Covered California is soliciting nominations/applications for its Marketing, Outreach, and Enrollment Assistance Advisory Group and its subcommittees. Advisory group members will be selected by Covered California for a 1 year term. Members will serve on a voluntary basis but will be compensated for necessary travel expenses.

**Scope of the Advisory Group**

In its first open enrollment, Covered California has enrolled nearly 1.4 million individuals into affordable coverage. Building on this milestone, the Marketing, Outreach and Enrollment Assistance Advisory Group will provide feedback on marketing strategies, outreach and education tactics, and enrollment best-practices.

**Subcommittees**

Covered California recognizes the importance of building culturally competent marketing, outreach, and enrollment strategies that reflect California’s diversity. For this purpose, the new advisory group will house subcommittees specifically dedicated to engaging key communities with a history of health disparities. The new advisory group will include the creation dedicated Latino, African American, and Asian/Pacific Islander subcommittees, with the possibility of additional ad-hoc subcommittees.

Each subcommittee will have dedicated meeting time to ensure that specific issues in each represented communities are discussed and addressed.

**Membership**

Covered California is seeking nominations/applications for the general Marketing, Outreach and Enrollment Advisory group, as well as its Latino subcommittee, African American subcommittee, and Asian/Pacific Islander subcommittee. Individuals should have the following experience:

* Experience in healthcare marketing and/or marketing to key populations
* Direct and substantial experience in public relations
* Direct and substantial experience in community outreach
* Experience in facilitating enrollment in health coverage
* Experience in outreach and education in minority or hard-to-reach groups

**Submission**

Please complete and submit this form along with a resume with relevant expertise and knowledge in one or more areas listed above**.** Applications should be e-mailed to Patrick Manh Le at [patrick.le@covered.ca.gov](mailto:patrick.le@covered.ca.gov) – if you have any questions, please call (916)-319-8218

**Marketing, Outreach and Enrollment Assistance Advisory Group**

**Nomination/Application Form**

|  |  |
| --- | --- |
| Full Name: |  |
| Title: |  |
| Organization: |  |
| Telephone: |  |
| E-mail: |  |

**PLEASE ALSO INCLUDE:**

1. Resume
2. Which committee or subcommittee you would like to participate in (General Marketing, Outreach, and Enrollment Assistance / African American Subcommittee / Latino Subcommittee / Asian and Pacific Islander Subcommittee)
3. OPTIONAL: 1-page letter of interest