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GOVERNOR

# CALIFORNIA ARCHITECTS BOARD

PUBLIC PROTECTION THROUGH EXAMINATION, LICENSURE, AND REGULATION

## SUMMARY REPORT

### COMMUNICATIONS COMMITTEE MEETING

March 2, 2011

Sacramento, California

#### Committee Members Present

Iris Cochlan, Chair  
Cynthia Easton (arrived at 10:40 a.m.)  
Jack Paddon  
Ron Ronconi  
Sheran Voigt

#### Committee Members Absent

Richard Conrad  
Jamie Stitzel

#### Board Staff Present

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

#### Guest Present

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

Committee Chair Iris Cochlan called the meeting to order at 10:20 a.m. Five 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 not established. A quorum was established at 10:40 a.m. with the arrival of the fifth member, Cynthia Easton.

Vickie Mayer introduced guest, Erica Eisenlauer. Ms. Eisenlauer informed the Committee that she previously was the Board's Legislative Analyst, with the DCA, Division of Legislative and Policy Review; however, she is on loan to the Medical Board of California. Ms. Eisenlauer was attending on behalf of the Board's new legislative analyst.

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**A. Review and Approve May 20, 2010, and October 13, 2010, Communications Committee Summary Reports**

Ms. Cochlan informed Committee members that upon a quorum being established, Committee members could consider approval of the Communications Committee summary reports.

*Sheran Voigt made a motion to approve the May 20, 2010, and October 13, 2010, Communications Committee Summary Reports.*

*Cynthia Easton seconded the motion.*

*The motion passed 4-0-1(Jack Paddon abstained).*

**B. Review and Approve Recommended Articles for the Summer and Fall Issues of California Architects Newsletter**

Douglas McCauley presented this agenda item. He informed the Committee that Board President, Pasqual Gutierrez, has requested the production process of each newsletter issue be expedited. Mr. McCauley said one suggestion to expedite the process is to review and approve articles for two consecutive issues during each Committee meeting. The members discussed the following topics for the summer and fall issues:

- 1. Message from the President:** The Committee suggested the President's message for the summer issue focus on the Board's Sunset Review process and be the president's choice for the fall issue.
- 2. Intern Development Program (IDP) 2.0 and Comprehensive Intern Development Program (CIDP):** The Committee suggested an article be included on the possible discontinuation of CIDP with a publication issue to be determined.
- 3. Enforcement Actions:** Committee members agreed to continue the practice of including the enforcement actions taken since the previous issue.
- 4. Legislation:** The Committee suggested an article be included when applicable.
- 5. Architect Registration Examination (ARE) Five-Year Rolling Clock Update:** The Committee suggested an article be included related to the ARE "Rolling Clock" changes that take effect July 2014, and how it will affect candidates. This article is to appear in both the summer and fall issues.
- 6. Exam Statistics:** The Committee agreed with staff's recommendation to include exam statistics in each issue.
- 7. Examination Security:** The Committee suggested an article be included regarding examination security of the California Supplemental Examination and the ARE, including the disciplinary consequences in both the summer and fall issues.

- 8. License Renewals/Continuing Education (CE) Requirements:** The Committee suggested licensees be reminded of the CE requirements and that renewal applications need to be complete and timely.
- 9. CSE Format Change:** The Committee decided an article on the new CSE format should be included in both the summer and fall issues.
- 10. National Council of Architectural Registration Boards (NCARB) President:** The Committee recommended the NCARB president elected in June 2011 be interviewed and an article included in the fall issue.
- 11. NCARB Annual Meeting:** The Committee suggested an article on NCARB's Annual Meeting be published in the fall issue.
- 12. Western Conference of Architectural Registration Boards (WCARB) Regional Meeting:** Committee members suggested an article be included in the summer issue, depending on the issues covered at the regional meeting.
- 13. Academy for Emerging Professionals (AEP):** The Committee suggested staff publish an article in a future issue of *California Architects* after the AEP Architectural Education Summit has taken place.
- 14. Practice Act Violations:** Committee members suggested an article be included in the summer issue on common types of violations and what can be done to prevent them.
- 15. Written Contract:** Committee members suggested an article for the fall issue regarding written contract requirements.
- 16. Board Subscriber Information:** Staff suggested to the Committee members this item be a recurring reminder on the last page of each *California Architects* issue.

*Sheran Voigt made a motion to approve the suggested articles for the summer and fall issues of the California Architects Newsletter.*

*Cynthia Easton seconded the motion.*

*The motion passed unanimously.*

Ms. Voigt indicated a difficulty she had with the layout of the digital newsletter format. She stated while reading articles she had to scroll around each page because of the flow of the articles. Mr. McCauley recommended staff consider using headlines with an accompanying link to the complete article and directed staff to research alternative formats. Several Committee members indicated they prefer the "headlines" format for a newsletter.

**C. Review and Approve Recommendations on the 2010 Strategic Plan Objective to Expand the Consumer Content on the Board’s Website**

Ms. Mayer presented this agenda item and stated the Board’s 2010 Strategic Plan Objective assigned to the Committee was to expand consumer content on the website. She stated that during a previous meeting, the Committee suggested the links on the “Consumer Information” page be reorganized. Ms. Mayer stated since the previous meeting, staff has provided links for consumers to the DCA small claims court guide and the DCA consumer education and empowerment initiative. She further stated Board staff is revising and expanding the consumer frequently asked questions page and developing a consumer tips postcard.

*Sheran Voigt made a motion to approve the expansion of consumer content on the Board’s website by expanding and updating the frequently asked questions pages.*

*Jack Paddon seconded the motion.*

*The motion passed unanimously.*

**D. Review and Approve Recommendations on the 2010 Strategic Plan Objective to Expand the Board’s School and Student Outreach Programs**

Marcus Reinhardt presented this agenda item and stated the Board had previously met with the leadership from The American Institute of Architects, California Council and AEP both last September and at a recent quarterly meeting where the 2011 Architectural Education Summit (AEP Summit) was the topic of focus. Mr. Reinhardt also presented the 2011 School and Student Outreach Plan which expands outreach by including the AEP Summit and presentations on the licensing process to students attending accredited schools in addition to continuing annual outreach activities.

Mr. McCauley informed the Committee members the Board would also be appointing Board members to community colleges as liaisons and to provide presentations. He stated a Board staff member would also attend any presentations because it is extremely important the licensure process be imparted accurately.

Mr. McCauley stated he would like the Board to examine utilizing the web (webinars and Skype) to conduct meetings. He stated a short presentation during the lunch hour would be something in which students may participate.

Mr. Paddon said there is an outreach opportunity with Career Technical Education (CTE) programs within high schools. Mr. McCauley stated we have been working with partnership academies. Mr. Paddon asked the Board to consider the CTE programs as a possible means of outreach.

*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.*

*Sheran Voigt seconded the motion.*

*The motion passed unanimously.*

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

Committee members were informed RK Stewart was provided an opportunity to revise and update his original article entitled *The Advantages of Being a Licensed Architect*. Committee members were provided the new article for review and decided to use the original article with edits because it is more aligned with the Board's intended message to candidates.

*Sheran Voigt made a motion to approve the recommendation to use an updated original version of the RK Stewart article in communicating the value of an architect license.*

*Ron Ronconi seconded the motion.*

*The motion passed unanimously.*

**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**

Ms. Mayer stated the Board is limited by DCA and Federal and State accessibility requirements when posting items to the Board's website and utilizing new web technologies. Based on these technical limitations, staff recommended continuing providing links to NCARB webcasts and podcasts and placing the newsletter in a more prominent position on the website.

*Sheran Voigt made a motion to approve the recommendations to place the newsletter in a more prominent location on the Board's website.*

*Jack Paddon seconded the motion.*

*The motion passed unanimously.*

**G. Review of the Board's December 2010 Strategic Planning Session**

Mr. McCauley presented this agenda item. He stated one new objective assigned to the Committee, as a result of the Board's recent Strategic Planning session, is to formulate a communications strategy informing schools (e.g., deans, professors, and students) of the

value of an architect license. He advised the second new objective assigned was to formulate a communications strategy informing consumers via chambers of commerce on licensing, and the importance of a written contract. The focus, as Mr. McCauley stated, is on how to communicate to small and medium-sized businesses what they should know about architects and how to work with them (i.e., letting them know a contract is needed, what services an architect can provide, and items to consider before embarking on a project). He stated the Board would like staff to communicate to businesses and consumers the functions performed by architects, as well as what collaterals with which we would work. The Committee members were advised that once the 2011 Strategic Plan is approved by the Board later this month it would be provided to the Committee for action.

Ms. Mayer provided an update of the Board's consumer satisfaction survey. She said the responses were weighted positively. She stated many of the comments were positive of staff and at the next staff meeting those comments would be shared.

A date for the next Committee meeting was scheduled for July 6, 2011, in Sacramento.

The meeting adjourned at 11:40 a.m.