

# COMMUNICATIONS COMMITTEE

OCTOBER 1, 2013

SACRAMENTO AND

VARIOUS LOCATIONS IN CA



Edmund G. Brown Jr.  
GOVERNOR

# CALIFORNIA ARCHITECTS BOARD

PUBLIC PROTECTION THROUGH EXAMINATION, LICENSURE, AND REGULATION

## NOTICE OF MEETING

### COMMUNICATIONS COMMITTEE

**October 1, 2013**  
**10:00 a.m. to 1:00 p.m.**  
**2420 Del Paso Road, Suite 105**  
**Sacramento, CA 95834**

The California Architects Board will hold a Communications Committee meeting as noted above, and via telephone conference at the following locations:

Marilyn Lyon, Chair  
20285 South Western Avenue  
Torrance, CA 90501  
(310) 371-7222

Haley Gipe  
Darden Architects  
6790 N. West Avenue  
Fresno, CA 93711  
(559) 448-8051

Matthew McGuinness, Vice Chair  
Michael Zucker & Associates  
155 Montgomery Street, Suite 201  
San Francisco, CA 94104  
(415) 957-0909

Jack Paddon  
Williams + Paddon  
2237 Douglas Boulevard, Suite 160  
Roseville, CA 95661  
(916) 786-8178

Cynthia Easton  
Cynthia Easton Architects  
4532 Freeport Boulevard  
Sacramento, CA 95822  
(916) 453-1505

Ronald Ronconi  
CAS Architects  
1023 N. Shoreline Boulevard  
Mountain View, CA 94943  
(650) 967-6600

### AGENDA

- A. Review and Approve June 20, 2012, Communications Committee Summary Report
- B. Review and Approve Potential Articles for the *California Architects* Newsletter

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SUITE 105  
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(Continued on reverse side)

cab@dca.ca.gov  
www.cab.ca.gov

- C. Discuss and Possible Action on the 2013 Strategic Plan Objective to Explore Different Publication Frequency and Format for the *California Architects* Newsletter
- D. Discuss and Possible Action on the 2013 Strategic Plan Objective to Explore Digital Alternatives for Outreach to Schools
- E. Discuss and Possible Action on the 2013 Strategic Plan Objective to Promote Multiple Pathways to Licensure

The agenda items may not be addressed in the order noted above 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) 575-7212, emailing [marccus.reinhardt@dca.ca.gov](mailto:marccus.reinhardt@dca.ca.gov), or sending a written request to the Board at the address above. Providing your request at least five business days before the meeting will help to ensure availability of the requested accommodation.

*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) 575-7212.*

## **AGENDA ITEM A**

### **REVIEW AND APPROVE JUNE 20, 2012, COMMUNICATIONS COMMITTEE SUMMARY REPORT**

The Committee is asked to review and approve the attached Summary Report for the June 20, 2012, Communications Committee meeting.

Attachment:

June 20, 2012 Communications Committee Summary Report



Edmund G. Brown Jr.  
GOVERNOR

# CALIFORNIA ARCHITECTS BOARD

PUBLIC PROTECTION THROUGH EXAMINATION, LICENSURE, AND REGULATION

## SUMMARY REPORT

### COMMUNICATIONS COMMITTEE MEETING

June 20, 2012

Sacramento, California

#### Committee Members Present

Iris Cochlan, Chair  
Cynthia Easton  
Jack Paddon (arrived at 10:07 a.m.)  
Ron Ronconi  
Sheran Voigt

#### Board Staff Present

Doug McCauley, Executive Officer  
Vickie Mayer, Assistant Executive Officer  
Marccus Reinhardt, Administration Analyst

Committee Chair Iris Cochlan called the meeting to order at 10:00 a.m. Four members of the Committee constitute a quorum for the transaction of business. There being four members present at the time of roll, a quorum was established.

#### **A. Review and Approve July 28, 2011, Communications Committee Summary Report**

Ms. Cochlan asked the Committee members to consider the approval of the July 28, 2011, Summary Report.

*Sheran Voigt made a motion to approve as corrected the July 28, 2011, Communications Committee Summary Report with an edit to the second of the motion on page 4.*

*Ronald Ronconi seconded the motion.*

*The motion passed 4-0 (Jack Paddon not present at the time of the vote).*

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**B. Review and Approve Potential Articles for the Fall and Winter 2012 Issues of *California Architects***

Marccus Reinhardt presented this agenda item and explained the list of articles was compiled by staff. He further stated the following articles reoccur in each publication: message from the president; enforcement actions; and any applicable legislation. The members discussed the following topics for the Fall and Winter 2012 issues:

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

Ms. Cochlan suggested the subject of the President’s article could potentially be about the National Council of Architectural Registration Boards’ (NCARB) elections, should Board member Jon Baker be elected as Secretary. Committee members stated the Board’s strategic plan should drive the subject matter of additional articles.

Doug McCauley asked the Committee members if they would like to change the format of the newsletter. Sheran Voigt stated any change to the format should be brought before the Board during strategic planning.

*Sheran Voigt made a motion to approve the suggested articles for the Fall and Winter 2012 issues of the California Architects newsletter.*

*Cynthia Easton seconded the motion.*

*The motion passed 4-0 (Jack Paddon not present at the time of the vote).*

**C. Discuss and Possible Action on the 2012 Strategic Plan Objective to Prepare a Concise CAB Mission Statement for Use in All Communications**

Mr. McCauley stated that the Board currently has a concise mission statement for use in all communications, its tagline, “Public Protection Through Examination, Licensure, and Regulation.” He explained that the tagline is already recognizable by the Board’s intended audience. Committee members agreed with Mr. McCauley’s conclusions.

*Sheran Voigt made a motion recommending the use of the Board’s tagline, “Public Protection Through Examination Licensure, and Regulation,” as the concise mission statement.*

*Cynthia Easton seconded the motion.*

*The motion passed 5-0.*

**D. Discuss and Possible Action on the 2012 Strategic Plan Objective to Establish a Social Media Presence for CAB**

Mr. Reinhardt stated the Board directed the Communications Committee to establish a social media presence. He explained there are hundreds of social media forums available on the Internet and it would not be feasible to explore them all. He further explained that presently Facebook and Twitter are among the foremost used social media. He said staff had previously created an official Twitter account for the Board and was commencing a Facebook page.

Committee members discussed and evaluated the pros and cons of several different social media, including Facebook, Twitter, screencasting (the act of recording on-screen activity with audio that can be used for tutorials), and Government YouTube. After consideration of these social media forums, the Committee determined:

- Facebook would be labor intensive to continuously monitor posts, questions, and comments;
- Staff postpone further development of a Facebook presence for the Board, and to instead monitor NCARB’s Facebook page usage;
- Screencasting should be explored to determine how to best utilize Government YouTube; and
- Staff should continue using Twitter to notify and communicate information to licensees and candidates.

*Sheran Voigt made a motion to recommend to the Board to continue monitoring NCARB’s Facebook page and to postpone developing a Facebook page for the*

*Board; explore and implement screencasting; continue establishing Twitter; and explore how best to use Government YouTube.*

*Jack Paddon seconded the motion.*

*The motion passed 5-0.*

**E. Discuss and Possible Action on the 2012 Strategic Plan Objective to Review and Finalize CAB School Presentation Materials**

Mr. Reinhardt presented this agenda item and informed the Committee that within the agenda packet was a hardcopy of the “Path to Licensure” PowerPoint presentation. He stated the presentation has been well-received by students at the California accredited schools. He also stated the presentation is routinely updated and modified to ensure the content is relevant. He added that the most recent update reflected major changes to the licensing process (elimination of the Comprehensive Intern Development Program and implementation of the Intern Development Program 2.0, Phase Three). He said also included in the packet is the survey which is distributed to the students attending the presentation and assists the Board staff in assessing the effectiveness of the presentations.

Ms. Easton asked if at any time during the presentation whether information is provided for candidates that are searching for a mentor. She suggested that the Board advise interns about how to find a mentor so the task is not so daunting. Vickie Mayer stated that the Board has not received any questions or concerns from candidates about obtaining a mentor.

*Sheran Voigt made a motion to recommend to the Board to continue to use the current PowerPoint presentation and that the presentation is maintained regularly to remain relevant to the audience.*

*Ron Ronconi seconded the motion.*

*The motion passed 5-0.*

**F. Discuss and Possible Action on the 2012 Strategic Plan Objective to Expand the CAB e-News Distribution List**

Mr. Reinhardt presented this agenda item stating the Board currently has approximately 7,650 subscribers on the e-News distribution list which the Board maintains to notify subscribers of: meeting notices; e-News; legislation and regulation updates; and consumer, candidate, and licensee related bulletins. Individuals can subscribe to the distribution list by visiting the Board’s website and selecting the corresponding link.

Mr. Reinhardt stated staff explored several methods to expand the e-subscriber list:

- Adding a statement to the licensee renewal form;
- Developing a promotional insert for inclusion in mailings;

- Requesting an option be included in the new integrated enterprise-wide enforcement and licensing system (BreEZe) allowing candidates and licensees to self-subscribe; and
- Sending a mailing to the Board's paper-based interested parties list informing them of the e-subscriber option.

*Sheran Voigt made a motion that the above suggestions be recommended to the Board with the addition that a link be provided on staff's outgoing email communications.*

*Ron Ronconi seconded the motion.*

*The motion passed 5-0.*

The meeting adjourned at 11:10 a.m.

## **AGENDA ITEM B**

### **REVIEW AND APPROVE POTENTIAL ARTICLES FOR THE *CALIFORNIA ARCHITECTS* NEWSLETTER**

The following are potential topics compiled by staff for articles in future 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 Board President and recommendations from the Committee) (R)
2. ARE Divisions Expiring July 1, 2014
3. NCARB Record Requirement for Candidates
4. Common Mistakes that Delay License Renewals
5. Business Entity Reporting Form Requirement
6. Continuing Education Completion Log
7. Preparing for the California Supplemental Examination
8. 2013 Octavius Morgan Awards
9. Law Regarding Active Duty Military Members and Their Spouses/Domestic Partners
10. BreZE
11. Confidentiality Clauses
12. 2014 Occupational Analysis
13. Examination Statistics
14. Appointment of New Board Members
15. Enforcement Actions (R)
16. Legislation (if applicable) (R)

## AGENDA ITEM C

### **DISCUSS AND POSSIBLE ACTION ON THE 2013 STRATEGIC PLAN OBJECTIVE TO EXPLORE DIFFERENT PUBLICATION FREQUENCY AND FORMAT FOR THE CALIFORNIA ARCHITECTS NEWSLETTER**

The Board's 2013 Strategic Plan directs the Communications Committee to explore a different publication frequency and format for the Board's newsletter entitled, *California Architects*.

Currently, the Board's newsletter is published on a quarterly basis as an Adobe PDF document and uploaded to the Board's website and advertised on the home page with an accompanying link. When new issues of *California Architects* are published, staff also sends a notification email to the "eNews" subscriber list, which has approximately 2,000 recipients. The notification email briefly states that a new issue has been published by the Board, and provides a hyperlink to subscribers for online viewing.

After researching alternatives, staff recommends leaving the publication frequency as quarterly, as this rate will maintain frequent communication to the eNews subscribers. Staff also recommends changing to an abridged version of the newsletter in accessible HTML format that would be emailed to the eNews subscribers. The abridged HTML format of the newsletter will contain similar headlines, graphics, and formatting styles as the Adobe PDF version, but will only display a preview of the articles. The reader will have the option to view the full article by selecting a link located at the end of each abridged article. A benefit of a newsletter in this format is that it reduces the steps required for a recipient to view the content of the publication. Additionally, HTML-formatted emails have increased accessibility options for the visually-impaired. Lastly, several boards within the Department of Consumer Affairs already send HTML-formatted newsletters to their email subscribers and experience similar benefits.

The Committee is asked to discuss staff's recommendations for the publication frequency and format of the Board's *California Architects* newsletter as described above, and take possible action.

## **AGENDA ITEM D**

### **DISCUSS AND POSSIBLE ACTION ON THE 2013 STRATEGIC PLAN OBJECTIVE TO EXPLORE DIGITAL ALTERNATIVES FOR OUTREACH TO SCHOOLS**

The Board's 2013 Strategic Plan directs the Communications Committee to explore digital alternatives for school outreach.

Staff explored several methods to achieving this objective and found the most cost-effective recommendation to be the use of screencasts. Screencasts are digital recordings of computer screen output and audio narrative that is used for: presentations, demonstrations, and teaching. Screencasting is growing in popularity since it provides information for future reference, and it allows the user to view the videos at their leisure.

The Committee is asked to consider the following recommendations:

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

## **AGENDA ITEM E**

### **DISCUSS AND POSSIBLE ACTION ON THE 2013 STRATEGIC PLAN OBJECTIVE TO PROMOTE MULTIPLE PATHWAYS TO LICENSURE**

The Board's 2013 Strategic Plan assigns the Communications Committee with an objective to promote multiple pathways to licensure.

The Board presently promotes multiple pathways candidates can achieve licensure in California by:

- Delivering "Path to Licensure" presentations at the California accredited schools of architecture; and
- Maintaining a career website.

Staff recommends broadening the Board's approach to include mass mailings directed to the following target groups:

- Presidents of community colleges with architecture or related programs
- Career centers at state colleges and universities within California
- High school career centers or programs within California

The Committee is asked to discuss staff's recommendations to promote multiple pathways to licensure and take possible action.