

California Architects Board
Communications Committee

Meeting

May 25, 2017

Sacramento





Edmund G. Brown Jr.
GOVERNOR

CALIFORNIA ARCHITECTS BOARD

PUBLIC PROTECTION THROUGH EXAMINATION, LICENSURE, AND REGULATION

NOTICE OF MEETING

COMMUNICATIONS COMMITTEE

May 25, 2017

Noon to 3:00 p.m.

(or until completion of business)

California Architects Board

2420 Del Paso Road, Sequoia Room 109

Sacramento, CA 95834

(916) 574-7220

The California Architects Board (Board) will hold a Communications Committee meeting, as noted above. The notice and agenda for this meeting and other meetings of the Board can be found on the Board's website: cab.ca.gov. For further information regarding this agenda, please see reverse or you may contact Coleen Galvan at (916) 575-7205.

AGENDA

- A. Call to Order/Roll Call/Establishment of a Quorum
- B. Public Comment on Items Not on Agenda
(The Committee may not discuss or take action on any item raised during this public comment section, except to decide whether to refer the item to the Board's next Strategic Planning session and/or place the matter on the agenda of a future meeting (Government Code sections 11125 and 11125.7(a)).)
- C. Review and Possible Action on November 10, 2016, Communications Committee Meeting Summary Report
- D. Review and Possible Action on Potential *California Architects* Newsletter Articles
- E. Discussion and Possible Action on the Following 2017–2018 Strategic Plan Objectives:
 1. Collecting Data from Candidates Related to the Licensure Process and Assess the Need of Other Means (Focus Groups) to Better Foster Candidate Clarity

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(Continued on Reverse)

2. Working with Department of Consumer Affairs (DCA) to Collaborate with the Contractors State License Board and the Board for Professional Engineers, Land Surveyors, and Geologists to assess the Feasibility of Developing a Consumer Website in Order to Educate Consumers about the Design and Construction Sector and Strengthen Consumer Protection
3. Promoting the Board's Revised *Consumer's Guide to Hiring an Architect, Candidate Handbook*, and *Building Official Information Guide* to Keep Stakeholders Better Informed
4. Exploring the Possibility of the Board Participating in Consumer Events as a Means of Communicating Directly with the Public

F. Adjournment

Action may be taken on any item on the agenda. The time and order of agenda items are subject to change at the discretion of the Chair and may be taken out of order. The meeting will be adjourned upon completion of the agenda, which may be at a time earlier or later than posted in this notice. In accordance with the Bagley-Keene Open Meeting Act, all meetings of the Committee are open to the public.

Government Code section 11125.7 provides the opportunity for the public to address each agenda item during discussion or consideration by the Communications Committee prior to the Committee taking any action on said item. Members of the public will be provided appropriate opportunities to comment on any issue before the Communications Committee, but the Chair may, at his or her discretion, apportion available time among those who wish to speak. Individuals may appear before the Communications Committee to discuss items not on the agenda; however, the Committee can neither discuss nor take official action on these items at the time of the same meeting [Government Code sections 11125 and 11125.7(a)].

The meeting is accessible to the physically disabled. A person who needs a disability-related accommodation or modification in order to participate in the meeting may make a request by contacting Coleen Galvan at (916) 575-7205, emailing coleen.galvan@dca.ca.gov, or sending a written request to the Board. Providing your request at least five business days before the meeting will help to ensure availability of the requested accommodation.

Protection of the public shall be the highest priority for the Board in exercising its licensing, regulatory, and disciplinary functions. Whenever the protection of the public is inconsistent with other interests sought to be promoted, the protection of the public shall be paramount. (Business and Professions Code section 5510.15)

Agenda Item A

CALL TO ORDER/ROLL CALL/ESTABLISHMENT OF A QUORUM

Roll is called by the Communications Committee Vice Chair, or in his/her absence, by a member designated by the Chair.

COMMITTEE MEMBER ROSTER

Sylvia Kwan, Chair

Nilza Serrano, Vice Chair

Denise Campos

Cynthia Easton

Jack Paddon

Ted Pratt

Ronald Ronconi

Krista Roston

Rona Rothenberg

Agenda Item B

PUBLIC COMMENT ON ITEMS NOT ON AGENDA

Members of the public may address the Communications Committee at this time. The Committee Chair may allow public participation during other agenda items at their discretion.

(The Committee may not discuss or take action on any item raised during this public comment section, except to decide whether to refer the item to the Board's next Strategic Planning session and/or place the matter on the agenda of a future meeting (Government Code sections 11125 and 11125.7(a)).)

Agenda Item C

REVIEW AND POSSIBLE ACTION ON NOVEMBER 10, 2016, COMMUNICATIONS COMMITTEE MEETING SUMMARY REPORT

The Communications Committee is asked to review and take possible action on the November 10, 2016, Communications Committee Meeting Summary Report.

Attachment:

November 10, 2016, Communications Committee Meeting Summary Report



Edmund G. Brown Jr.
GOVERNOR

CALIFORNIA ARCHITECTS BOARD

PUBLIC PROTECTION THROUGH EXAMINATION, LICENSURE, AND REGULATION

SUMMARY REPORT

COMMUNICATIONS COMMITTEE MEETING

November 10, 2016

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 (arrived at 10:15 a.m.)
Jack Paddon

Committee Members Absent

Haley Gipe
Ronald Ronconi

Board Staff Present

Doug McCauley, Executive Officer
Vickie Mayer, Assistant Executive Officer
Alicia Hegje, Program Manager, Administration & Enforcement
Mel Knox, Administration Analyst
Reanna Graham, Enforcement Technician

Guests Present

Fernando Galli, Department of Consumer Affairs (DCA), Executive Office,
Division of Programs and Policy Review
Robert Marcial, Statewide Program Lead - Workforce Education & Training,
Pacific Gas and Electric Company

A. Call to Order/Roll Call/Establishment of a Quorum

Chair, Sylvia Kwan called the meeting to order at 10:05 a.m. There being four members present at the time of roll call, a quorum was established.

Ms. Kwan asked the public attendees to voluntarily introduce themselves and welcomed them.

B. Public Comment on Items Not on Agenda

There were no comments from the public.

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C. Review and Possible Action on October 21, 2015, Communications Committee Meeting Summary Report

Ms. Kwan asked for questions, comments, or changes concerning the October 21, 2015, Communications Committee Meeting Summary Report. There were none.

Nilza Serrano moved to approve the October 21, 2015, Communications Committee Meeting Summary Report.

Jack Paddon seconded the motion.

Members Campos, Paddon, Serrano, and Chair Kwan voted in favor of the motion. Member Easton was not present at time of vote. The motion passed 4-0.

D. Review and Possible Action on Articles for *California Architects* Newsletter

Ms. Kwan asked Mel Knox if Board staff receives feedback from recipients of the newsletter. Mr. Knox affirmed that the Board does receive feedback about the newsletter, primarily via social media. He provided a brief overview of the list of 25 potential articles suggested in the meeting packet. Mr. Knox stated Board staff was able to disseminate newsletters more frequently (three quarterly editions, plus two special editions) during 2016. Denise Campos complimented staff on publishing the newsletter more frequently.

Ms. Campos asked Mr. Knox to whom and how are newsletters distributed. He stated the distribution method is an 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 could be utilized to increase the distribution of the publication in addition to using the e-subscribers.

Ms. Kwan asked that an article be included about the architect-in-training (AIT) legislation in an upcoming edition, as it was a topic of discussion throughout the year. Doug McCauley stated that he would be drafting an article for inclusion. Mr. McCauley explained that a National Council of Architectural Registration Boards (NCARB) task force concluded that only one regulated title is needed to protect consumers – “Architect;” therefore, the Board does not need an additional title.

Ms. Kwan asked that an in-depth article about the varied pathways to licensure be highlighted in an article. Mr. McCauley provided an overview of the *North Carolina Board of Dental Examiners v. Federal Trade Commission* case which assessed whether the anticompetitive effects of boards’ decisions clearly outweighed the benefit to the public. He further explained that this issue would be addressed in the Sunset Review process.

Mr. McCauley conveyed that the Board has several members who could provide commentary for an article as to how they became licensed. An additional article was suggested by Ms. Kwan on the inaugural Architect Registration Examination (ARE) 5.0 test-takers (e.g., why failure rate is high on construction documents division of the ARE). Ms. Serrano suggested an article that highlights a few years of ARE pass rates possibly listed by school.

Denise Campos moved to approve the Board's reoccurring newsletter articles, as well as the additional topics listed in the agenda item and noted the importance of including articles on the following subjects: 1) AIT; 2) ARE statistics and updates; 3) NCARB By the Numbers/Examination Results; and 4) Architectural Experience Program.

Nilza Serrano seconded the motion.

Members Campos, Easton, Paddon, Serrano, and Chair Kwan voted in favor of the motion. The motion passed 5-0.

E. Update 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

Mr. Knox provided an overview of the Board's outreach with professional organizations and universities to raise awareness at community colleges and high schools about the profession and pathways to licensure. He further discussed the poster that was designed to convey the pathways to licensure. Mr. Knox asked Committee members to review a mock-up of the poster for community colleges and to provide additional content review before dissemination to community colleges.

Mr. Paddon suggested the "entry paragraph" be modified to not include, "Your associate degree counts . . .," as not all candidates receive an associate degree. Mr. Knox commented that this poster is focused toward those in community colleges.

Ms. Kwan and Mr. Paddon suggested the graphics be enhanced. Mr. McCauley also suggested that Committee members could provide additional graphics. Ms. Serrano volunteered to have her graphic artist work on the images and concepts to be brought to the December Board meeting.

Jack Paddon moved to approve the poster and design for consideration at the December Board meeting.

Nilza Serrano seconded the motion.

Members Campos, Easton, Paddon, Serrano, and Chair Kwan voted in favor of the motion. The motion passed 5-0.

F. Update 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 stated that the Board's 2015-2016 Strategic Plan contained an objective assigned to the Communications Committee to enhance relationships with Veterans Administration counseling centers and provide information regarding the profession of architecture and the varied paths to licensure. He stated the Board has also approved the development of a poster with the assistance of Board member and veteran, Pasqual Gutierrez. This poster would be disseminated to the counseling centers and California Veteran Discharge Centers. Mr. Knox

further stated during the December 2015 Board meeting, the Board accepted the Committee's recommendation to enhance the Board's relationship and recognize the month of November as military outreach month.

Mr. McCauley stated that there are very few options for veterans to gain architectural experience while in the military. He informed Committee members that he worked with Mr. Gutierrez on the message that veterans' military experience, training, and leadership (enhanced by their ability to organize, lead, analyze, and formulate solutions to complex situations), are all characteristics well-suited for a career in architecture.

Denise Campos moved to recommend to the Board to tweet and disseminate the poster to veterans and counseling centers.

Nilza Serrano seconded the motion.

Members Campos, Easton, Paddon, Serrano, and Chair Kwan voted in favor of the motion. The motion passed 5-0.

G. Update 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

Alicia Hegje provided an overview of the Board's educational materials. Ms. Hegje discussed 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 Building Official Contact Program.

Ms. Kwan questioned how the surveys would be disseminated and whether or not postage would be paid as an incentive to returning surveys to the Board. Ms. Mayer stated that Board staff would be researching obtaining a bulk permit from the United States Postal Service. She further stated a link alongside the *Consumer's Guide to Hiring an Architect* would be provided. Ms. Mayer said there was also the intent of adding a Quick Response Code (QRC).

Mr. Paddon suggested the wording on question 4 of the survey be changed to read, "How did this booklet assist you in selecting an architect?"

Ms. Campos stated that she felt this was a good start to determining the effectiveness of outreach efforts. Ms. Campos asked for the methods to be reevaluated should the response be low.

Ms. Serrano informed members of a website called Formsite that could be used to implement the Board's surveys. She shared that Formsite is free for up to 1,000 survey responses.

Jack Paddon moved to approve the Consumer's Guide to Hiring an Architect survey with an edit to question number 4.

Nilza Serrano seconded the motion.

Members Campos, Easton, Paddon, Serrano, and Chair Kwan voted in favor of the motion. The motion passed 5-0.

H. Discuss and Possible Action on 2015-2016 Strategic Plan Objective to Collaborate with Department of Consumer Affairs' Office of Public Affairs to Improve Outreach and Communication

Mr. McCauley provided an overview of the objective to partner with the Contractors State License Board (CSLB) to identify and implement best practices for educating consumers about the Board in order to improve consumer education efforts. He explained that there was another objective originally assigned to the Executive Committee to collaborate with the DCA Office of Public Affairs (OPA) to improve outreach and communication; since the two objectives were very similar, the objective was reassigned to the Communications Committee.

Mr. McCauley stated that he worked closely with DCA's OPA and CSLB to identify three concepts: 1) to develop a joint consumer-oriented site which would explain complete design and construction process; 2) create a "joint messaging calendar" (e.g., Building Safety Week, Great Shake Out, energy conservation); and 3) work to create "earned media" via opinion pieces on key topics. Ms. Campos explained that earned media is a marketing campaign that is not paid for, but one gets exposure, (i.e., press release gets posted on another's website) so it benefits both users.

Nilza Serrano moved to recommend to the Board to collaborate with DCA's OPA and CSLB to: 1) develop a joint consumer-oriented site which would explain complete design and construction process; 2) create a "joint messaging calendar" (e.g., Building Safety Week, Great Shake Out, energy conservation); and 3) work to create "earned media" via opinion pieces on key topics.

Denise Campos seconded the motion.

Members Campos, Easton, Paddon, Serrano, and Chair Kwan voted in favor of the motion. The motion passed 5-0.

I. Adjournment

The meeting adjourned at 11:37 p.m.

REVIEW AND POSSIBLE ACTION ON CALIFORNIA ARCHITECTS NEWSLETTER ARTICLES

Below is a list of the *California Architects* newsletters planned for 2017 with the article topics previously approved by the Communications Committee. The list includes two special editions in addition to the quarterly publications.

Issue 1 Articles:

1. Message from President (2017-2018 Strategic Plan)
2. Enforcement Actions (actions effective since last newsletter)
3. Continuing Education and Maintaining Coursework Records
4. Business Entity Reporting Requirement
5. Filing of Address Requirement
6. Integrated Path to Architectural Licensure (IPAL) (University of Southern California school profile)

Issue 2 Articles:

1. Message from President (Architect Consultants - health, safety, and welfare of consumers)
2. Enforcement Actions (actions effective since last newsletter)
3. Staying Out of Hot Water
4. Introduction to Board Architect Consultants

Issue 3 Articles:

1. Message from President (disaster preparedness)
2. Enforcement Actions (actions effective since last newsletter)
3. Release of Plans after a Natural Disaster
4. Misrepresentation of Unlicensed Practice
5. IPAL (Woodbury school profile)

Special Issue Articles:

1. Executive Officer's Message (TBD)
2. National Council of Architectural Registration Boards (2017 Annual Meeting)

Issue 4 Articles:

1. President's Message (TBD)
2. Enforcement Actions (actions effective since last newsletter)
3. Examination Results/Statistics
4. Octavius Morgan Distinguished Service Awardees
5. Various Pathways to Licensure
6. Four Stages of a License

Issue 5 Articles:

1. President's Message – TBD
2. Enforcement Actions (actions effective since last newsletter)
3. Missing Elements of a Written Contract

4. Written Contract: It's the Law
5. Additional Considerations for a Contract Other than those Mandated by Law
6. Report of Settlement or Arbitration Award

Special Issue Articles:

1. Executive Officer's Message (TBD)
2. Strategic Plan/Year in Review

In addition to the planned articles for 2017 above, the following article topics will be incorporated as appropriate:

Appointment of New Board Member

Legislation

Architectural Experience Program

ARE 5.0 Updates

Revised Disciplinary Guidelines

Most Common Violations

The Communications Committee is asked to review the list of articles planned for 2017, as well as provide other suggestions for future articles.

DISCUSSION AND POSSIBLE ACTION ON THE FOLLOWING 2017-2018 STRATEGIC PLAN OBJECTIVES:

1. Collecting Data from Candidates Related to the Licensure Process and Assess the Need of Other Means (Focus Groups) to Better Foster Candidate Clarity
2. Working with Department of Consumer Affairs (DCA) to Collaborate with the Contractors State License Board and the Board for Professional Engineers, Land Surveyors, and Geologists to assess the Feasibility of Developing a Consumer Website in Order to Educate Consumers about the Design and Construction Sector and Strengthen Consumer Protection
3. Promoting the Board's Revised *Consumer's Guide to Hiring an Architect, Candidate Handbook*, and *Building Official Information Guide* to Keep Stakeholders Better Informed
4. Exploring the Possibility of the Board Participating in Consumer Events as a Means of Communicating Directly with the Public

Agenda Item E.1

COLLECTING DATA FROM CANDIDATES RELATED TO THE LICENSURE PROCESS AND ASSESS THE NEED OF OTHER MEANS (FOCUS GROUPS) TO BETTER FOSTER CANDIDATE CLARITY

The Board's 2017-2018 Strategic Plan contains an objective to collect data from candidates related to the licensure process and assess the need of other means (focus groups) to better foster candidate clarity.

To address this objective the Board should work with collateral organizations, such as: The American Institute of Architects (AIA [and AIA California Council]); American Institute of Architecture Students; and National Council of Architectural Registration Boards to determine if there has been information collected specifically relating to questions received from candidates about the licensure process.

This information and data collection could be used to formulate a survey which may be conducted to solicit additional feedback from candidates. The data would then be compiled and analyzed to provide additional input on candidates' perceptions. [This data could also be used to develop materials directly related to the licensure process.] The potential need to conduct focus groups would be determined upon the information received. Such potential focus groups could be facilitated by the Department of Consumer Affairs strategic planning unit.

Board staff has recently conducted an informal query of examination and licensure staff of frequently asked questions received from candidates. These questions could be used to enhance and update applicable webpages for candidates on the Board's website and develop materials related to the licensure process.

At this meeting, the Committee is asked to discuss these options and provide feedback for the Board to consider to achieve this objective.

Agenda Item E.2

WORKING WITH DEPARTMENT OF CONSUMER AFFAIRS (DCA) TO COLLABORATE WITH THE CONTRACTORS STATE LICENSE BOARD AND THE BOARD FOR PROFESSIONAL ENGINEERS, LAND SURVEYORS, AND GEOLOGISTS TO ASSESS THE FEASIBILITY OF DEVELOPING A CONSUMER WEBSITE IN ORDER TO EDUCATE CONSUMERS ABOUT THE DESIGN AND CONSTRUCTION SECTOR AND STRENGTHEN CONSUMER PROTECTION

The Board's 2017-2018 Strategic Plan contains an objective to work with DCA to collaborate with the Contractors State License Board (CSLB) and the Board for Professional Engineers, Land Surveyors, and Geologists (BPELSG) to assess the feasibility of developing a consumer website in order to educate consumers about the design and construction sector and strengthen consumer protection.

Previously, DCA created and maintained a joint website on construction and design for consumers; however, it is no longer maintained and was not archived. Staff will continue to research the history of this site.

Board staff will contact CSLB and BPELSG to determine if there is an interest in recreating the joint website that will educate consumers about the design and construction sector and strengthen consumer protection. This joint consumer website may include information on the importance of verification of a valid license, written contracts, how to file a complaint against individuals, and the value of permits. The website could also be utilized to facilitate coordinated information on specific events and natural disasters.

Collaborative meetings with CSLB, BPELSG and DCA would be required to conduct a feasibility study, which would include a cost analysis, determination of the website content, and responsibilities of the website development and maintenance.

Another option to be considered is to create enhanced consumer content on the Board's website under "Consumers Information" that contains an introductory paragraph for CSLB and BPELSG and a link to their respective consumer information webpages.

At this meeting, the Committee is asked to discuss these concepts and provide feedback for the Board to consider for strengthening consumer protection by collaborating with CSLB and BPELSG.

Agenda Item E.3

PROMOTING THE BOARD'S REVISED *CONSUMER'S GUIDE TO HIRING AN ARCHITECT, CANDIDATE HANDBOOK, AND BUILDING OFFICIAL INFORMATION GUIDE TO KEEP STAKEHOLDERS BETTER INFORMED*

The Board's 2017-2018 Strategic Plan contains an objective to promote the revised *Consumer's Guide to Hiring an Architect, Candidate Handbook, and Building Official Information Guide* to keep stakeholders better informed. These documents represent the Board's core communication vehicles for three primary stakeholder groups.

Due to the uniqueness of each of the three groups, separate dissemination plans are required. Considerations for each plan include:

- Events that stakeholders attend;
- Websites that stakeholders use; and
- Publications that stakeholders read.

Special considerations for the respective groups include:

- Consumers: third-parties who can disseminate information, and strategies to use cab.ca.gov to share information;
- Candidates: schools' role in sharing information; test-prep vendors as a conduit; and the American Institute of Architects' resources; and
- Building officials: other organizations, such as the League of California Cities; building code publications as a conduit; and third-party plan check firms.

Once dissemination plans are developed, other considerations can be addressed, such as quantities of each publication needed, timeline for distribution and distribution lists.

Today, the Committee is asked to discuss distribution mechanisms and identify potential means for staff to research in developing the initial plans.

Agenda Item E.4

EXPLORING THE POSSIBILITY OF THE BOARD PARTICIPATING IN CONSUMER EVENTS AS A MEANS OF COMMUNICATING DIRECTLY WITH THE PUBLIC

The Board's 2017-2018 Strategic Plan contains an objective to explore the possibility of the Board participating in consumer events as a means of communicating directly with the public.

In the past, the Board has made materials (*Consumer's Guide to Hiring an Architect*, *Consumer Tips for Design Projects* card, etc.) available via an arrangement with the Contractors State License Board (CSLB). This is an efficient delivery system given the disparity in staff size (CSLB has over 400 staff, whereas the Board has 24).

"Home Shows" are events held statewide at a variety of locations that showcase a wide range of products and services for consumers interested in enhancing their homes. There are dozens of shows, which are typically produced by private companies. The shows represent a potential means of communicating directly with consumers.

Generally, consumers attend home shows to obtain ideas for home improvements and/or to collect the free give-aways. It appears that the vast majority of attendees are not attending for purposes of hiring an architect or designer. Nevertheless, there are several potential actions to consider:

1. Collaborate with Department of Consumer Affairs' (DCA) Office of Public Affairs to determine methods used by other DCA boards to provide outreach to consumers;
2. Research the vendors that attend home shows to determine whether they are from the architecture/construction sector and whether it is productive to attend;
3. Verify the reasons the consumers are attending the home shows and whether they are considering hiring an architect or designer; and
4. Assess home show organizer(s) interest in developing means to provide consumer information to attendees.

Today, the Committee is asked to discuss these considerations and the viability of utilizing home shows as a means of educating consumers.

ADJOURNMENT

Time: _____