

# COMMUNICATIONS COMMITTEE

JUNE 20, 2012  
SACRAMENTO, CA





Edmund G. Brown Jr.  
GOVERNOR

# CALIFORNIA ARCHITECTS BOARD

PUBLIC PROTECTION THROUGH EXAMINATION, LICENSURE, AND REGULATION

## NOTICE OF MEETING

### COMMUNICATIONS COMMITTEE

**June 20, 2012**

10:00 a.m. to 1:00 p.m.  
2420 Del Paso Road, Suite 105  
Sacramento, CA 95834  
(916) 574-7220

The California Architects Board (CAB) will hold a Communications Committee meeting, as noted above. The agenda items may not be addressed in the order noted below and the meeting will be adjourned upon completion of the agenda which may be at a time earlier than that posted in this notice. The meeting is open to the public and 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 Marccus Reinhardt at (916) 575-7221, emailing [marccus.reinhardt@dca.ca.gov](mailto:marccus.reinhardt@dca.ca.gov), or sending a written request to the Board at the address below. Providing your request at least five business days before the meeting will help to ensure availability of the requested accommodation.

### AGENDA

- A. Review and Approve the July 28, 2011, Communications Committee Summary Report
- B. Review and Approve Potential Articles for the Fall and Winter 2012 Issues of *California Architects*
- C. Discuss and Possible Action on the 2012 Strategic Plan Objective to Prepare a Concise CAB Mission Statement for Use in All Communications
- D. Discuss and Possible Action on the 2012 Strategic Plan Objective to Establish a Social Media Presence for CAB
- E. Discuss and Possible Action on the 2012 Strategic Plan Objective to Review and Finalize CAB School Presentation Materials
- F. Discuss and Possible Action on the 2012 Strategic Plan Objective to Expand the CAB e-News Distribution List

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*The notice and agenda for this meeting and other meetings of the Board can be found on the Board's website at [www.cab.ca.gov](http://www.cab.ca.gov). Any other requests relating to the Committee meeting should be directed to Mr. Reinhardt at (916) 575-7221.*



**AGENDA ITEM A**

**REVIEW AND APPROVE JULY 28, 2011, COMMUNICATIONS COMMITTEE  
SUMMARY REPORT**

The Committee is asked to review and approve the attached July 28, 2011, Summary Report.





Edmund G. Brown Jr.  
GOVERNOR

# CALIFORNIA ARCHITECTS BOARD

PUBLIC PROTECTION THROUGH EXAMINATION, LICENSURE, AND REGULATION

## SUMMARY REPORT

### COMMUNICATIONS COMMITTEE MEETING

July 28, 2011

Sacramento, California  
(and various teleconference locations)

#### Committee Members Present

Iris Cochlan, Chair  
Richard Conrad  
Ron Ronconi  
Jamie Knollmiller

#### Committee Members Absent

Cynthia Easton  
Jack Paddon  
Sheran Voigt

#### Board Staff Present

Doug McCauley, Executive Officer  
Vickie Mayer, Assistant Executive Officer  
Coleen Galvan, Communications Analyst  
Marccus Reinhardt, Examination/Licensing Analyst

Committee Chair Iris Cochlan called the meeting to order at 10:05 a.m. via of teleconference. 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 March 2, 2011, Communications Committee Summary Report**

Ms. Cochlan asked the Committee members to consider the approval of the March 2, 2011, Summary Report.

*Richard Conrad made a motion to approve the March 2, 2011, Communications Committee Summary Report.*

*Ronald Ronconi seconded the motion.*

*The motion passed 4-0.*

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## **B. Review and Approve Recommended Articles for the Winter 2012 and Spring 2012 Issues of California Architects Newsletter**

Doug McCauley presented this agenda item. Mr. McCauley summarized the suggested articles. The members discussed the following topics for the winter and spring issues:

### **WINTER 2012**

1. Academy for Emerging Professionals, 2011 Architectural Education Summit
2. Intern Development Program 2.0, Phase Three
3. Impact of the Architect Registration Examination (ARE) Rolling Clock in 2014
4. Common Reasons an Application is Delayed
5. Business Entity Reporting Form Requirements
6. 2011 Octavius Morgan Awards

### **SPRING 2012**

1. Discontinuing the Comprehensive Intern Development Program (CIDP)
2. 2014 ARE Rolling Clock Reminder
3. Reporting of Name and Address Changes
4. Settlement or Arbitration Awards Reporting Requirement
5. Western Conference of Architectural Registration Boards' Regional Meeting

### **RECURRING**

1. President's Message
2. Enforcement Actions
3. Examination Statistics
4. Legislation
5. Regulation Changes

Mr. McCauley stated that at the Board's June 16, 2011, meeting members voted to discontinue CIDP and explained the discontinuation would take effect upon codification of a regulatory amendment. He further stated Board staff is working to address the regulatory change that must be approved through several control agencies. Mr. McCauley informed the Committee CIDP will remain a component of the licensing process until the regulatory change is approved and affected candidates would be notified upon final approval of the regulatory package.

Jamie Knollmiller asked if any statistical information was available for the new California Supplemental Examination (CSE). Vickie Mayer stated that approximately 700 candidates had taken the computer-delivered format of the CSE. She explained that during the initial launch period for the computer-delivered CSE, examination results were held in order to conduct required statistical analysis. Ms. Mayer stated original estimates were that it would take approximately 90 days from the initial launch date before the Board would begin mailing results to candidates; however, the vendor's analysis was delayed due to a low number of examinations scheduled and taken.

Ronald Ronconi asked if there was an influx of candidates to take the CSE. Ms. Mayer said no, there were approximately 90 candidates per month taking the CSE.

*Jamie Knollmiller made a motion to approve the suggested articles for the winter and spring 2012 issue of the California Architects Newsletter.*

*Ronald Ronconi seconded the motion.*

*The motion passed unanimously.*

**C. Discuss and Possible Action on the 2011 Strategic Plan Objective to Formulate a Communications Strategy for Informing Consumers via Chambers of Commerce About the Value of a License and the Importance of a Contract**

Mr. McCauley explained that the 2011 Strategic Plan directed the Communications Committee to formulate a strategy for informing consumers via California chambers of commerce about the value of a license and the importance of a written contract.

Mr. McCauley stated this was an objective during strategic planning geared toward one-time users of architectural services particularly small businesses. He further stated that Board staff researched possible methods to achieve this objective (i.e., emailing local chambers of commerce to explain the Board's objective and request their cooperation in communicating information to their membership; use of broadcast emails; and distributing copies of various Board publications). He explained that the Board would be introducing themselves to the chambers in regard to what small businesses needed to comply with when hiring an architect. Mr. McCauley explained the objective could be achieved by providing each chamber with an introductory letter from the Board with enclosures including the newly designed "consumer tip design card," as well as the *Consumer's Guide to Hiring an Architect* for distribution.

*Jamie Knollmiller made a motion to approve the communications strategy of communicating via California chambers of commerce about the value of a license and the importance of a contract.*

*Ronald Ronconi seconded the motion.*

*The motion passed unanimously.*

**D. Discuss and Possible Action on the 2011 Strategic Plan Objective to Formulate a Communications Strategy Informing Deans, Professors, and Students of Universities and Community Colleges About the Value of a License**

Mr. McCauley explained this is an ongoing objective in the Strategic Plan. He informed members that Marccus Reinhardt visited each accredited school in the previous fiscal year and provided a presentation on the path to licensure. He further stated that the presentations to the schools were generally well-received.

Mr. Reinhardt suggested that staff explore the possibility of utilizing a web-based forum to impart further information on licensure, due to budgetary restrictions and the Governor's mandate restricting travel.

Mr. McCauley said the Board would continue to mail welcome letters to students via deans and chairs. Mr. Ronconi asked the Board to consider mailing these letters to members of The Construction Specifications Institute chapters. Mr. McCauley stated this would be done.

Board staff also made the following recommendations to achieve the objective:

1) expand the scope of the content in the biannual letter to students to include more information on the value of the license; 2) expand content on the Board's career website to include more information of value of licensure; 3) publish updated original RK Stewart article on The Board's career website; and 4) provide lunch-time presentations on the value of a license at accredited schools and community colleges via video conferencing.

Ms. Knollmiller suggested the use of interactive web-based presentations to better benefit candidates.

*Ron Ronconi made a motion to approve the 2011 School and Student Outreach Plan which includes methods of expanding the Board's School and Student Outreach Program.*

*Richard Ronconi seconded the motion.*

*The motion passed unanimously.*

The meeting adjourned at 10:25 a.m.

## AGENDA ITEM B

### REVIEW AND APPROVE POTENTIAL ARTICLES FOR THE FALL AND WINTER 2012 ISSUES OF CALIFORNIA ARCHITECTS

The following are potential topics compiled by staff for articles in the fall and winter 2012 issues of *California Architects*. Items that are recurring in each issue are noted with an (R).

1. Message from the President (Subject matter to be determined by the Committee and President) (R)
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 on Intern Development Program Experience for Candidates Employed by Licensee
12. Requirements for Licensees Who Provide Certified Accessibility Specialist (CASp) Services
13. Enforcement Actions (R)
14. Legislation (if applicable) (R)
15. Weekly Board Office Closures



## AGENDA ITEM C

### **DISCUSS AND POSSIBLE ACTION ON THE 2012 STRATEGIC PLAN OBJECTIVE TO PREPARE A CONCISE CAB MISSION STATEMENT FOR USE IN ALL COMMUNICATIONS**

The Board's 2012 Strategic Plan directs the Communications Committee to prepare a concise mission statement to be used in all official communications.

The Board's current mission statement contained in the 2012 Strategic Plan is:

“The mission of the CAB is to protect the public health, safety, and welfare through the regulation of the practice of architecture and landscape architecture in the state by:

- Ensuring that those entering the practice meet standards of competency by way of education, experience, and examination;
- Establishing standards of practice for those licensed to practice;
- Requiring that any person practicing or offering to practice architecture be licensed;
- Protecting consumers and users of architectural services;
- Enforcing the laws, codes, and standards governing architectural practice in a fair, expeditious, and uniform manner;
- Empowering consumers by providing information and educational materials to help them make informed decisions; and
- Overseeing the activities of the LATC to ensure it regulates the practice of landscape architecture in a manner which safeguards the well-being of the public and the environment.”

The Board's tagline used as part of its branding (and on its letterhead) reads:

“Public Protection Through Examination, Licensure, and Regulation”

Staff suggests the use of the tagline as a concise mission statement as it distills the essence of the Board's mission into a simple phrase already recognizable to stakeholders. Alternately, staff suggests the first sentence of the mission statement (above) which similarly summarizes the Board's mission.

The Committee is asked to consider staff's recommendations for a concise mission statement or develop an alternate recommendation for the Board's approval.



## **AGENDA ITEM D**

### **DISCUSS AND POSSIBLE ACTION ON THE 2012 STRATEGIC PLAN OBJECTIVE TO ESTABLISH A SOCIAL MEDIA PRESENCE FOR CAB**

The Board's 2012 Strategic Plan directs the Communications Committee to establish a social media presence for the Board.

There are literally hundreds of social media services available on the Internet and to establish a presence on each would be prohibitive. However, Facebook and Twitter are among the foremost used social media services with more than one billion combined users worldwide as of April 2012.

Based on the widespread usage of these two services, staff created an official Twitter account for the Board and is currently developing a Facebook page. Social media services may be added or removed as popularity changes and new services become available. Methodologies for informing stakeholders or other interested parties of the Board's presence are being developed. Strategies (and the related policies) for appropriate use of social media services are being formulated by managerial staff.

The Committee is asked to discuss the currently established social media presences and make a recommendation to the Board



## **AGENDA ITEM E**

### **DISCUSS AND POSSIBLE ACTION ON THE 2012 STRATEGIC PLAN OBJECTIVE TO REVIEW AND FINALIZE CAB SCHOOL PRESENTATION MATERIALS**

The Board's 2012 Strategic Plan directs the Communications Committee to review and finalize the materials used when providing presentations to architectural students.

As part of the Board's outreach to students at the California architectural schools in April 2011, staff developed a PowerPoint presentation (attached) entitled "The Path to Licensure." The presentation provides an overview in order to familiarize students with the licensing process and requirements to become an architect in California. Staff recently updated the presentation to reflect changes to the licensing process, such as the elimination of the Comprehensive Intern Development Program and implementation of the Intern Development Program 2.0. Distributed to students at the presentation is the Board's informational bookmark for the career website. The Candidate's Handbook will also be distributed at the presentations when it is revised later this fiscal year.

Also attached is the staff developed survey distributed to the students that is used to assist the Board in assessing the effectiveness of the presentation and guide revisions to it as necessary.

The Committee is asked to approve the presentation materials and make a recommendation to the Board.

#### Attachments

1. The Path to Licensure PowerPoint
2. School and Student Outreach Campaign Presentation Evaluation

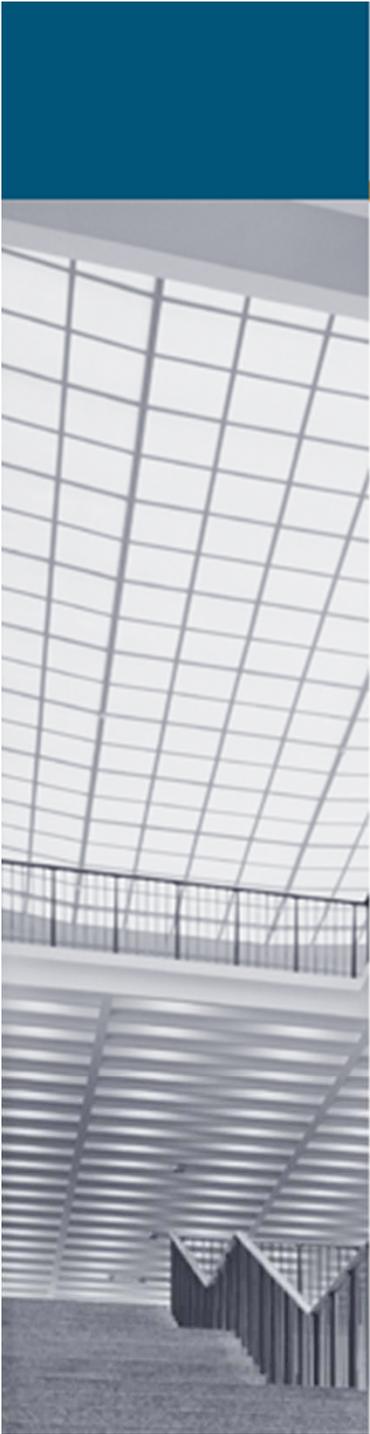




# THE PATH TO LICENSURE

CALIFORNIA ARCHITECTS BOARD





THE PATH TO

LICENSURE

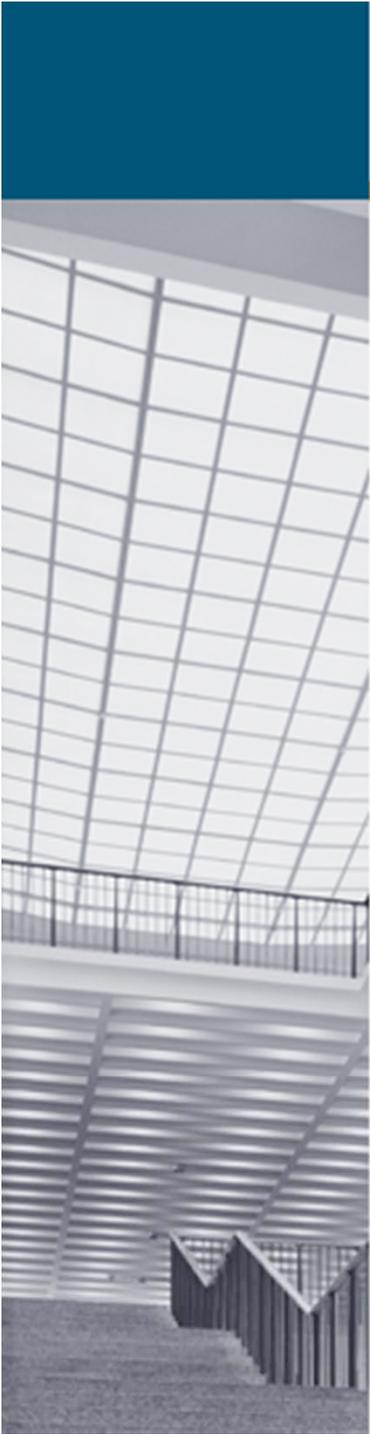
## Why You Should Become an Architect

Validation

Expanded Practice Opportunities

Respect

Expanded Career Opportunities



THE PATH TO

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## Key Players

California Architects Board (CAB)

National Council of Architectural Registration Boards (NCARB)

NCARB Test Vendor (Prometric)



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## Collateral Organizations

National Architectural Accrediting Board (NAAB)

The American Institute of Architects (AIA)

The American Institute of Architecture Students (AIAS)

Society of American Registered Architects (SARA)



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## CAB Responsibilities

Protect the Public

Set Minimum Qualifications and Practice Standards

Regulate the Practice of Architecture



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## NCARB Role

Facilitate Reciprocal Licensure

Foster Uniformity in Licensing and Practice Laws

Assist State Architectural Registration Boards



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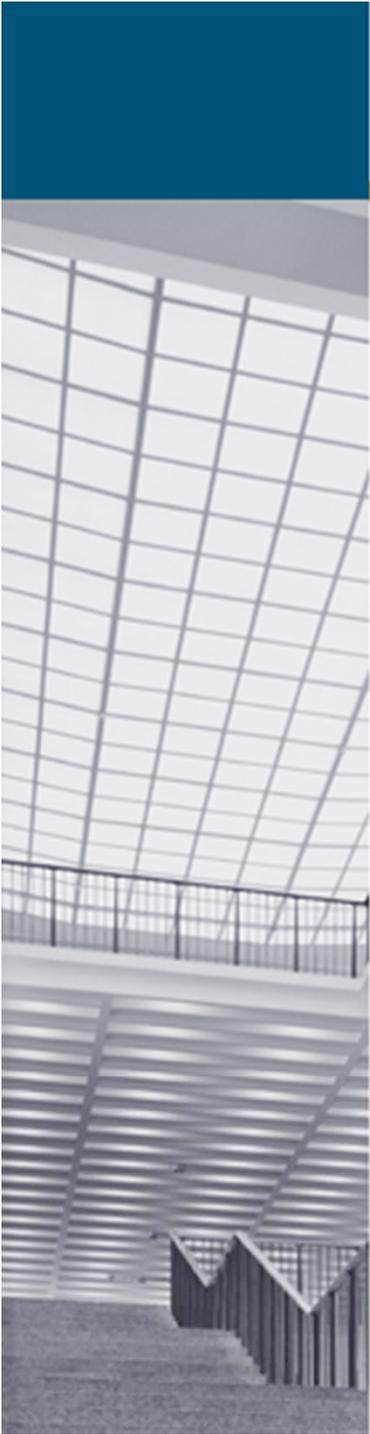
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## Prometric Role

Administer the ARE

Score ARE Divisions



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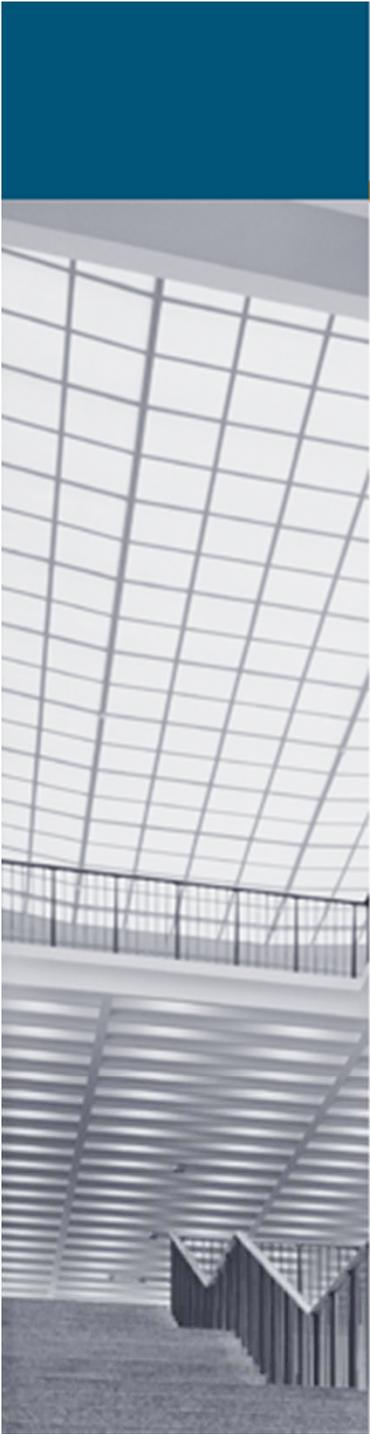
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## Candidate Responsibilities

Proactive

Prepare

Persevere



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## California Requirements

NAAB accredited post-secondary education in  
architecture

OR

Non-accredited post-secondary education in combination  
with work experience under the direct supervision of a  
U.S. architect

OR

Five years of work experience under the direct  
supervision of a U.S architect in lieu of education

AND



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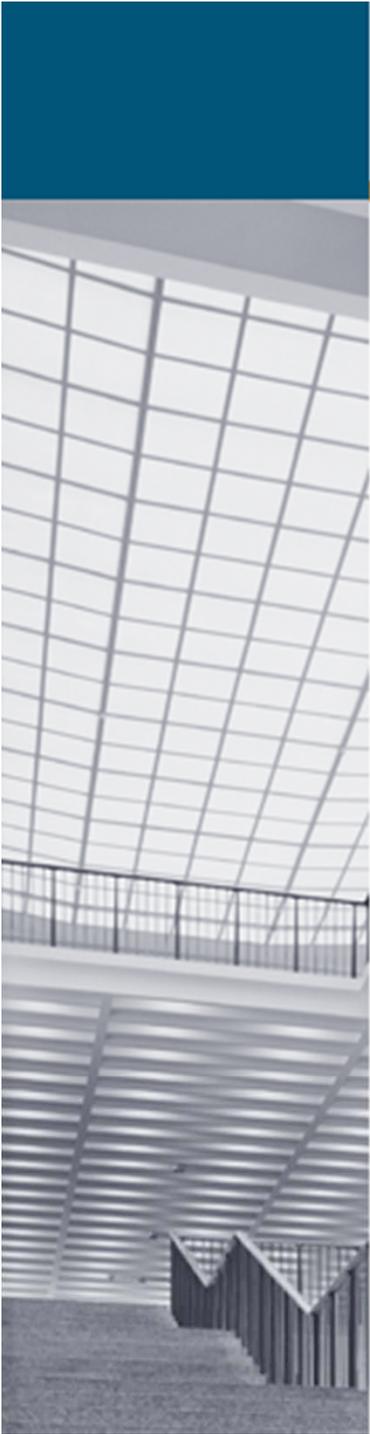
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## California Requirements

Intern Development Program (IDP)

Architect Registration Examination (ARE)

California Supplemental Examination (CSE)



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## IDP

Nationally Recognized Internship Program

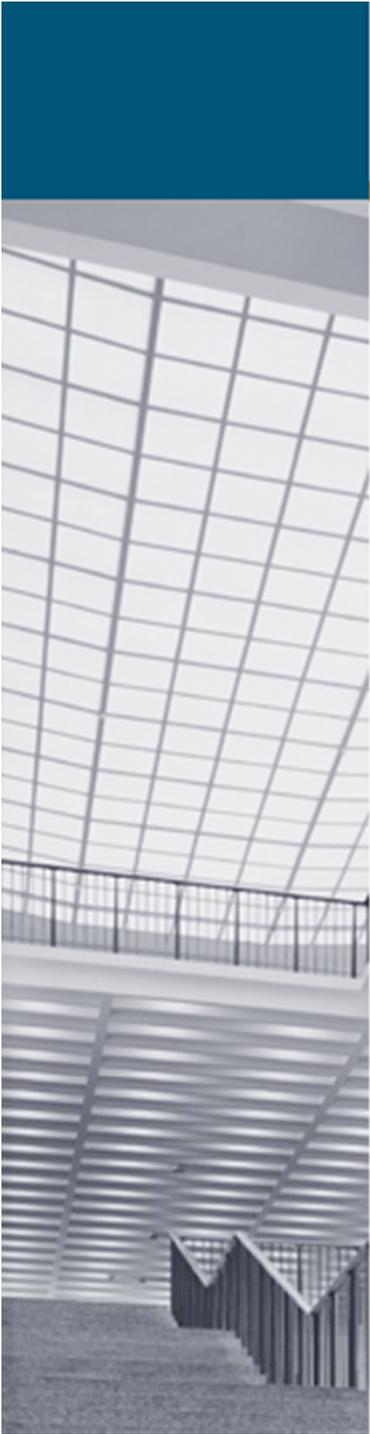
NCARB Administered

Required by most NCARB Member Boards

Required in California since January 1, 2005

IDP 2.0

IDP Guidelines (April 2012)



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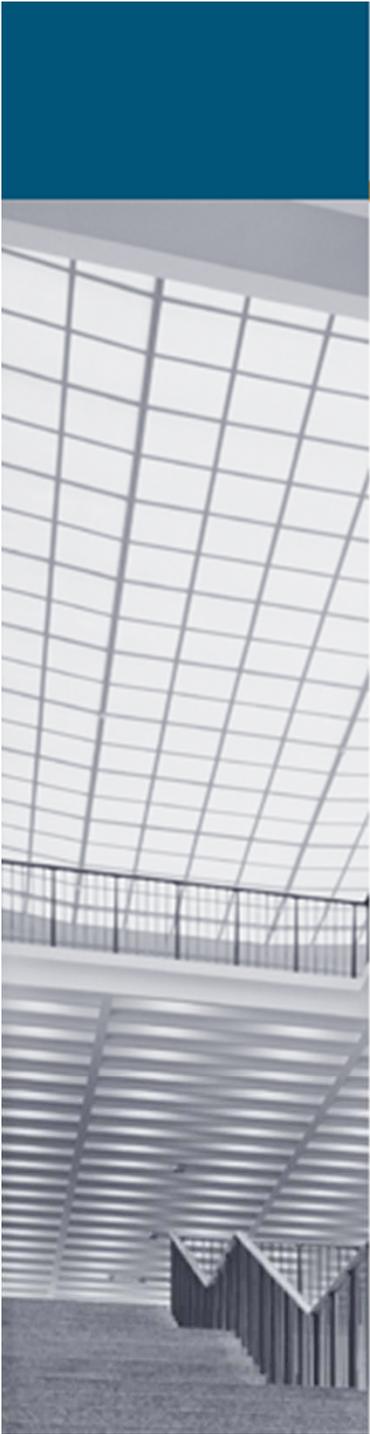
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## IDP Entry Point

Enrollment in a NAAB Accredited Program

Enrollment in a Non-accredited Architectural Program

Employment under a U.S. architect and a High School Diploma or GED



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## IDP

5,600 Training Hours

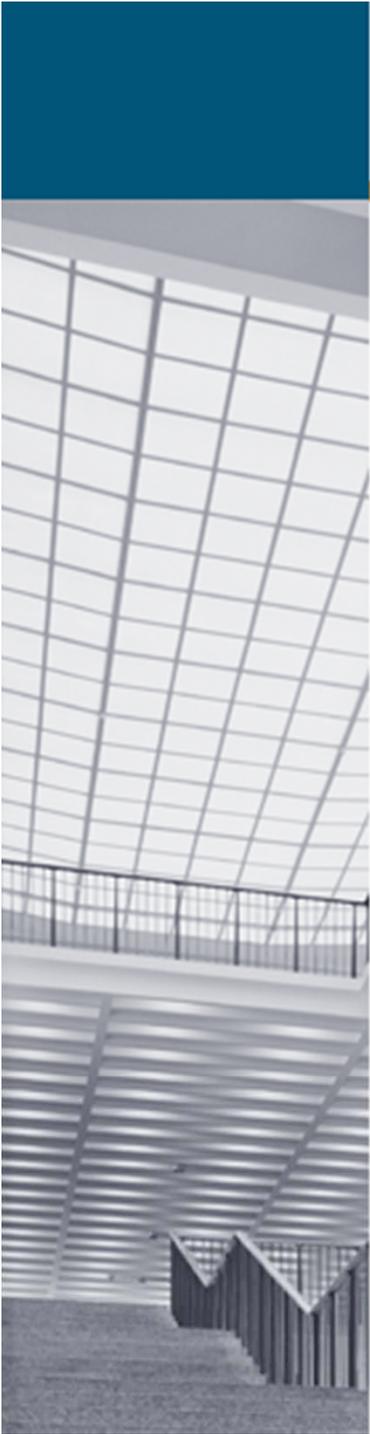
17 Training Areas/Four Training Categories

Three Work Experience Settings

Electronic Experience Verification Reporting System (e-EVR)

Employment Duration

15 hours per week/eight consecutive weeks



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## IDP

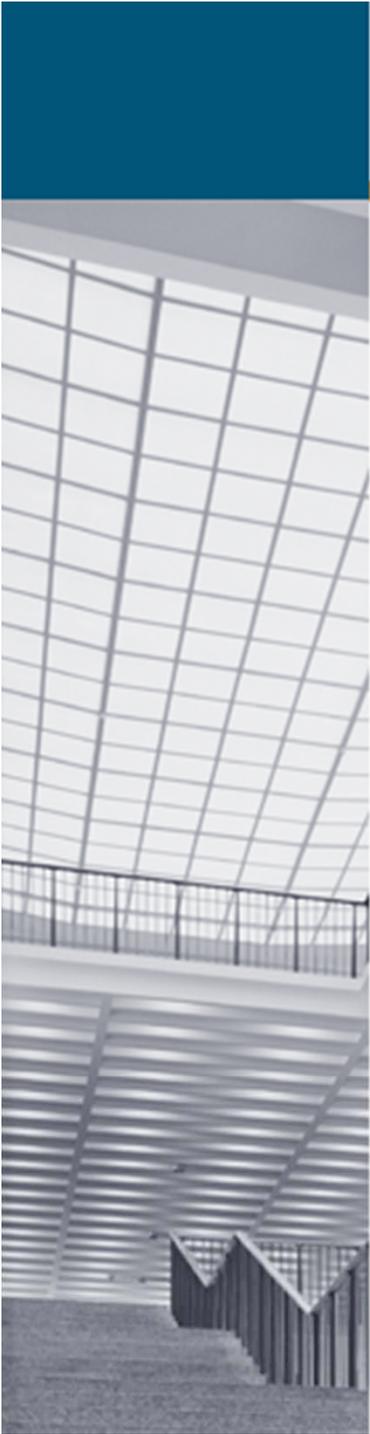
Supplemental Experience

Emerging Professional's Companion (EPC)

Leadership in Energy and Environmental Design  
(LEED) Accredited Professional (AP) Certification

Limited experience credit while unemployed

Six-Month Rule



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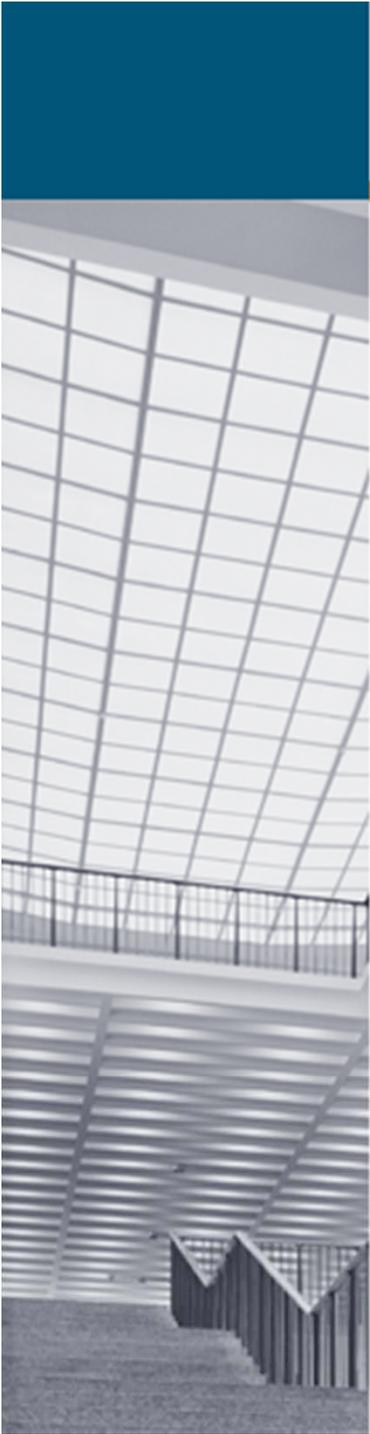
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## Six-Month Rule

Experience more than six months old cannot be submitted

Experience must be submitted within two months from the end of a reporting period

Assist interns and supervisors to identify deficiencies earlier in the training process



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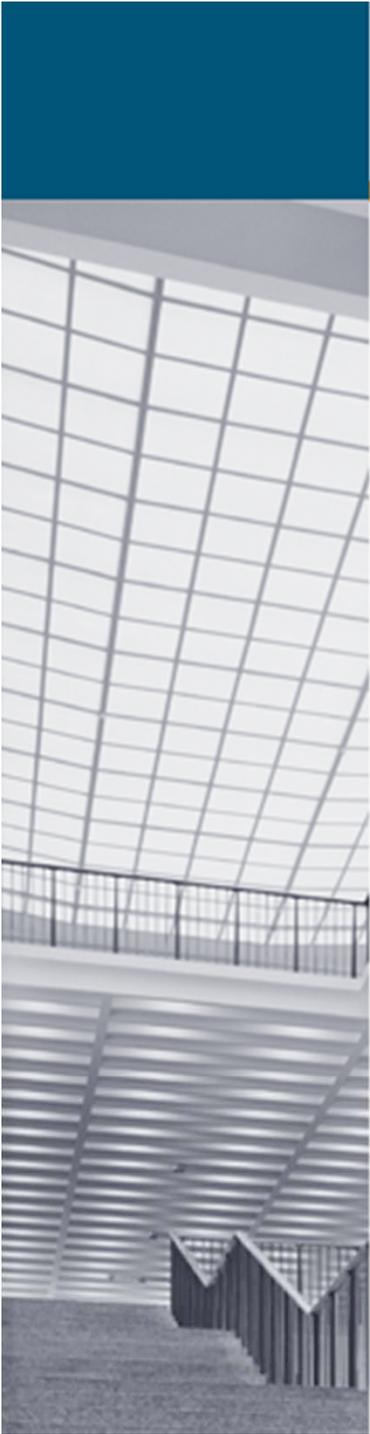
## Starting IDP

Establish NCARB Record ([www.ncarb.org](http://www.ncarb.org))

Select IDP Supervisor

Select IDP Mentor

Start Recording Experience



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ARE

Nationally Recognized Architect Licensing Exam

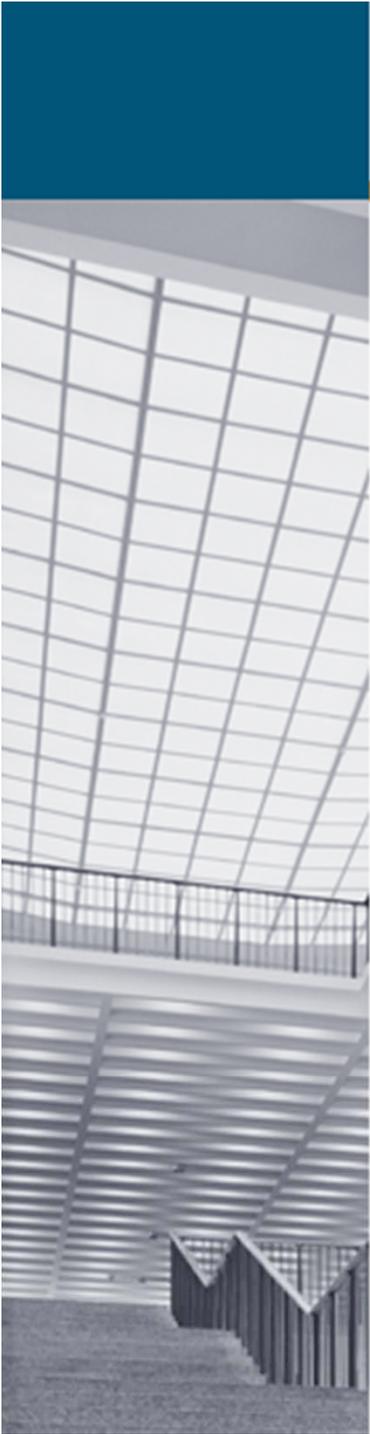
NCARB Developed

ARE 4.0

Seven Divisions

ARE Rolling Clock

Computer-delivered/scored



# THE PATH TO

# LICENSURE

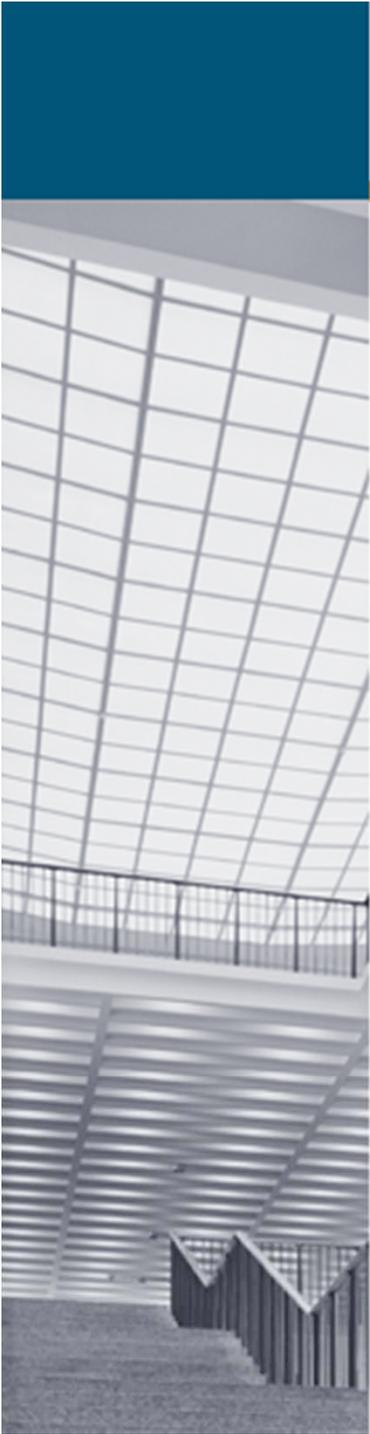
## ARE Eligibility

Valid for Five Years

Starts when eligibility is determined by CAB

Separate from ARE Rolling Clock

Must take an exam within five years



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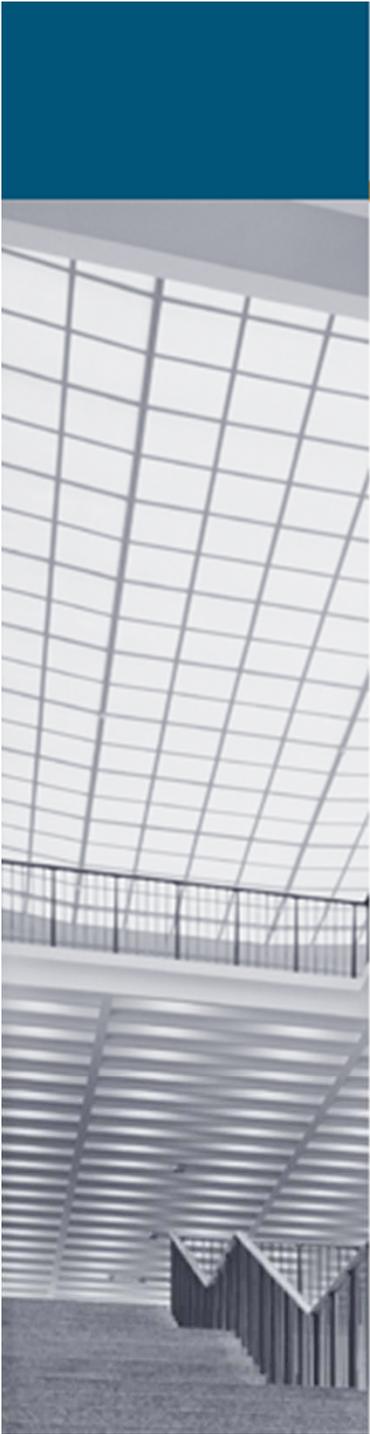
## ARE Rolling Clock

Validity of Exam Scores

Clock starts with first successful ARE division

Passing scores valid for five years

Divisions older than five years become invalid and must be retaken



THE PATH TO

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LICENSURE

## CSE

CAB Developed

California Specific Exam

Computer-delivered/scored

Administered by PSI



THE PATH TO

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## The Path (Overview)

Apply with the Board

Establish an NCARB Record

Complete the ARE

Complete IDP

Apply for the California Supplemental Examination

Complete the CSE

Apply for a California Architect License



THE PATH TO

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## Contact Information

Board Website: [cab.ca.gov](http://cab.ca.gov)

Career Website: [architect.ca.gov](http://architect.ca.gov)

Email: [cab@dca.ca.gov](mailto:cab@dca.ca.gov)

Telephone: 916.574.7220

Twitter: [@CAArchitectsBd](https://twitter.com/CAArchitectsBd)

# CALIFORNIA ARCHITECTS BOARD

PUBLIC PROTECTION THROUGH EXAMINATION, LICENSURE, AND REGULATION

## School and Student Outreach Campaign Presentation Evaluation

Your feedback helps the Board improve its presentations and measure how we meet your needs. Please complete this evaluation and return to the presenter before you leave. The Board greatly appreciates your participation.

Please circle the rating score which most accurately describes your impression.

Scale: 1 = Strongly Disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5 = Strongly Agree

Question	Rating				
1. The purpose and objectives of the presentation were made clear.	1	2	3	4	5
2. The presentation was organized and structured.	1	2	3	4	5
3. Effective use of visual tools was made during the presentation.	1	2	3	4	5
4. Presentation time was well managed and the pace satisfactory.	1	2	3	4	5
5. The presentation made the California licensure process understandable.	1	2	3	4	5
6. There was sufficient time for Q & A.	1	2	3	4	5
7. The presenter was prepared and had a good command of the subject matter.	1	2	3	4	5
8. Audience questions were responded to effectively by the presenter.	1	2	3	4	5
9. The presenter was audible and spoke clearly.	1	2	3	4	5
10. Following the presentation, I am more interested in becoming a California licensed architect.	1	2	3	4	5
11. Overall, the presentation met my expectations.	1	2	3	4	5

Are there additional topics you would like the Board to include in future presentations?

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Do you have any suggestions on how the Board can improve future presentations?

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School Code: \_\_\_\_\_

Date: \_\_\_\_\_



## **AGENDA ITEM F**

### **DISCUSS AND POSSIBLE ACTION ON THE 2012 STRATEGIC PLAN OBJECTIVE TO EXPAND THE CAB E-NEWS DISTRIBUTION LIST**

The Board's 2012 Strategic Plan directs the Communications Committee to expand the Board's e-news (e-subscriber) distribution list.

The Board maintains an e-subscriber list for broadcast communications with approximately 7,650 subscribers. Subscribers are able to choose any or all of several categories of lists from which they can receive notifications:

- Meeting Notices
- eNews
- Legislation and Regulations Updates
- Consumer Related Bulletins
- Candidate Related Bulletins
- Licensee Related Bulletins

The Board primarily promotes its e-subscriber list by including a reminder on the back page of each issue of *California Architects*.

Staff explored several methods to expand the e-subscriber list including:

- Adding a statement on the license renewal form suggesting licensees to subscribe
- Developing an insert to be included with all mailings
- Requesting an option be included in BreEZe (the new integrated enterprise-wide enforcement and licensing system) allowing candidates and licensees to subscribe
- Sending a mailing to the Board's paper-based interested parties list informing them of the e-subscriber option

The Committee is asked to discuss this objective and make a recommendation to the Board.

