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GOVERNOR

# CALIFORNIA ARCHITECTS BOARD

PUBLIC PROTECTION THROUGH EXAMINATION, LICENSURE, AND REGULATION

## SUMMARY REPORT

### COMMUNICATIONS COMMITTEE MEETING

October 1, 2013

#### Sacramento and Various Teleconference Locations in California

##### Committee Members Present

Marilyn Lyon, Chair  
Matthew McGuinness, Vice Chair  
Iris Cochlan  
Cynthia Easton (arrived at 10:01 a.m.)  
Haley Gipe

##### Committee Members Absent

Jack Paddon  
Ron Ronconi

##### Board Staff Present

Doug McCauley, Executive Officer  
Vickie Mayer, Assistant Executive Officer  
Marcus Reinhardt, Program Manager Examination/Licensing Unit  
Mel Knox, Administration Analyst

Committee Chair Marilyn Lyon 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 June 20, 2012, Communications Committee Summary Report**

Ms. Lyon asked the Committee members to consider the approval of the June 20, 2012, Summary Report.

*Iris Cochlan made a motion to approve the June 20, 2012, Communications Committee Summary Report.*

*Haley Gipe seconded the motion.*

*The motion passed 5-0.*

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## **B. Review and Approve Potential Articles for the *California Architects* Newsletter**

Ms. Lyon asked for article suggestions from Committee members, in addition to the following suggestions provided by staff:

1. Message from the President (Subject matter to be determined by the Board President and recommendations from the Committee) (R)\*
2. Architect Registration Examination Division Results Expiring July 1, 2014
3. National Council of Architectural Registration Boards Record Requirement for Candidates
4. Common Mistakes that Delay License Renewals
5. Business Entity Reporting Form Requirement
6. Continuing Education Completion Log
7. Preparing for the California Supplemental Examination (CSE)
8. 2013 Octavius Morgan Distinguish Service Awards
9. Law Regarding Active Duty Military Members and Their Spouses/Domestic Partners
10. BreZE
11. Confidentiality Clauses
12. 2014 CSE Occupational Analysis
13. Examination Statistics
14. Appointment of New Board Members
15. Enforcement Actions (R)
16. Legislation (if applicable) (R)

*\*Items that are recurring in each issue of California Architects are noted with an (R)*

Members offered no additional article suggestions.

*Cynthia Easton made a motion to approve the potential articles of the California Architects newsletter.*

*Matthew McGuinness seconded the motion.*

*The motion passed 5-0.*

## **C. Discuss and Possible Action on the 2013 Strategic Plan Objective to Explore Different Publication Frequency and Format for the *California Architects* Newsletter**

Marcus Reinhardt presented this agenda item and recommended leaving the publication frequency of *California Architects* as quarterly, as this will maintain regular communication to the eNews subscribers. Mr. Reinhardt also recommended changing to

a condensed version of the newsletter in accessible HTML format that would be emailed to the eNews subscribers.

After favorable consideration of staff's recommendations, the Committee determined that staff should also commence an effort to expand the Board's current subscriber list.

*Cynthia Easton made a motion to recommend to the Board to maintain the California Architects publication frequency as quarterly, change its format to a condensed version of the newsletter in accessible HTML format, and direct staff to begin an effort to expand the current subscriber list.*

*Iris Cochlan seconded the motion.*

*The motion passed 5-0.*

#### **D. Discuss and Possible Action on the 2013 Strategic Plan Objective to Explore Digital Alternatives for Outreach to Schools**

Mr. Reinhardt stated that staff explored several methods for effective digital alternatives for outreach to schools, and found the most cost-effective recommendation to meet this Strategic Plan objective was to use screencasts. He explained to the Committee that screencasts are digital recordings of computer screen output and audio narrative that is used for: presentations, demonstrations, and teaching. Mr. Reinhardt also informed members that screencasting is growing in popularity because it provides information for future reference, and it allows the user to view videos at their leisure.

Committee members discussed the benefits of screencasting and appropriate target audiences, and determined that it would endorse staff's suggestions to:

1. Create screencasts designed for helping students, candidates, and schools understand and navigate the licensing process; and
2. Expand content beyond the Board's website to include providing screencasts on a video-sharing website (i.e., California Government YouTube), along with appropriate linking from the Board's websites and to appropriate social media.

*Cynthia Easton moved that the following suggestions be recommended to the Board to meet the Strategic Plan objective:*

- *Create screencasts designed to help students, candidates, and schools understand and navigate the licensing process; and*
- *Expand content beyond the Board's website to include providing screencasts on a video-sharing website (i.e., California Government YouTube), along with appropriate linking from the Board's websites and to appropriate social media.*

*Matthew McGuinness seconded the motion.*

*The motion passed 5-0.*

**E. Discuss and Possible Action on the 2013 Strategic Plan Objective to Promote Multiple Pathways to Licensure**

Mr. Reinhardt reminded the Committee of its Strategic Plan objective to promote multiple pathways to licensure, and stated that the Board currently promotes multiple pathways for candidates to achieve licensure in California by: 1) delivering “Path to Licensure” presentations at the California accredited schools of architecture, and 2) maintaining a career website.

Mr. Reinhardt recommended that the Committee accept staff’s proposal to expand the Board’s efforts to promote multiple pathways to licensure to include mass mailings and e-mails directed to the following target groups:

1. Community colleges with architecture or related programs;
2. Career centers at public colleges and universities; and
3. High school college counselors.

The Committee opined that given the Board’s past challenges to reach these target groups, the Board should consider broadening its approach to promote multiple pathways to licensure to include mass mailings and emails directed to the above referenced.

*Matthew McGuinness moved to recommend to the Board that mass mailings and emails, directed to the following target groups, be included in the Board’s efforts to meet the Strategic Plan objective:*

- *Presidents of community colleges with architecture or related programs;*
- *Career centers at public colleges and universities; and*
- *High school college counselors.*

*Ron Ronconi seconded the motion.*

*The motion passed 5-0.*

The meeting adjourned at 10:50 a.m.