S/

Eric Stern
Chief Executive Officer



Retirement Board Order

Sacramento County Employees' Retirement System

Before the Board of Retirement
January 15, 2025

AGENDA ITEM:

Media and Legislative Relations Policy

THE BOARD OF RETIREMENT hereby accepts the recommendation of staff to approve new Media and Legislative Relations Policy.

I HEREBY CERTIFY that the above order was passed and adopted on January 15, 2025, by the following vote of the Board of Retirement, to wit:

AYES:

NOES:

ABSENT:

ABSTAIN:

ALTERNATES:

(Present but not voting)

James Diepenbrock
Board President

Eric Stern
Chief Executive Officer and
Board Secretary



MEDIA AND LEGISLATIVE RELATIONS POLICY

PURPOSE

The purpose of this policy is to provide clear guidelines for SCERS Board members and the Chief Executive Officer (CEO) regarding interactions with the media and legislative bodies. The policy aims to ensure consistent messaging and maintain the organization's reputation, while also recognizing the individual rights of Board members and the CEO to express personal opinions in their own capacity.

POLICY

1. Media Requests and Commenting on Behalf of the Organization

Board members should refrain from commenting on matters related to SCERS or its activities with the media unless they have been formally designated to do so.

- In the event of a media request, board members should promptly notify the CEO or Public Information Officer (PIO). Board members should defer to the organization's leadership to deliver timely and appropriate messaging.
- The CEO or PIO will coordinate, if appropriate, a statement on behalf of SCERS that is consistent with the organization's objectives, policies, and positions.

2. Legislative Relations and Public Policy Positions

The Board recognizes the importance of SCERS providing open, honest, and timely feedback to stakeholders and the policymaking community regarding issues or legislation in which SCERS or the State Association of County Retirement Systems may or may not have taken a formal position.

- The CEO is authorized to engage with legislators and stakeholders and participate in public policy discussions on behalf of SCERS. This includes providing technical expertise, sharing organizational perspectives, and addressing issues that may require specialized knowledge or insight.
- While the CEO may provide input and technical expertise, only the Board is authorized to take formal positions on legislation that could impact the organization.

3. Confidentiality and Organizational Information

Board members and the CEO must not disclose confidential or proprietary information regarding the organization in media interactions or legislative discussions. This includes, but is not limited to, financial information, internal strategies, personnel matters, and other sensitive data.

- If in doubt about whether information can be disclosed, Board members should consult with the CEO.

4. Speaking in a Personal Capacity

Notwithstanding Section 1 of this policy, Board members and the CEO are free to engage with the media, participate in policy discussions, and participate in public forums in their personal capacity, provided that they make it clear they are speaking as individuals and not on behalf of SCERS, unless explicitly authorized to do so.

- When making statements or participating in media interviews, Board members should explicitly state that their views are personal and do not represent the official position of SCERS.
- Board members should consult with the CEO before advocating for or against specific legislation or public policy matters affecting SCERS. Any such advocacy should be conscious of the organization's strategic goals and priorities and respectful of the decisions, positions and policies of the Board.
- Board members and the CEO should be mindful of the potential impact of their comments on the organization's public perception and ensure their personal statements do not conflict with the organization's mission, values, or objectives, or their fiduciary duty to all members of SCERS. It is important to remember that public statements, especially in relation to legislative or policy issues, can affect the organization's public image, and Board members and the CEO should always act in a manner that upholds the integrity and professionalism of the organization.

RESPONSIBILITIES

Executive Owner: Chief Executive Officer

POLICY HISTORY

Date	Description
01-15-2025	Board approved new policy