

# **Communications Committee**

**March 2, 2011**

**Sacramento**

California Architects Board





Edmund G. Brown Jr.  
GOVERNOR

# CALIFORNIA ARCHITECTS BOARD

PUBLIC PROTECTION THROUGH EXAMINATION, LICENSURE, AND REGULATION

## NOTICE OF MEETING

### COMMUNICATIONS COMMITTEE

March 2, 2011

10:00 a.m. to 1:00 p.m.

1625 North Market Blvd.

Humboldt Conference Room, 3<sup>rd</sup> Floor  
(Must check-in with Security on 1<sup>st</sup> Floor)  
Sacramento, CA 95834

The California Architects Board is holding a committee meeting as outlined above. The agenda items may not be addressed in the order noted below. 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) 575-7216, emailing [marccus.reinhardt@dca.ca.gov](mailto:marccus.reinhardt@dca.ca.gov), or sending a written request to the address below. Providing your request at least five business days before the meeting to help ensure availability of the requested

### AGENDA

- A. Review and Approve May 20, 2010, and October 13, 2010, Communications Committee Summary Reports
- B. Review and Approve Recommended Articles for the Summer and Fall Issues of *California Architects* Newsletter
- C. Review and Approve Recommendations on the 2010 Strategic Plan Objective to Expand the Consumer Content on the Board's Web Site
- D. Review and Approve Recommendations on the 2010 Strategic Plan Objective to Expand the Board's School and Student Outreach Programs
- E. Review and Approve Recommendations on the 2010 Strategic Plan Objective to Formulate a Communications Strategy Regarding the Value of an Architect License
- F. Review and Approve Recommendations on the 2010 Strategic Plan Objective to Use Web-Based Media and the *California Architects* Newsletter to Communicate Key Messages
- G. Review of the Board's December 2010 Strategic Planning Session

The notice and agenda for this meeting and other meetings of the Board can be found on the Board's Web site: [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) 575-7216.

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**AGENDA ITEM A**

**REVIEW AND APPROVE MAY 20, 2010, AND OCTOBER 13, 2010,  
COMMUNICATIONS COMMITTEE SUMMARY REPORTS**

The Communications Committee is asked to review and approve the Summary Reports from the May 20, 2010, and October 13, 2010, meetings.





CALIFORNIA ARCHITECTS BOARD  
PUBLIC PROTECTION THROUGH EXAMINATION, LICENSURE, AND REGULATION

Arnold Schwarzenegger  
GOVERNOR

**SUMMARY REPORT**

**COMMUNICATIONS COMMITTEE MEETING**

May 20, 2010

Sacramento, California

Committee Members Present

Sheran Voigt, Chair  
Iris Cochlan  
Richard Conrad  
Cynthia Easton  
Ron Ronconi  
Jamie Stitzel

Committee Members Absent

Marilyn Lyon  
Jack Paddon

Board Staff Present

Doug McCauley, Executive Officer  
Vickie Mayer, Assistant Executive Officer  
Coleen Galvan, Communications Analyst

Chair Sheran Voigt called the meeting to order at 10:04 a.m. Five members of the Committee constitute a quorum for the transaction of business. There being six members present at the time of roll, a quorum was established.

**A. Review and Approve May 21, 2009, Communications Committee Summary Report**

Ms. Voigt asked Committee members to review and approve the May 21, 2009, Communications Committee Summary Report.

*Iris Cochlan made a motion to approve the May 21, 2009 Communications Committee Summary Report.*

*Cynthia Easton seconded the motion.*

*The motion passed unanimously.*

## **B. Review and Approve Potential Articles for Next Newsletter**

Ms. Voigt presented this agenda item. She informed Committee members that staff, the Board, and committee members had compiled the potential topics for the next newsletter.

- 1. Message from the President**—The Committee suggested the focus of the article be on the regional meeting of the Western Conference of Architectural Registration Boards, at which Jon Baker was elected Director of Region VI [first time in over 25 years that the Board has had a member elected to the National Council of Architectural Registration Boards (NCARB) Board of Directors].
- 2. Comprehensive Intern Development Program/Intern Development Program**—The Committee members agreed that an article be included on the next generation of Intern Development Program (IDP) 2.0 and the Board updating the Comprehensive Intern Development Program (CIDP) to correlate with IDP 2.0. Doug McCauley stated that the Board's Professional Qualifications Committee suggested that a CIDP errata sheet be prepared indicating what evidence is to be documented.
- 3. Enforcement Actions**—Committee members agreed that all enforcement actions taken since the last publication of the newsletter be included.
- 4. Legislation**—The Committee determined that there was no new legislation that was relevant to the newsletter at this time; however, Mr. McCauley explained that The American Institute of Architects, California Council (AIACC) is sponsoring legislation that would amend the provisions originally contained in Senate Bill (SB) 1608, which would allow architects to sign a declaration of compliance with continuing education requirements. He advised that licensees would be required to maintain their records rather than submit these records to the Board. He further stated the Board would randomly audit licensees to determine compliance. Vickie Mayer stated that should the amendment be chaptered, that there is a provision that the certificate of compliance would not be required until after the next renewal cycle.
- 5. California Code of Regulations, Section 144, Fees**—The Committee suggested that an article be included when the regulatory approval process is completed.
- 6. Continuing Education Requirements and License Renewal Reminder**—The Committee suggested that an article be included on SB 1608. Ms. Mayer suggested that licensees be reminded of tips for completing license renewal, such as using the reverse side of the renewal form and the compilation of the course syllabus, trainers' knowledge and background, etc.

Richard Conrad suggested all the reminder type articles be together in one place of the newsletter.

- 7. Architect Registration Examination 4.0**—The Committee members suggested that an article be included on Architect Registration Examination (ARE) 4.0. The Committee suggested that the article be comprised of reminders: the importance of candidates maintaining their address of record current, as scores may be delayed;



exam security and violations, as well as the established guidelines surrounding dissemination of exam content. Ms. Mayer suggested that a reminder of the six-month rule requiring interns to submit their training hours in reporting periods of no longer than six months and within two months of completion of each reporting period becomes effective for all interns on July 1, 2010. It was suggested that a reminder box with bulleted items may be appropriate for the above reminders.

- 8. Integrated Project Delivery**—The Committee determined that an article on Integrated Project Delivery not be included as it is known as another element for construction and design and is not under the auspices of the Board.
- 9. Building Information Modeling**—The Committee decided to not include an article as Building Information Modeling as it has become the norm in the profession.
- 10. Sustainability**—The Committee decided to not include article as sustainability has been previously addressed.
- 11. California Supplemental Examination Format Change**—Committee members suggested an article be included on the California Supplemental Examination (CSE) format change from an oral examination to a written multiple-choice examination. Ronald Ronconi questioned why the CSE was transitioning to a written format. Mr. McCauley explained that while the current oral format is defensible, transitioning to a written format will increase defensibility, expand the Board’s capacity to serve candidates, and preserve the Board’s scarce resources. He said the Board hopes to administer the examination beginning in February 2011.
- 12. Department of Consumer Affairs (DCA) Consumer Protection Enforcement Initiative (CPEI)**—The Committee members determined that the Board not include an article at this time, as the Board is settling their enforcement cases within acceptable standards (12-18 months).
- 13. DCA Director, Brian Stiger**—The Committee members determined that an article not be included.
- 14. National Council of Architectural Registration Boards’ President**—Committee members suggested that the Board include an article on the incoming president-elect. Mr. McCauley stated that the NCARB Annual Meeting would be held in June and a new president would be elected at that time.
- 15. 2009 Octavius Morgan Recipients**—Committee members suggested that the Board highlight each of the 2009 Octavius Morgan Awardees in the next newsletter.

#### **Additional Article Suggestions**

- 1. Rolling Clock**—Ms. Mayer suggested an additional article be written on the rolling clock for the ARE.

2. **Green Building Code**—Mr. Conrad suggested that an article be included informing licensees of the Green Building Code effective January 1, 2011, and provide a link to the Building Standards Commission.

*Ronald Ronconi made a motion to approve the topics of the articles as discussed for the next newsletter.*

*Iris Cochlan seconded the motion.*

*The motion passed unanimously.*

### **C. Review and Discuss 2010 Strategic Plan Objectives Referred to Communications Committee**

Ms. Voigt presented this agenda item. She asked the members to review the Communications Committee's goal to increase public and professional awareness of CAB's mission, activities, and services contained in the Board's Strategic Plan.

Ms. Easton asked if staff and/or the Board monitor the Communications Plan. Ms. Mayer stated that there are strategies to meet the objectives and that the goals and objectives are basically the same each year. Ms. Mayer stated the Committee's responsibility is to assist the Board in achieving the objectives.

**Objective 1: Expand CAB's school and student outreach programs**—Coleen Galvan distributed a document that contained the student and school outreach activities to date. She also distributed a letter that was mailed to accredited schools asking them to distribute the Board's bookmarks to encourage students toward licensure.

Ms. Easton advised that the AIACC student chapter is very active and she feels that we need to provide and/or coordinate outreach activities with these chapters to assist in broadcasting what the Board does—examination, licensure, and regulation of the profession of architecture.

Mr. McCauley stated that NCARB has increased their outreach efforts to California accredited schools. He stated that we should be able to coordinate with NCARB, The American Institute of Architects, American Institute of Architecture Students (AIAS) and community colleges. He stated that he would speak to the collaterals in an attempt to coordinate calendars in the future.

Mr. Ronconi stated that in his opinion, once a candidate receives their degree, it should be owners of firms to promote licensure by paying for examinations, holding brown bag luncheons, and paying for their attendance at seminars. Ms. Easton agreed that it is up to firms to assist their profession.

Ms. Easton asked about the possibility of sending a broadcast email to promote licensure. Ms. Mayer stated that postcards were mailed to licensees, candidates, and delinquent licensees (within the last five years) that notified the recipients that the newsletter is now available online. Ms. Mayer said that it also notified recipients that by subscribing to the

Board's email notification list that they would continue to know when a newsletter or other information is posted to the Board's Web site. She further stated the Board is in process of increasing the number of individuals on the Board's opt-in email subscriber list on its Web site.

Mr. McCauley stated that critical information is mailed directly to schools and that reminders have been included in each communiqué that individuals may opt-in to the Board's email subscriber list.

**Objective 2: Expand the consumer content on CAB's Web site**—Ms. Galvan distributed the Board's publication, the Consumer's Guide to Hiring an Architect. Ms. Voigt asked if the booklet needs updating. Mr. McCauley stated it was suggested that something simple be developed to be placed on the Web site and/or printed; that a consumer verify licensure of an architect and any enforcement actions; read their contract; monitor the budget; and the importance of communication.

Mr. Ronconi suggested that the order of links under the Consumer Information Web page be modified with the Consumer's Guide to Hiring an Architect be listed first, a newly written consumer tip sheet listed second, and filing complaints last. Ms. Voigt requested that staff follow-up with what link receives the most hits under the consumer content tab.

**Objective 3: Formulate a communications strategy regarding the value of an architect license**—Ms. Galvan distributed a copy of an article from the spring 2007 newsletter, about the importance of being a licensed architect, authored by RK Stewart.

Mr. Conrad suggested that the article be distributed to candidates and schools of architecture. Committee members also suggested that Board staff work on an electronic package that could be distributed to the schools. Staff was directed to inquire if AIAS and AIACC would also post this article on their Web site.

**Objective 4: Use web-based media and the CAB newsletter to communicate key messages, including the value of a license, changes in exam requirements and format, and the important relationship between academia and practice**—Mr. McCauley stated that this objective directly links to numbers five and six and is driven by the DCA as DCA directs the Board's use of technology.

Mr. Conrad suggested that objective four and five can be connected together. Committee members suggested that "Twitter" and "Facebook" not be utilized through the Board, as the messages could be diluted.

Mr. McCauley stated that the opportunity of hosting a webinar could be a means to communicate the Board's key messages of the value of a license, as well as examination requirements, and the importance of relations between academia and practice.

**Objective 5: Convert CAB's existing newsletter to email distribution**—Committee members determined that this objective was complete. The Board's Spring 2010 Newsletter was the first to utilize the services of DCA's Office of Publications, Design,

and Editing. This was also the first newsletter sent out through an electronic means to individuals on the Board's subscriber list from its Web site.

**Objective 6: Explore and monitor in concert with DCA opportunities for using multi-media outreach to students, candidates, and licensees such as social networking tools, video, and other media**—Committee members determined that this objective was complete, as Board staff is utilizing the Internet effectively.

Ms. Voigt stated that she would like to receive an update on the Board's ongoing responsibilities, "Utilize Web site to solicit feedback from licensees." Ms. Mayer stated that we have a link to a customer survey on the bottom of each staff's email and a satisfaction survey on the Board's Web site. She said there is also a general email box for incoming messages, which she regularly reviews to monitor the Board's functions and processes and follows up as necessary.

A date for the next Communications Committee was not scheduled. Committee members will be surveyed in the near future of their availability to meet.

The meeting adjourned at 11:40 a.m.



CALIFORNIA ARCHITECTS BOARD  
PUBLIC PROTECTION THROUGH EXAMINATION, LICENSURE, AND REGULATION

Arnold Schwarzenegger  
GOVERNOR

**SUMMARY REPORT**

**COMMUNICATIONS COMMITTEE MEETING**

October 13, 2010

Sacramento, California

Committee Members Present

Sheran Voigt, Chair  
Cynthia Easton

Committee Members Absent

Iris Cochlan  
Richard Conrad  
Marilyn Lyon  
Jack Paddon  
Ron Ronconi  
Jamie Stitzel

Board Staff Present

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

Guest Present

Erica Eisenlauer, Legislative Analyst, Department of Consumer Affairs (DCA), Division of Legislative and Policy Review

Committee Chair Sheran Voigt called the meeting to order at 1:10 p.m. Five members of the Committee constitute a quorum for the transaction of business. There being two members present at the time of roll, a quorum was not established. No recommendations were voted upon. Committee members will be asked to ratify this summary report, as well as any other agenda items which need approval at the next meeting with a quorum present.

Ms. Voigt asked guest, Erica Eisenlauer, to introduce herself to those present. Ms. Eisenlauer informed the Committee that she is the Board's Legislative Analyst, with the Department's Division of Legislative and Policy Review, and wanted to attend the meeting to become familiar with any applicable legislation on which the Board may need assistance.

## **A. Review and Approve May 20, 2010, Communications Committee Summary Report**

Ms. Voigt asked Committee members to review the May 20, 2010, Communications Committee Summary Report.

Ms. Voigt asked how often the Board collects the survey feedback from our Customer Satisfaction Survey mentioned on page six of the Summary Report. Vickie Mayer stated staff could request the appropriate data from DCA for a review. Ms. Voigt requested staff report on the survey feedback at the next meeting.

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

Ms. Voigt presented this agenda item. She informed Committee members staff, the Board, and Committee members had compiled the potential topics for the next newsletter.

- 1. Message from the President**—The Committee suggested the focus of the article be on the transition of the California Supplemental Examination (CSE) with an emphasis on thanking all of the CSE commissioners who have tirelessly dedicated their time at great personal and financial sacrifice.
- 2. Intern Development Program (IDP) Guidelines and 2.0**—The Committee suggested an article detailing the IDP 2.0, phase 3 implementing later later this year.
- 3. Enforcement Actions**—Committee members agreed that all enforcement actions taken since the last issue of the newsletter should be included.
- 4. Legislation (Business and Professions Code Section 5600.05) Continuing Education Requirements and Compliance, AB 1746 Reminder**—The Committee suggested an article after this renewal cycle informing licensees of the changes to continuing education requirements and the Board’s audit authority.
- 5. Architect Registration Examination (ARE) Five-Year Rolling Clock**—The Committee suggested that an article be included related to the ARE “Rolling Clock” changes that take effect July 2014, and what it may mean for candidates.
- 6. ARE Development News**—The Committee suggested Board staff postpone publishing an article regarding ARE Development until early 2012 when development will begin with the National Council of Architectural Registration Boards’ (NCARB) practice analysis.
- 7. California Supplemental Examination (CSE) Format Change**—The Committee suggested an article be included on the CSE format change taking place in February 2011.
- 8. Unlicensed Practice, Use of the Title Architect and the Penalties**—The Committee suggested an article focusing on the use of the “A” word by unlicensed individuals and candidates. Ms. Mayer stated that this article would remind candidates about the

use of the word “architect” in their business devices, as well as list the associated penalties.

**9. Board’s eSubscriber List**—The Committee decided to include another short article regarding availability of the Board’s eSubscriber List.

**10. Reprinting of the Article *The Advantages of Being a Licensed Architect***—The Committee suggested the author, RK Stewart, have an opportunity to edit his earlier published article, prior to inclusion in an issue of the newsletter and publishing to the Board’s Web site.

**11. State Building Code Issues, CALGreen**—Committee members suggested an additional article be included on the CALGreen code that will go in effect in January 2011.

### **Additional Article Suggestions**

**1. ARE Scores Online**—The Committee members determined the Board should include another reminder that ARE scores are available online.

**2. 2010 Octavius Morgan Recipients**—Committee members suggested that the Board highlight each of the 2010 Octavius Morgan Awardees in the next newsletter.

### **C. Review and Approve Recommendations on 2010 Strategic Plan Objective to Expand Consumer Content on Board’s Web Site**

Ms. Mayer presented this agenda item. She stated the Board’s Web site is a well-used tool for consumers and the most popular feature was the online tool to verify an architect’s license. Ms. Mayer asked the members to review the Communications Committee’s goals to expand the consumer content on Board’s Web site.

Ms. Easton questioned why the Board would link to small claims information and said it would be helpful to know, as a licensee, what triggers a consumer to go to small claims. Ms. Easton stated that she was looking at this objective from an architect’s viewpoint. Ms. Mayer stated that under the Licensee tab it would be possible to add what an architect can do to avoid a complaint—complete contract, etc., but that the Board’s Consumers tab could link to DCA’s page with information on how and when to file in Small Claims Court.

Ms. Easton inquired about the link on the Board’s Web site to DCA’s Take Charge initiative. Ms. Mayer stated this link provides general information and resources for consumers. She further stated this campaign assists consumers to be smart, be safe, and be heard.

Mr. McCauley discussed developing a consumer tips page. He stated his original idea was for this to be in the form of a postcard-sized document that is a distilled version of the *Consumer’s Guide to Hiring an Architect*. Mr. McCauley said this document could be placed in the building departments. He said the Regulatory and Enforcement

Committee could work on this project in conjunction with the Communications Committee. Mr. McCauley suggested that even in this electronic age he felt it is important for the Board to have hand-outs.

Ms. Easton asked that information on the responsibilities of architects be included under the Consumer tab. Mr. McCauley stated that this had merit and staff would develop a document.

Ms. Voigt asked staff the recommended order of the information contained under the Consumers tab. Ms. Mayer stated that it would be placed in a positive order with small claims information at the bottom.

#### **D. Review and Approve Strategic Plan Objective to Expand the Board's School and Student Outreach Programs**

Ms. Voigt presented this agenda item and stated the staff's suggestions for this objective are very good and the expansion of the student outreach programs was great.

Mr. McCauley stated that the Board had recently met with the leadership from The American Institute of Architects, California Council (AIACC) Academy for Emerging Professionals (AEP), the Director of Regulation and Practice for AIACC and the Intern Development Program State Coordinator for northern California to discuss having regular meetings to address intern matters. Mr. McCauley also discussed their proposed 2011 California Architects Licensure Conference. He stated the intent of the conference would be to focus on those emerging professionals in the process of pursuing licensure in an effort to communicate licensure information and establish a licensure support network. He also informed the Committee that this objective would need to go before the Board for approval.

Mr. McCauley agreed with Ms. Easton that outreach to AEP is imperative as they can carry forth importance of licensure, when the Board cannot. Ms. Voigt stated it was the Board's intent to continue to hold meetings at schools of architecture, as well.

Mr. Reinhardt stated that he met with the Architecture Construction Engineering (ACE) Program to establish a collaborative relationship between the Board and high schools and that a link on the ACE Program would be added on the Board's Web site.

#### **E. Review and Approve Recommendations on 2010 Strategic Plan Objective to Use Web-Based Media and the CAB Newsletter to Communicate Key Messages**

Mr. Reinhardt presented this agenda item. He informed the Committee that the Board's use of web-based media has limitations based upon DCA, Federal, and State accessibility requirements. He stated that the California standard Web template is again changing and that with the new template, the newsletter would be able to be posted more prominently.

Ms. Voigt inquired if the Board intended on mailing the postcard again notifying recipients that the Board's newsletter is online. Ms. Mayer stated that there was a lot of returned postcards as interested parties often do not update the Board with their current



address. She further stated that a follow-up letter was mailed to those recipients whose postcards were returned. Ms. Mayer said as time permits staff is entering the licensees' email addresses into our licensing system to generate an email distribution list. She said it is possible that we send an email informing them the newsletter is available online.

Ms. Voigt also inquired if the bookmarks for the Career Web site are being sent to schools. Mr. McCauley stated that staff is in the process of mailing packets of bookmarks to all accredited schools.

Mr. McCauley stated he would request AIACC add a link to our newsletter. He added that he could speak to his counterparts and ask they provide a link to our Board and/or newsletter. Mr. Reinhardt said the newsletter had received over 5,000 hits.

Ms. Eisenlauer stated that DCA would be forthcoming with a policy regarding the use of Facebook. Mr. McCauley stated that he prefers not to use social networking citing the possibility of diluting the Board's message.

**F. Review and Approve Recommendations on 2010 Strategic Plan Objective to Formulate a Communications Strategy Regarding the Value of an Architect License**

Ms. Mayer presented this agenda item. She asked members to review a copy of a prior newsletter article entitled *The Advantages of Being a Licensed Architect* authored by RK Stewart. Ms. Mayer said during a previous meeting, this article be redistributed to candidates and accredited schools of architecture within California.

Ms. Easton offered a few minor suggestions to strengthen the article. Ms. Mayer suggested Mr. Stewart have an opportunity to revise the article prior to review by the Committee.

A date for the next Committee meeting was not scheduled. Committee members will be surveyed in the near future of their availability. The meeting adjourned at 2:30 p.m.



## AGENDA ITEM B

### REVIEW AND APPROVE RECOMMENDED ARTICLES FOR THE SUMMER AND FALL ISSUES OF THE *CALIFORNIA ARCHITECTS* NEWSLETTER

The following are recommended topics compiled by staff for articles to publish in the summer and fall issues of *California Architects*. Some of the items were suggested at previous Board and/or Committee meetings and others are items that have appeared regularly in previous newsletters.

1. Message from the President (Subject matter to be determined by Communications Committee)—fall and summer
2. Intern Development Program (IDP) 2.0 and Comprehensive Intern Development Program (CIDP)—fall and summer
3. Enforcement Actions—fall and summer
4. Legislation (if applicable)—fall and summer
5. Architect Registration Examination (ARE) Five-Year Rolling Clock Update—fall and summer
6. ARE Statistics—fall and summer
7. Examination Security—fall and summer
8. License Renewals/Continuing Education Requirements—fall and summer
9. California Supplemental Examination Format Change—fall and summer
10. National Council of Architectural Registration Boards (NCARB) President—fall
11. NCARB Annual Meeting—fall
12. Western Conference of Architectural Registration Boards (WCARB) Regional Meeting—summer
13. Academy for Emerging Professionals (AEP)—summer
14. Practice Act Violations—summer
15. Written Contract—fall
16. Board Subscriber Information—fall and summer



## AGENDA ITEM C

### **REVIEW AND APPROVE RECOMMENDATIONS ON THE 2010 STRATEGIC PLAN OBJECTIVE TO EXPAND THE CONSUMER CONTENT ON BOARD'S WEB SITE**

The California Architects Board's 2010 Strategic Plan directs both the Communications and the Regulatory and Enforcement Committees (REC) to expand consumer content on the Board's Web site.

The Board's Web site is a popular tool for consumers. One of the most widely used features by consumers is the online tool for verifying an architect's license. Known as Web License Lookup (WLL), the online license verification tool has received approximately 19,000 hits since July 2010. Consumers can search licensees by last name, county, city, license number, or a combination thereof. WLL displays the status of the license, the issue and expiration dates, and was recently enhanced to display any accusations filed and disciplinary decisions and the licensee's complete address of record. Board staff and the REC will be updating the *Consumer's Guide to Hiring an Architect* which has received approximately 22,500 hits since July 2010.

At the May 20, 2010, meeting the Communications Committee suggested the links on the "Consumer Information" page be reorganized. Board staff have reorganized these links and attached is the revised "Consumer Information" page.

Staff proposes the following recommendations to meet this objective:

- Provide a link for consumers to "small claims court" information
- Provide a link to Department of Consumer Affairs' consumer education and empowerment information
- Develop a consumer tips page and companion informational document
- Revise and expand the consumer frequently asked questions page
- "Webinizing" consumer content to make it more accessible to impaired consumers

The Committee is asked to review and approve the recommendations to expand consumer content on the Board's Web site.



[Home](#) → [Consumers](#) → **Consumer Information**

## Consumer Information

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- [Consumer's Guide to Hiring an Architect](#)
- [License Verification](#)
- [Enforcement Actions](#)
- [Disaster Preparedness](#)
- [Design Limitations Chart for Professionals](#)
- [Unlicensed Practice Penalty](#) (Individuals without a California license)
- [Complaint Process](#)
- [Complaint FAQs](#)
- [Filing a Complaint](#)
- [Small Claims Guide](#)





## DRAFT

### Consumer Tips for Design Projects

*A design project can be one of the most significant investments that consumers make. Enhancing your property can have a wide range of benefits. But a project that goes wrong can be costly and frustrating. There are a number of basic steps that consumers can take to help keep their projects on track.*

Check – Check references from recent clients with similar projects. Check with the Better Business Bureau. And, of course, check with the Board/LATC to see if there are any enforcement actions against the architect, landscape architect or unlicensed individual.

Contract – Any business transaction should be spelled out in a contract. Basic required elements are: a description of services; the basis of compensation and method of payment; name, address and license name of landscape architect and address of client; procedure to accommodate additional services; and a description of the procedure to terminate additional services. While these elements are required by law for architects and landscape architects, the Board/LATC recommends that they be utilized for any project.

Costs – Work with the architect or landscape architect to develop a realistic budget for your project. Make sure to account for the specific materials and features noted in your design.

Communicate – If anything seems confusing or inconsistent with your contract, let your architect or landscape architect know immediately. It is important to document every point you communicate so you have a complete record of the project. Save emails, invoices, checks, memos, construction documents, etc. These will all help keep the project on track and avoid any discrepancies.

*The Board and LATC believe that following these basic tips will help you avoid problems with your project. The Board and LATC have a number of publications at [www.cab.ca.gov](http://www.cab.ca.gov) and [www.latc.ca.gov](http://www.latc.ca.gov) that may be helpful. Feel free to call us at (916) 575-7220 or 575-7230 for more information.*

2.25.2011



## AGENDA ITEM D

### **REVIEW AND APPROVE RECOMMENDATIONS ON THE 2010 STRATEGIC PLAN OBJECTIVE TO EXPAND THE BOARD'S SCHOOL AND STUDENT OUTREACH PROGRAMS**

The California Architects Board's 2010 Strategic Plan directs the Communications Committee to expand the school and student outreach programs.

The Committee was previously asked to review and discuss opportunities for expanding the Board's School and Student Outreach Program. Attached is the 2011 School and Student Outreach Plan and Activities Summary for the Committee's review.

In furtherance of the Board's outreach objectives, staff met in September with representatives of The American Institute of Architects, California Council's (AIACC) Academy for Emerging Professionals (AEP) where they were informed that the AEP was proposing to have a first annual California Architects Licensure Conference (now referred to as the 2011 Architectural Education Summit). The representatives from AIACC and AEP explained that the proposed conference was in response to concerns about the number of individuals seeking licensure, the frequent updates and changes to the licensure processes, and the need to bring collateral organizations together to address these issues and to develop a network with common licensure knowledge. AEP representatives asked whether and how the Board might be able to participate in the event.

Since that time, the AEP indicated the conference proposal has been expanded to a more comprehensive topic of "education through licensure." The idea behind this is that, in addition to the process of licensure, the education and experience aspect of what brings a candidate to the point of licensure should be addressed. Also, concerns regarding the profession's inability to hold onto diverse talent, the challenges confronting community colleges, and the limited number of seats available in California architectural programs have contributed to the expanded topic. Additionally, the AEP has indicated that the conference is an opportunity to bring together architectural educators from accredited universities and community colleges, student leaders, professionals, Intern Development Program coordinators, and Board representatives to address issues, such as developing a pipeline into the profession, the educational process, and licensing. The AEP believes that bringing together these key players will prove to be a significant milestone in education and outreach efforts, as well as for the continued effort to create collaborative relationships in support of the ever-changing profession.

Staff recommends the Committee approve the 2011 School and Student Outreach Plan and Activities Summary which includes suggestions to expand the School and Student Outreach Program.

The Committee is asked to review and approve the of the Board's School and Student Outreach Plan.

# 2011 School and Student Outreach Plan and Activities Summary

The California Architects Board (Board) conducts school and student outreach activities to fulfill its mission as outlined in the Board's Strategic Plan. These objectives include:

- Ensuring those entering the profession meet standards of competency by way of education, experience, and examination
- Being proactive exercising leadership among the schools with architectural programs
- Continuing the Board's school and student outreach programs
- Maintaining a presence at schools with architectural programs to inform students about licensing requirements
- Disseminating information to students and schools
- Formulating outreach strategies to inform schools with architectural programs of the value of architect license
- Monitoring the Board's Communications Plan and recommending expanded communications methods

The plan below presents methods for achieving these objectives.

## **Schools**

California postsecondary and high schools with architectural programs need to know about candidate and licensing information. This includes:

- Examination/licensure requirements
- Role of the Board and the National Council of Architectural Registration Boards
- Candidate examination passing rates
- Comprehensive Intern Development Program (CIDP)/Intern Development Program (IDP)
- Other Board programs

## **Outreach Methods**

- Semi-annual mailing of architect.ca.gov bookmarks to accredited schools including a request made of the deans and department chairs to distribute the bookmarks to students
- Educational forums
  - 2011 Academy for Emerging Professionals (AEP) Educational Summit (Fall 2011)
- Visit schools
  - 2011 Accredited Schools Tour (April 4-13, 2011)

## Students

Students need information and guidance about the necessary requirements for the practice of architecture and detailed information about the licensing process to avoid confusion and costly mistakes. Important information includes:

- Education requirements
- Experience requirements
- National (Architect Registration Examination) and California Supplemental Examination requirements
- Licensing requirements
- Practice limitations for those without licenses
- Role of the Board
- Standards of practice information

## **Outreach Methods**

- Architectural Careers Web site and promotional bookmark
- NCARB Web site Webcasts and documents
- Informational candidate publications on the Board's Web site
- Quarterly meetings AEP leadership
  - Winter Meeting (February 11, 2011)
- Presentations made at The American Institute of Architects, California Council (AIACC) Construction Specifications Institute (CSI), and Society of American Registered Architects (SARA) chapter meetings
  - AIACC
    - Central Valley Chapter (January 27, 2011)
- Expanding information available on the Board's Web site

## AGENDA ITEM E

### **REVIEW AND APPROVE RECOMMENDATIONS ON THE 2010 STRATEGIC PLAN OBJECTIVE TO FORMULATE A COMMUNICATIONS STRATEGY REGARDING THE VALUE OF AN ARCHITECT LICENSE**

During its May 2010 and October 2010 meetings, the Communications Committee discussed this strategic plan objective regarding the importance of communicating the value of an architect license. Committee members were provided with a copy of a prior newsletter article entitled *The Advantages of Being a Licensed Architect* authored by RK Stewart. It was suggested that this article be redistributed to candidates and the California accredited schools of architecture. Staff was directed to request the American Institute of Architecture Students (AIAS) and The American Institute of Architects, California Council (AIACC) post the article on their respective Web sites.

Board staff provided the article to Mr. Stewart for revision, and is also proposing the following recommendations with respect to the article:

- Posting the article on the Board's career Web site.
- Republishing the article in a future issue of the Board's newsletter.
- Request that both AIAS and AIACC post article on each of their Web sites.

The Communications Committee is asked to review and approve the staff recommendations.





## **The Advantages of Being a Licensed Architect**

Architects play a vital role in our society. They are given the responsibility of designing buildings that meet people's needs and are safe to occupy. Because of the importance of this work, to practice architecture in California, an individual must be licensed and meet the education, experience, and examination requirements established by the California Architects Board. In California, individuals are prohibited by law from referring to themselves as architects or practicing architecture unless they are licensed.

Some architectural firms employ unlicensed, but highly skilled individuals to perform drafting, code research, and other tasks that are part of the design process. These individuals work under the responsible control of a licensed architect. Since it is possible to work on design projects in architectural firms without a license, it is important to understand the advantages of obtaining a license.

Becoming a licensed architect will give you a variety of professional opportunities and personal advantages. Perhaps most significant for many young people, being a licensed architect will enable you to use your education and expertise to improve your community and the world.

### **Making a Lasting Impact on the Environment**

You may have been drawn to the field of architecture because it will enable you to use your creative abilities to have a positive impact on society. In order to have this impact, you must become a licensed architect. Without a license, you will not be qualified to take on these important responsibilities.

As you know, in recent years, there has been an increased awareness of the impact of buildings on the environment. Buildings contribute to a large percentage of greenhouse gas emissions and are a key source of our nation's energy consumption. Architects have a unique opportunity to make positive contributions to society by applying sustainable or "green" design practices to the creation of the built environment. They

contribute to healthier communities that provide a better future for all of us. Architects are the only individuals with the professional authority to do this important work. The combination of education and training that you obtain are the path to receiving the license that will enable you to be involved in projects that will protect the environmental balance of communities and the world.

### **Enhancing Communities/Responding to Disasters**

Many other opportunities to impact the world are only available to architects. Architects can address social injustice by enhancing livability in underserved communities. In some instances, small changes can make an enormous difference in the quality of life for underprivileged individuals. Architects also have the opportunity to respond to humanitarian crises around the world by bringing basic design services to communities in need.

Architects are also the only professionals who can take on certain responsibilities following a natural disaster such as an earthquake or flood. They are often called upon to assess damage and provide planning and design assistance for temporary housing. Later in a recovery process, architects take the lead in planning the rebuilding of homes, businesses, communities — and people's lives.

### **Reaching a Goal**

In addition to the contributions you can make to society as an architect, there are personal reasons for completing the licensure process. Obtaining a license is an official validation that you have the required education and experience and have demonstrated your competence via examinations. Once you are licensed, you belong to a select circle of professionals who have a unique responsibility and ability to shape people's lives.

### **Increasing Your Career Opportunities**

Being licensed will give you several career advantages. First, many positions in architectural firms and government agencies require a license, and you will not be qualified for such positions without one. Additionally, during robust economic times

California experiences shortages of architects, once you obtain a license, you will be a professional who is qualified to fill many positions. In today's global economy, the activities performed by unlicensed employees are more likely to be outsourced.

A related advantage to being licensed is that you will have more career options and the opportunity to take on diverse responsibilities. As a licensed architect, you can be principal of your own firm or a firm owned by others. You can also take on other responsibilities, such as managing staff, handling legal and business issues, and planning the direction of the firm. You can enjoy the satisfaction of being the lead designer on building projects and receiving professional recognition for the buildings you design.

While the path to licensure may seem long and the amount of study required may sometimes seem overwhelming, keep in mind the reason for this process: Architects have an enormous responsibility to protect the health and safety of individuals. The education and experience you acquire will enable you to obtain the license that will allow you to make a difference.



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greater job security. In today's global economy, the activities performed by unlicensed employees are more likely to be outsourced.

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## **Agenda Item F**

### **REVIEW AND APPROVE RECOMMENDATIONS ON THE 2010 STRATEGIC PLAN OBJECTIVE TO USE WEB-BASED MEDIA AND THE CALIFORNIA ARCHITECTS NEWSLETTER TO COMMUNICATE KEY MESSAGES**

The California Architects Board's 2010 Strategic Plan directs the Communications Committee to use web-based media and the newsletter to communicate key messages.

The Committee discussed this objective at both the May 20, 2010 and October 13, 2010, meetings and suggested the possibility of hosting webinars as a means to communicate the Board's key messages. The Committee also concluded that the Board should not use social networking sites as the Board's messages could become diluted. The Committee was advised that this objective is driven by the technical capabilities of the Department of Consumer Affairs (DCA). Any decision to use technological methods to fulfill this objective should refer to this limitation.

In light of the technical limitations placed on the Board by DCA and Federal and State accessibility requirements, staff recommends continuing to link to the National Council of Architectural Registration Boards' Webcasts and podcasts. Staff also recommends a link to the most current issue of the newsletter be placed in a prominent location on the home page of the Board's Web site to draw more attention to it when the new mandated Web template becomes available late this year.

The Committee is asked to review and approve the staff recommendations.



## **Agenda Item G**

### **REVIEW OF THE BOARD'S DECEMBER 2010 STRATEGIC PLANNING SESSION**

The Board held its annual Strategic Planning Session on December 16, 2010, in San Diego. The 2011 Strategic Plan is expected to be approved by the Board on March 17, 2011.

At the Communications Committee meeting, the Chair will present an outline of the objectives assigned to the Committee during the Strategic Planning session. The Committee is asked to discuss and refine the objectives for the upcoming year.

