

# SBEAC - Vision for the Future



## STANDING AGENDA AND MEETING ITEMS:

- The committee will continue to receive updates by the EDD Director, Deputy Directors (Tax and UI), and Division Chiefs (Tax).
- “Action Items” will be reviewed and documented at the conclusion of the meeting to ensure members and the EDD have common expectations.
- Meeting highlights/minutes, including presentations and handouts, will be made available to members as timely as possible via e-mail.
- Standing Agenda Item, SBEAC Member – Add a committee member to the agenda as a standing item.

## AREAS OF FOCUS FOR THE SBEAC TWO-YEAR BUSINESS PLAN:

- **External Communications** – The EDD will continue to seek input from committee members, when possible, regarding the content, tone, and design of external communication products, including: marketing materials (posters, tip cards, brochures), webpages, videos, tutorials, and forms/publications.
- **Information Sharing/Marketing** – Work to better inform employers about payroll related information (including in different languages). Currently, information is shared through the website, marketing materials, social media, the California Employer Newsletter, Listserv email list, publications, press releases, and seminars (some listed are available in multiple languages). The SBEAC will work together to explore additional and innovative ways to share information (YouTube, webinars, association/chamber newsletters, etc.).
- **Webinars** – Utilize self-paced, pre-recorded webinars, on topics of interest to members, as a way to share pertinent information between meetings.
- **Website Search** – Continue to add keywords to webpages to improve the website search function.
- **Bring EDD speakers to associations** – Based on key areas of interest or added value, the EDD will provide speakers and/or presentations for appropriate events.
- **Tour Tax Processing Operations** – Incorporate a tour of Tax Processing and Accounting Division (TPAD) operations into a future meeting. (This can be optional for those interested, as it will require an additional time commitment from members of two days instead of one).
- **Underground Economy Information** – Continue to develop consumer education media highlighting issues with the underground economy. Information currently available includes: *Help Us Fight Fraud* brochure (DE2370), Joint Enforcement Strike Force (JESF) information and reports available on [edd.ca.gov](http://edd.ca.gov), EDD fraud webpage, Underground Economy Operations (UEO) webpage, UEO Information sheet (DE631UEO), UE cost webpage, DE660 (UEO lead referral/complaint form).
- **Identifying Fraudulent Employers** – Members are interested in ways to assist in identifying fraudulent employers. Currently payroll tax fraud can be reported online, by email, by phone/fax, or through the mail, and all allegations are taken seriously. The EDD continuously monitors for, investigates, and actively prosecutes fraud. One way SBEAC members can help is by identifying fraudulent practices within industries, which may help the EDD increase prosecutions.
- **Share EDD performance metrics** – Currently some performance data is accessible through [edd.ca.gov](http://edd.ca.gov), including: Quick Statistics (which includes taxes collected), UI and DI fund forecasts and the EDD Data Library. The SBEAC can discuss additional data that would be pertinent and of value to the small business employer community.

**Note:** Recommendations focused on reducing regulations and/or introducing legislation were determined to be out of scope for this committee.