



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 Conrad seconded the motion.

The motion passed unanimously.

The meeting adjourned at 10:25 a.m.