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GOVERNOR

CALIFORNIA ARCHITECTS BOARD

PUBLIC PROTECTION THROUGH EXAMINATION, LICENSURE, AND REGULATION

SUMMARY REPORT

COMMUNICATIONS COMMITTEE MEETING

June 20, 2012

Sacramento, California

Committee Members Present

Iris Cochlan, Chair
Cynthia Easton
Jack Paddon (arrived at 10:07 a.m.)
Ron Ronconi
Sheran Voigt

Board Staff Present

Doug McCauley, Executive Officer
Vickie Mayer, Assistant Executive Officer
Marccus Reinhardt, Administration Analyst

Committee Chair Iris Cochlan called the meeting to order at 10:00 a.m. Four members of the Committee constitute a quorum for the transaction of business. There being four members present at the time of roll, a quorum was established.

A. Review and Approve July 28, 2011, Communications Committee Summary Report

Ms. Cochlan asked the Committee members to consider the approval of the July 28, 2011, Summary Report.

Sheran Voigt made a motion to approve as corrected the July 28, 2011, Communications Committee Summary Report with an edit to the second of the motion on page 4.

Ronald Ronconi seconded the motion.

The motion passed 4-0 (Jack Paddon not present at the time of the vote).

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B. Review and Approve Potential Articles for the Fall and Winter 2012 Issues of *California Architects*

Marccus Reinhardt presented this agenda item and explained the list of articles was compiled by staff. He further stated the following articles reoccur in each publication: message from the president; enforcement actions; and any applicable legislation. The members discussed the following topics for the Fall and Winter 2012 issues:

1. Message from the President (Subject matter to be determined by the Committee and President)
2. Architect Registration Examination Rolling Clock 2014 Impact on Candidates
3. Discontinuing the Comprehensive Intern Development Program
4. “Check My ARE Score” – Reminder and How-to
5. NCARB 2012 Practice Analysis Report
6. Continuing Education Requirement Changes in 2013
7. Retiring a License
8. Release of Updated *Consumer’s Guide to Hiring an Architect*
9. Licensee Cooperation and Response to Board Inquiries Requirement
10. Role of the Board’s Enforcement Program
11. Proper Reporting of Intern Development Program Experience for Candidates Employed by Licensee
12. Requirements for Licensees Who Provide Certified Accessibility Specialist (CASp) Services
13. Enforcement Actions
14. Legislation (if applicable)
15. Weekly Board Office Closures

Ms. Cochlan suggested the subject of the President’s article could potentially be about the National Council of Architectural Registration Boards’ (NCARB) elections, should Board member Jon Baker be elected as Secretary. Committee members stated the Board’s strategic plan should drive the subject matter of additional articles.

Doug McCauley asked the Committee members if they would like to change the format of the newsletter. Sheran Voigt stated any change to the format should be brought before the Board during strategic planning.

Sheran Voigt made a motion to approve the suggested articles for the Fall and Winter 2012 issues of the California Architects newsletter.

Cynthia Easton seconded the motion.

The motion passed 4-0 (Jack Paddon not present at the time of the vote).

C. Discuss and Possible Action on the 2012 Strategic Plan Objective to Prepare a Concise CAB Mission Statement for Use in All Communications

Mr. McCauley stated that the Board currently has a concise mission statement for use in all communications, its tagline, “Public Protection Through Examination, Licensure, and Regulation.” He explained that the tagline is already recognizable by the Board’s intended audience. Committee members agreed with Mr. McCauley’s conclusions.

Sheran Voigt made a motion recommending the use of the Board’s tagline, “Public Protection Through Examination Licensure, and Regulation,” as the concise mission statement.

Cynthia Easton seconded the motion.

The motion passed 5-0.

D. Discuss and Possible Action on the 2012 Strategic Plan Objective to Establish a Social Media Presence for CAB

Mr. Reinhardt stated the Board directed the Communications Committee to establish a social media presence. He explained there are hundreds of social media forums available on the Internet and it would not be feasible to explore them all. He further explained that presently Facebook and Twitter are among the foremost used social media. He said staff had previously created an official Twitter account for the Board and was commencing a Facebook page.

Committee members discussed and evaluated the pros and cons of several different social media, including Facebook, Twitter, screencasting (the act of recording on-screen activity with audio that can be used for tutorials), and Government YouTube. After consideration of these social media forums, the Committee determined:

- Facebook would be labor intensive to continuously monitor posts, questions, and comments;
- Staff postpone further development of a Facebook presence for the Board, and to instead monitor NCARB’s Facebook page usage;
- Screencasting should be explored to determine how to best utilize Government YouTube; and
- Staff should continue using Twitter to notify and communicate information to licensees and candidates.

Sheran Voigt made a motion to recommend to the Board to continue monitoring NCARB’s Facebook page and to postpone developing a Facebook page for the

Board; explore and implement screencasting; continue establishing Twitter; and explore how best to use Government YouTube.

Jack Paddon seconded the motion.

The motion passed 5-0.

E. Discuss and Possible Action on the 2012 Strategic Plan Objective to Review and Finalize CAB School Presentation Materials

Mr. Reinhardt presented this agenda item and informed the Committee that within the agenda packet was a hardcopy of the “Path to Licensure” PowerPoint presentation. He stated the presentation has been well-received by students at the California accredited schools. He also stated the presentation is routinely updated and modified to ensure the content is relevant. He added that the most recent update reflected major changes to the licensing process (elimination of the Comprehensive Intern Development Program and implementation of the Intern Development Program 2.0, Phase Three). He said also included in the packet is the survey which is distributed to the students attending the presentation and assists the Board staff in assessing the effectiveness of the presentations.

Ms. Easton asked if at any time during the presentation whether information is provided for candidates that are searching for a mentor. She suggested that the Board advise interns about how to find a mentor so the task is not so daunting. Vickie Mayer stated that the Board has not received any questions or concerns from candidates about obtaining a mentor.

Sheran Voigt made a motion to recommend to the Board to continue to use the current PowerPoint presentation and that the presentation is maintained regularly to remain relevant to the audience.

Ron Ronconi seconded the motion.

The motion passed 5-0.

F. Discuss and Possible Action on the 2012 Strategic Plan Objective to Expand the CAB e-News Distribution List

Mr. Reinhardt presented this agenda item stating the Board currently has approximately 7,650 subscribers on the e-News distribution list which the Board maintains to notify subscribers of: meeting notices; e-News; legislation and regulation updates; and consumer, candidate, and licensee related bulletins. Individuals can subscribe to the distribution list by visiting the Board’s website and selecting the corresponding link.

Mr. Reinhardt stated staff explored several methods to expand the e-subscriber list:

- Adding a statement to the licensee renewal form;
- Developing a promotional insert for inclusion in mailings;

- Requesting an option be included in the new integrated enterprise-wide enforcement and licensing system (BreEZe) allowing candidates and licensees to self-subscribe; and
- Sending a mailing to the Board's paper-based interested parties list informing them of the e-subscriber option.

Sheran Voigt made a motion that the above suggestions be recommended to the Board with the addition that a link be provided on staff's outgoing email communications.

Ron Ronconi seconded the motion.

The motion passed 5-0.

The meeting adjourned at 11:10 a.m.