



Edmund G. Brown Jr.
GOVERNOR

CALIFORNIA ARCHITECTS BOARD

PUBLIC PROTECTION THROUGH EXAMINATION, LICENSURE, AND REGULATION

SUMMARY REPORT

COMMUNICATIONS COMMITTEE MEETING

October 21, 2015

California Architects Board, Conference Room
2420 Del Paso Road, Suite 105, Sacramento, CA 95834

Committee Members Present

Sylvia Kwan, Chair
Nilza Serrano, Vice Chair
Denise Campos
Cynthia Easton
Jack Paddon
Ronald Ronconi

Committee Members Absent

Haley Gipe

Board Staff Present

Doug McCauley, Executive Officer
Vickie Mayer, Assistant Executive Officer
Coleen Galvan, Communications Analyst
Mel Knox, Administration Analyst
Justin Sotelo, Program Manager, Administration & Enforcement

Guest Present

Zak Ford, Industry Roundtable Manager, Engineering & Advanced
Manufacturing, NextEd

A. Call to Order

Chair, Sylvia Kwan called the meeting to order at 1:08 p.m. and asked Vice Chair, Nilza Serrano to call the roll. There being six members present at the time of roll call, a quorum was established.

Sylvia Kwan introduced herself and the new Communications Committee members, Denise Campos and Nilza Serrano. Ms. Kwan stated that both Ms. Campos and Ms. Serrano are public members of the Board.

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B. Public Comment on Items Not on the Agenda

There were no comments from the public.

C. Review and Approve May 6, 2014, Communications Committee Meeting

Ms. Kwan asked for questions, comments, or changes concerning the May 6, 2014, Communications Committee Meeting summary report. There were none.

Nilza Serrano moved to approve the May 6, 2014, Communications Committee Meeting Summary Report.

Jack Paddon seconded the motion.

Members Campos, Easton, Paddon, Ronconi, Serrano, and Chair Kwan voted in favor of the motion. The motion passed 6-0.

D. Review and Approve Potential Articles for *California Architects* Newsletter

Coleen Galvan informed the Committee that a list of potential article topics for *California Architects* were compiled by staff for the remainder of 2015 and 2016. Ms. Galvan further informed that the current newsletter template allows for a total of eight articles, which include the President's Message and Enforcement Actions that are recurring articles in each issue.

Doug McCauley stated that this list should be fluid and the target audience is architects and candidates. Ms. Campos asked about the background of the newsletter, to which Mr. McCauley stated that the newsletter is in HTML format and is emailed to individuals on our e-subscriber list.

Vickie Mayer shared that there are approximately 1,000 e-subscribers. Ms. Mayer explained that the Board is currently assessing whether email addresses collected on the initial licensure and renewal applications can be utilized to increase the distribution of the publication without using the e-subscribers.

Mr. Paddon suggested the Board consider a monthly newsletter containing pertinent articles, which may be time-sensitive. He further suggested that the Board email an edition each month utilizing the articles that have been written in advance to enhance readership. He noted there is some value to receiving more frequent articles as they are more digestible.

Mr. McCauley suggested members consider an interim step in increasing frequency of each edition. He asked Committee members to consider adding two special editions; the first would be published in December, which would summarize the Board's strategic planning session, and the second in June, which would highlight the National Council of Architectural Registration Boards' (NCARB) annual meeting. Ms. Kwan asked why there is a President's Message in each newsletter issue, to which Mr. McCauley replied that it personalizes each issue and conveys a key message.

Denise Campos moved to work toward publishing the email newsletter more frequently with less content and with enhanced graphic elements, and post on social media after approval.

Cynthia Easton seconded the motion.

Members Campos, Easton, Paddon, Ronconi, Serrano, and Chair Kwan voted in favor of the motion. The motion passed 6-0.

E. Discuss and Possible Action on 2015-2016 Strategic Plan Objective to Partner with Contractors State License Board to Identify and Implement Best Practices for Educating Consumers About the California Architects Board in Order to Improve Consumer Education Efforts

Ms. Galvan informed the Committee that Board staff had researched the Contractors State License Board (CSLB) Public Affairs Office (PAO) to identify and implement best practices for educating consumers about the Board in order to improve consumer education efforts. She summarized the three outreach programs: 1) Social media - Facebook being CSLB's primary social media outreach tool, while other devices, such as Twitter, YouTube, and Flickr, are also utilized; 2) Senior Scam Stopper program seminars, which are conducted in conjunction with legislators; and 3) CSLB's important outreach efforts to protect consumers affected by natural disasters. Ms. Galvan emphasized the CSLB has over 400 staff and a budget in excess of \$60 million. She stated that CSLB was most recently provided with copies of the Board's *Consumer's Guide to Hiring an Architect* and *Consumer Tips for Design Projects* publications for distribution at local assistance centers to victims of the most recent wildfires.

A discussion ensued about the ability to identify whether an architect is licensed. Mr. Paddon stated that there are approximately 21,000 licensees and Ms. Mayer opined it highly unlikely that an architect license is duplicated or stamp altered for the intention of scamming a consumer. Ms. Kwan asked if the Board could also work with The American Institute of Architecture (AIA) to promote the "I Look Up" campaign. Mr. McCauley reminded the Committee that the Board's statute requires it to focus on consumer protection, not advocating on behalf of the profession.

Committee members affirmed that Board staff should continue to collaborate with CSLB staff and leverage resources, when feasible.

Ron Ronconi moved to recommend to the Board to continue collaborating and leveraging resources with CSLB.

Jack Paddon seconded the motion.

Members Campos, Easton, Paddon, Ronconi, Serrano, and Chair Kwan voted in favor of the motion. The motion passed 6-0.

F. Discuss and Possible Action on 2015-2016 Strategic Plan Objective to Collaborate with Professional Organizations and Universities to Raise Awareness at Community Colleges and High Schools About the Profession and the Paths to Licensure

Mel Knox stated that the Board's 2015-2016 Strategic Plan contains an objective assigned to the Communications Committee to collaborate with professional organizations and universities to raise awareness at community colleges and high schools about the profession and the paths to licensure.

Mr. Knox reported that a number of organizations had been identified and contacted, and were included in the agenda item in the meeting packet (Alliance for Education, The Bay Area Industry Education Council, Marin County School to Career Partnership, and NextEd). He stated that these organizations were specific to Northern California. Mr. Knox noted that a valuable component of raising awareness at community colleges and high schools is the Board's liaison program, which facilitates the members' exchange of information about the profession and the multiple paths to licensure.

Zak Ford explained that NextEd is an employer-education partnership within Sacramento and Placer counties, and is an affiliate of the Sacramento Metro Chamber. Mr. Ford stated that, through regional roundtables, NextEd is able to broker work-based learning opportunities to include: field trips, guest speakers in the classroom, mentors for students, externships for teachers, job shadowing, and paid and unpaid internships. Mr. Ford offered assistance in providing the Committee with contacts with Linked Learning and counterparts throughout the state in an effort to create a more robust outreach effort to students in K-12 districts, community colleges and universities. Ms. Campos also offered to assist in coordinating contacts (Linked Learning/United Way of Greater Los Angeles) with organizations in Southern California.

Mr. Knox informed the Committee that a poster is currently being produced with the initial intended audience to community colleges. Mr. McCauley explained that he and Board member Pasqual Gutierrez had drafted content for the poster, and that Mr. Gutierrez is a proponent of experience-only pathway toward licensure. He also suggested that this informational poster be utilized by professional organizations, community colleges, and high school counseling centers.

Committee members reviewed the draft language of the poster and provided feedback. Ms. Serrano opined the draft language was text-heavy and was written somewhat like a script for a Public Service Announcement. Committee members suggested the language be condensed. Ms. Kwan asked for the Committee to have an opportunity to view a design mock-up of the poster at a future meeting. Mr. McCauley confirmed that a design mock-up would be presented to the Committee prior to finalization.

Ron Ronconi moved to recommend to the Board that it continue to collaborate with professional organizations and universities to raise awareness at community colleges and high schools, to connect entities with local AIACC components in these efforts, and to continue the production of a poster initially targeted at community colleges, with a design mock-up to be provided to the Committee.

Cynthia Easton seconded the motion.

Members Campos, Easton, Paddon, Ronconi, Serrano, and Chair Kwan voted in favor of the motion. The motion passed 6-0.

G. Discuss and Possible Action on 2015-2016 Strategic Plan Objective to Survey Recipients of the Board’s Educational Materials to Determine the Effectiveness of Outreach Efforts

Ms. Galvan explained that the Board provides outreach and education to six main audiences: consumers; candidates and pre-candidates; professionals; building officials; allied professionals; and the architectural education community.

The Committee discussed the concept of creating a seal for architects for posting outside their offices and on websites. The intent would be a “seal of approval” that architects are licensed by the Board. Mr. McCauley suggested as a consumer protection agency, it may be more impactful that architects add to the bottom of their contract, that licensees are regulated by the California Architects Board with the Board’s contact information. He affirmed he would clarify with legal counsel whether stating that architects are licensed by the Board with a seal is within the Board’s purview.

In an effort to support the Strategic Plan objective to survey recipients of educational materials, Committee members suggested that staff have a printed survey card inserted into the *Consumer’s Guide to Hiring an Architect*, a link to the survey on the website, and to develop a survey for distribution to the Board’s Official Contact program.

Ron Ronconi moved to recommend to the Board that it develop a printed survey to be inserted into the Consumer’s Guide to Hiring an Architect publication and an additional survey for distribution to California building officials (as part of the Building Official Contact Program).

Denise Campos seconded the motion.

Members Campos, Easton, Paddon, Ronconi, Serrano, and Chair Kwan voted in favor of the motion. The motion passed 6-0.

H. Discuss and Possible Action on 2015-2016 Strategic Plan Objective to Enhance Relationships with Veterans Administration Counseling Centers to Provide Information Regarding the Architecture Profession and Paths to Licensure

Mr. Knox summarized the outreach methods conducted in 2014 relating to Veteran’s Administration Counseling Centers. He said that letters were mailed to 31 federal Veterans Administration counseling centers within California. He explained that additional research was conducted regarding the Department of Veterans Affairs structure within California and additional letters would be mailed to these centers. Mr. Knox recommended that the month of November be the targeted month of outreach to California veterans as Veteran’s Day is in November.

Nilza Serrano moved to recommend to the Board that it expand and enhance the Board's relationship with VA counseling centers throughout California, and recognize November as the month of outreach to these entities and veterans.

Jack Paddon seconded the motion.

Members Campos, Easton, Paddon, Ronconi, Serrano, and Chair Kwan voted in favor of the motion. The motion passed 6-0.

I. Adjournment

The meeting adjourned at 3:15 p.m.