

Communications Committee

California Architects Board

May 6, 2014

Sacramento, CA



Edmund G. Brown Jr.
GOVERNOR

CALIFORNIA ARCHITECTS BOARD

PUBLIC PROTECTION THROUGH EXAMINATION, LICENSURE, AND REGULATION

NOTICE OF MEETING

COMMUNICATIONS COMMITTEE

May 6, 2014
10:00 a.m. to 3:00 p.m.
2420 Del Paso Road
Sequoia Room
Sacramento, CA 95834
(916) 574-7220

The California Architects Board (CAB) will hold a Communications Committee meeting as noted above.

AGENDA

- A. Review and Approve October 1, 2013, Communications Committee Summary Report
- B. Discuss and Possible Action on 2014 Strategic Plan Objective to Implement Digital Alternatives for Outreach to Schools and Veterans Administration Counseling Centers
- C. Discuss and Possible Action on 2014 Strategic Plan Objective to publish CAB's Newsletter, *California Architects*, in Accessible HTML Format
- D. Discuss and Possible Action on 2014 Strategic Plan Objective to Use Social Media to Inform the Public About Recent Board Activities
- E. Discuss and Possible Action on 2014 Strategic Plan Objective to Increase Public Awareness About the Board and its Functions Through the Development of Expanded Digital Presence
- F. Discuss and Possible Action on 2014 Strategic Plan Objective to Research Engagement with Collateral Organizations such as National Architectural Accrediting Board, National Council of Architectural Registration Boards, Association of Collegiate Schools of Architecture, and American Institute of Architecture to Promote Public Awareness

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SACRAMENTO,
CA 95834

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

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 Mel Knox at (916) 575-7221

(Continued on Reverse)

emailing mel.knox@dca.ca.gov, or sending a written request to the California Architects Board, 2420 Del Paso Road, Suite 105, Sacramento, CA 95834. 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. Any other requests relating to the Committee meeting should be directed to Mr. Knox at (916) 575-7221.

Protection of the public shall be the highest priority for the California Architects Board in exercising its licensing, regulatory, and disciplinary functions. Whenever the protection of the public is inconsistent with other interests sought to be promoted, the protection of the public shall be paramount. (Business and Professions Code section 5510.15)

Agenda Item A

REVIEW AND APPROVE OCTOBER 1, 2013, COMMUNICATIONS COMMITTEE SUMMARY REPORT

The Committee is asked to review and approve the attached Summary Report for the October 1, 2013 Communications Committee meeting.

Attachment:

October 1, 2013 Communications Committee Summary Report



Edmund G. Brown Jr.
GOVERNOR

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

SUMMARY REPORT

COMMUNICATIONS COMMITTEE MEETING

October 1, 2013

Sacramento and Various Teleconference Locations in California

Committee Members Present

Marilyn Lyon, Chair
Matthew McGuinness, Vice Chair
Iris Cochlan
Cynthia Easton (arrived at 10:01 a.m.)
Haley Gipe

Committee Members Absent

Jack Paddon
Ron Ronconi

Board Staff Present

Doug McCauley, Executive Officer
Vickie Mayer, Assistant Executive Officer
Marccus Reinhardt, Program Manager Examination/Licensing Unit
Mel Knox, Administration Analyst

Committee Chair Marilyn Lyon 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 June 20, 2012, Communications Committee Summary Report

Ms. Lyon asked the Committee members to consider the approval of the June 20, 2012, Summary Report.

Iris Cochlan made a motion to approve the June 20, 2012, Communications Committee Summary Report.

Haley Gipe seconded the motion.

The motion passed 5-0.

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B. Review and Approve Potential Articles for the *California Architects* Newsletter

Ms. Lyon asked for article suggestions from Committee members, in addition to the following suggestions provided by staff:

1. Message from the President (Subject matter to be determined by the Board President and recommendations from the Committee) (R)*
2. Architect Registration Examination Division Results Expiring July 1, 2014
3. National Council of Architectural Registration Boards 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 (CSE)
8. 2013 Octavius Morgan Distinguish Service Awards
9. Law Regarding Active Duty Military Members and Their Spouses/Domestic Partners
10. BreZE
11. Confidentiality Clauses
12. 2014 CSE Occupational Analysis
13. Examination Statistics
14. Appointment of New Board Members
15. Enforcement Actions (R)
16. Legislation (if applicable) (R)

**Items that are recurring in each issue of California Architects are noted with an (R)*

Members offered no additional article suggestions.

Cynthia Easton made a motion to approve the potential articles of the California Architects newsletter.

Matthew McGuinness seconded the motion.

The motion passed 5-0.

C. Discuss and Possible Action on the 2013 Strategic Plan Objective to Explore Different Publication Frequency and Format for the *California Architects* Newsletter

Marcus Reinhardt presented this agenda item and recommended leaving the publication frequency of *California Architects* as quarterly, as this will maintain regular communication to the eNews subscribers. Mr. Reinhardt also recommended changing to

a condensed version of the newsletter in accessible HTML format that would be emailed to the eNews subscribers.

After favorable consideration of staff's recommendations, the Committee determined that staff should also commence an effort to expand the Board's current subscriber list.

Cynthia Easton made a motion to recommend to the Board to maintain the California Architects publication frequency as quarterly, change its format to a condensed version of the newsletter in accessible HTML format, and direct staff to begin an effort to expand the current subscriber list.

Iris Cochlan seconded the motion.

The motion passed 5-0.

D. Discuss and Possible Action on the 2013 Strategic Plan Objective to Explore Digital Alternatives for Outreach to Schools

Mr. Reinhardt stated that staff explored several methods for effective digital alternatives for outreach to schools, and found the most cost-effective recommendation to meet this Strategic Plan objective was to use screencasts. He explained to the Committee that screencasts are digital recordings of computer screen output and audio narrative that is used for: presentations, demonstrations, and teaching. Mr. Reinhardt also informed members that screencasting is growing in popularity because it provides information for future reference, and it allows the user to view videos at their leisure.

Committee members discussed the benefits of screencasting and appropriate target audiences, and determined that it would endorse staff's suggestions to:

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

Cynthia Easton moved that the following suggestions be recommended to the Board to meet the Strategic Plan objective:

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

Matthew McGuinness seconded the motion.

The motion passed 5-0.

E. Discuss and Possible Action on the 2013 Strategic Plan Objective to Promote Multiple Pathways to Licensure

Mr. Reinhardt reminded the Committee of its Strategic Plan objective to promote multiple pathways to licensure, and stated that the Board currently promotes multiple pathways for candidates to achieve licensure in California by: 1) delivering “Path to Licensure” presentations at the California accredited schools of architecture, and 2) maintaining a career website.

Mr. Reinhardt recommended that the Committee accept staff’s proposal to expand the Board’s efforts to promote multiple pathways to licensure to include mass mailings and e-mails directed to the following target groups:

1. Community colleges with architecture or related programs;
2. Career centers at public colleges and universities; and
3. High school college counselors.

The Committee opined that given the Board’s past challenges to reach these target groups, the Board should consider broadening its approach to promote multiple pathways to licensure to include mass mailings and emails directed to the above referenced.

Matthew McGuinness moved to recommend to the Board that mass mailings and emails, directed to the following target groups, be included in the Board’s efforts to meet the Strategic Plan objective:

- *Presidents of community colleges with architecture or related programs;*
- *Career centers at public colleges and universities; and*
- *High school college counselors.*

Ron Ronconi seconded the motion.

The motion passed 5-0.

The meeting adjourned at 10:50 a.m.

Agenda Item B

DISCUSS AND POSSIBLE ACTION ON 2014 STRATEGIC PLAN OBJECTIVE TO IMPLEMENT DIGITAL ALTERNATIVES FOR OUTREACH TO SCHOOLS AND VETERANS ADMINISTRATION COUNSELING CENTERS

The Board's 2014 Strategic Plan contains an objective assigned to the Communications Committee to implement digital alternatives for outreach to schools and Veterans Administration (VA) counseling centers.

At its December 5, 2013 meeting, the Board determined that screencasts, which are digital recordings of computer screen output and audio narrative, shall be utilized to help students, candidates, and schools understand and navigate the licensing process. The Board also determined that, once produced, these screencasts shall be provided on an appropriate video-sharing website along with appropriate hyperlinks from the Board's websites to appropriate social media (i.e., *Twitter*).

After researching the process, staff recommends producing "Licensure 101" screencasts for the following target markets:

1. Students (accredited and non-accredited programs and community colleges)
2. California Veterans (individuals who work in design/construction, but may not be licensed)

Students are the focus of the traditional pipeline into the profession; however, outreach to California Veterans is consistent with First Lady Michelle Obama and Dr. Jill Biden's *Joining Forces* initiative, a nationwide effort to mobilize all sectors of society to raise awareness of military families' unique needs as it pertains to employment, education and wellness.

As the Board already implements a school and student outreach plan (see attached), schools of architecture are already aware of the Board and licensing, they represent an informed audience, and are ready to receive communiqué that the Board will soon implement. However, a more introductory approach will be required for the 31 VA counseling centers in California. The Board may not be known to their centers, so this process will need to be launched with a simple letter of introduction. The Board's efforts to expose veterans to licensure requirements for a career in architecture will likely be embraced, as VA counselors are always looking for outlets to guide veterans into careers.

The Committee is asked to discuss and consider staff's recommendations concerning this objective.

Attachment:

2011 School and Student Outreach Plan

2011 School and Student Outreach Plan

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

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

Agenda Item C

DISCUSS AND POSSIBLE ACTION ON 2014 STRATEGIC PLAN OBJECTIVE TO PUBLISH CAB'S NEWSLETTER, *CALIFORNIA ARCHITECTS*, IN ACCESSIBLE HTML FORMAT

The Board's 2014 Strategic Plan contains an objective assigned to the Communications Committee to publish *California Architects* in accessible HTML format.

At its December 5, 2013 meeting, the Board voted to change the publication format of its newsletter from an Adobe PDF document to a condensed, HTML-formatted version. Subsequently, in March 2014, staff published the first issue of *California Architects* in web version on the Board's website, *cab.ca.gov*, and distributed it electronically to the Board's email subscriber list.

Screenshots of the March 2014 issue of *California Architects* are attached, and a live demonstration will be presented by Board staff at the meeting.

Benefits of the change to the new format include:

- Reduction in steps previously required to view the content of *California Architects*;
- Greater accessibility for the visually impaired (compliant with the Americans with Disabilities Act);
- Potential to produce issues of *California Architects* with greater frequency; and
- Helps maintain frequent communication with "eNews" subscribers.

The Committee is asked to discuss and consider possible further action concerning this 2014 Strategic Plan objective, if necessary.

Attachments:

1. eNews Subscriber Notification email
2. Screenshots of the March 2014 issue of *California Architects*

To: "eNews" Subscribers
Subject: New Edition of California Architects

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President's Message



One of the most important relationships the Board maintains is with the National Council of Architectural Registration Boards (NCARB). This is largely because the California Architects Board (Board) utilizes NCARB's Architect Registration Examination (ARE) and Intern Development Program as licensure requirements. NCARB also sets critical policies and directions that shape licensing. For all of these reasons, the Board's participation...[read more](#).

Octavius Morgan

Named after the first president of the Board, the Octavius Morgan Distinguished Service Award recognizes individuals who have significantly contributed to the Board's mission through volunteerism over a period of time. The Board selects award recipients annually. Nominations are accepted from Board members and staff...[read more](#).



New Board Members

Since the last issue of *California Architects*, four new Board members have been appointed to the California Architects Board...[read more](#).

Business Entity Reporting Requirement

The Architects Practice Act (Business and Professions Code section 5558) requires all licensees to file with the Board the proper and current name(s) and address(es) of any business entity through which they provide architectural services. Architects can comply with the requirement by completing a Business Entity Report Form (BERF) and mailing, faxing or emailing it to the Board...[read more](#).

Role of the Board's Enforcement Program

The Board takes action against licensees and unlicensed individuals who have potentially violated the Architects Practice Act. We accomplish this by leveraging the innate resources of Enforcement Program staff, contracted architect consultants, and the Office of the Attorney General...[read more](#).

Enforcement Actions

The Board is responsible for receiving and investigating complaints against licensees and unlicensed persons. The Board also retains the authority to make final decisions on all enforcement actions taken against its licensees...[read more](#).

Architects Practice Act

The [Architects Practice Act](#) was recently updated. The updated version is available on the Board's website under the "[Forms/Publications](#)" tab, sub-section Laws and Regulations.

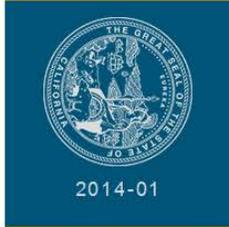


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President's Message

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Sheran Voigt

Currently, NCARB is in the process of updating test specifications and structures for the examination, ARE 5.0. These changes will impact both the content and delivery of the ARE. The Board is keenly interested in potential new ways of testing for knowledge and we are pleased to have one of our members, Jon Baker, on NCARB's Examination Committee to help shape those changes.

NCARB is also taking a forward-thinking view of the future of licensing. Currently, the process to achieve licensure is designed to take eight years, but NCARB data reveals that many candidates require up to 12 years to become licensed. Few would argue that we can and should build a more effective licensure system that is a more efficient pipeline into the profession. NCARB has appointed a Licensure Task Force, and one of its members is Pasqual Gutierrez, one of our valued Board members. The Board is also working to be a key catalyst in the effort to reform licensing, and has invited all 10 accredited California schools of architecture to attend its February meeting. It is anticipated that a list of best practices and reform proposals will be generated from that meeting.

Also covered in this edition are:

- [2013 Octavius Morgan Awardees](#)
- [New Board Members](#)
- [Business Entity Reporting Requirement](#)
- [Role of the Board's Enforcement Program](#)
- [Enforcement Actions](#)

Finally, I am pleased to communicate this message via the first e-mail version of California Architects. The Board already "tweets" and posts robust content on [cab.ca.gov](#), but this vehicle is the best way to communicate our activities in a more efficient manner. Please ask your colleagues to add their emails to our [subscription list](#).

Thank you for your interest in the Board's endeavors.

California architects
California Architects Board
2420 Del Paso Road, Suite 105
Sacramento, CA 95834

Board Members

Sheran Voigt, President, Public Member
Pasqual V. Gutierrez, Vice President, Architect Member
Chris Christophersen, Secretary, Public Member
Jon Alan Baker, Architect Member

Sylvia Kwan, Architect Member
Matthew McGuinness, Public Member
Nisa Serrano, Public Member
Fermín Villenas, Public Member

BOARD SUBSCRIBERS LIST REMINDER

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[Role of the Board's Enforcement Program](#)

[Enforcement Actions](#)

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Tian Feng, Architect Member

Sylvia Kwan, Architect Member
Matthew McGuinness, Public Member
Nilza Serrano, Public Member
Fermin Villegas, Public Member
Hraztan Zeitlian, Architect Member

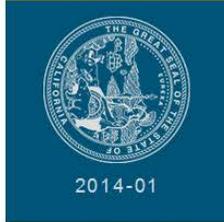
Douglas R. McCauley, Executive Officer

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[Back to Top](#)

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Octavius Morgan Distinguished Service Award Recipients: 2013

Named after the first president of the California Architects Board (Board), the Octavius Morgan Distinguished Service Award recognizes individuals who have significantly contributed to the Board's mission through volunteerism over a period of time. The Board selects award recipients annually. Nominations are accepted from Board members and staff.

The Board relies on volunteers to assist in developing the California Supplemental Examination (CSE) and to serve on many of its committees. Here are the 2013 honorees:

H. Linda Zubiante San Diego

Linda Zubiante's fascination with how things are built started when she was very young. Nicknamed "Manos de Hierro" (the "hands of iron") by her dad, she would frequently take things apart, then attempt to put them back together. To the dismay of her parents, it was up to them to do the reassembling.

But from those experiences came opportunity. "My dad took my nervous energy and put it to work when he built my mom her dream home from the bottom up," she recalls. "I followed the whole process, and even did some designing at the age of 14 and then took it into the field with him to build. After that, there was no stopping me—I knew what my passion was."



H. Linda Zubiante

Zubiante became the first female in her high school to take a drafting class and later graduated with a very small percentage of women with a Bachelor of Architecture degree from Arizona State University.

From there, she launched a career spanning more than 34 years at the firm of Carrier Johnson + Culture in San Diego, an architectural and interior design practice with satellite offices in Orange County and Los Angeles. The firm specializes in the design of corporate headquarters; higher education and libraries; science and technology; civic

Loangle Newsome Sacramento

As a child riding the bus through downtown Sacramento, Loangle Newsome would examine the buildings, noticing the different colors, shapes, textures and patterns. "I would point out the ones I liked," he remembers. "It was very melodic. I think the bass player in me liked the rhythm and structure. Architecture, like music, can sometimes be rigid but also flow freely like good jazz."

Newsome believes architecture is a profession comprised of composers and innovators who use their emotions, experience, and applied knowledge to create place. "Architects take parameters that sometimes oppose one another and create an environment where there can be harmony. Like music, architecture has the ability to stir your emotions if you take the time to appreciate it. It has the power to be art. That is the attraction for me."

Educated at California Polytechnic State University, San Luis Obispo, he is now a project principal with Calpo Hom & Dong Architects in Sacramento, a firm which does everything in the general practice of architecture except hospitals. "My niche is higher education, governmental, adaptive reuse, medical office, data centers, and industrial," he says.

Newsome has served the Board as a CSE Commissioner since 2006 and as a Master Commissioner from 2009 until 2011, when the CSE transitioned to a computer-based format. During the final two years the oral format was administered, he attended all six administrations for both Northern and



[Back to Top](#)

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2014-01

New Board Members

Since the last issue of *California Architects*, four new Board members have been appointed to the CAB. Please read below for a short biography on our newest members.

Chris Christophersen is a public member of the Board since 2013. Christophersen is a 33-year member of the International Union of Painters and Allied Trades (IUPAT) and has served in various leadership roles within the organization. Currently, he serves as Business Manager/Secretary-Treasurer of District Council 16 and has jurisdiction covering the northern regions of California and Nevada. He represents more than 8,000 highly skilled finish craft workers. Christophersen also serves as a trustee on several multi-employer trust funds and is Chairman of the District Council 16 Apprenticeship Training Board. His term expires on June 30, 2015.



Chris Christophersen

Sylvia Kwan, FAIA, LEED AP BD+C, is an architect member of the Board since 2013. She has been co-founder of Kwan Henmi Architecture and Planning Inc. since 1980 and chairman since 2007. Kwan Henmi's portfolio includes civic, education, transportation, residential, and commercial developments in communities across the Bay Area. Kwan has served as Director of the AIA National Board, the California Council Board, and the San Francisco Chapter Board. She is also a member of the San Francisco Chamber of Commerce and the Bay Area Council. Kwan received both her Bachelor of Arts and her Master of Arts degrees in architecture from the University of California, Berkeley. Her term expires on June 30, 2019.



Sylvia Kwan

Tian Feng, FAIA, FCSI, is an architect member of the Board since 2014. He has been the District Architect for the San Francisco Bay Area Rapid Transit District (BART) since 2001, where he has been responsible for developing and implementing facilities standards as well as sustainability policy and initiatives, including climate change adaptation. Prior to BART, he worked at Jacobs Engineering, LCA Architects, JKA Construction Consultants, Sue Associates, FCA Architects, and the USC School of Architecture as a designer, architect, project manager and teaching assistant. He was an architectural advisory member at Metropolitan Transportation Commission, and East Bay/Oakland Chapter president of the Construction Specifications Institute. Feng earned a Master of Science degree in architecture from the University of Southern California. His term expires on June 30, 2017.



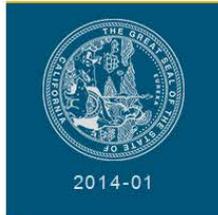
Tian Feng



Nilza Serrano

Nilza Serrano is a public member of the Board since 2013. A resident of Eagle Rock, Serrano founded TMS Production and Post-Production firm, while maintaining a steadfast commitment to public service. She serves on the Getty House Foundation Board of Directors to ensure that future generations have access while preserving the house and gardens. She also serves on the Board of Directors for HOPE-PAC, a political action committee. Serrano's advocacy helps to build and leverage opportunity, education, and outreach to benefit community-based services. Her term expires on June 30, 2016.

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Enforcement Actions

The California Architects Board is responsible for receiving and investigating complaints against licensees and unlicensed persons. The Board also retains the authority to make final decisions on all enforcement actions taken against its licensees.

Included below is a brief description of recent enforcement actions taken by the Board against individuals who were found to be in violation of the Architects Practice Act.

Every effort is made to ensure the following information is correct. Before making any decision based upon this information, you should contact the Board. Further information on specific violations may also be obtained by contacting the Board's Enforcement Unit at (916) 575-7208.

Citations:

- | | |
|---|--|
| Lon Bike —Wildomar | Mathew McGrane —Santa Ana |
| Lawrence F. Cook —Los Gatos | Junichi (Mark) Morita —Gardena |
| John Crosswhite —San Francisco | Kim Ian Murray —San Francisco |
| Aaron Dimaandal (Martin) —Diamond Bar | Warren Earle Pechin —Bakersfield |
| James Biagio Gilbreath —Vale, Arizona | Urs M. Reist —Sacramento |
| Kathryn Guillot —North Hollywood | Gary A. Rogers —Clovis |
| Peter Haddad —Huntington Beach | Allen Kent Smith —Salt Lake City, Utah |
| Hootan Hamedani —Irvine | Moises Villegas —Murrieta |
| David I. Hamedani —San Pedro | Stephen Anthony Vitalich —Venice |
| Krona S. Lee —Los Angeles | Keith Raymond Winterbower —Newport Beach |

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[Back to Top](#)

Agenda Item D

DISCUSS AND POSSIBLE ACTION ON 2014 STRATEGIC PLAN OBJECTIVE TO USE SOCIAL MEDIA TO INFORM THE PUBLIC ABOUT RECENT BOARD ACTIVITIES

The Board's 2014 Strategic Plan contains an objective assigned to the Communications Committee to use social media to inform the public about recent Board activities.

The social media platform, *Twitter*, is a service for individuals and organizations to communicate and stay connected through the exchange of quick, frequent messages. People write short updates, or "tweets," of 140 characters or fewer. These messages are posted to one's profile, sent to one's followers, and are searchable on *Twitter* search. *Twitter* has over 500 million registered users who post more than 340 million tweets per day. In 2013, *Twitter* was one of the ten most-visited websites on the internet. The Board has had its *Twitter* account, @CAArchitectsBd, since 2012; examples of its tweets include:

- "A new issue of *California Architects* is available online"
- "Important Update – the Board is pleased to announce #CSE results are now released at the test site upon completion of an exam"
- "#CIDP no longer required in California"

To address the Board's desire to increase its ability to provide information to the public through social media, staff recommends adopting a partnership approach with associated *Twitter* users. This target group would include California schools of architecture and related professional associations.

The Board presently uses the social media platform to tweet information to the public, but its number of followers is currently limited - approximately 200. In contrast, the National Council of Architectural Registration Boards has over 4,000 followers; the Southern California Institute of Architecture has nearly 2,300 followers; The American Institute of Architects, California Council has more than 2,800 followers; and the Board of Professional Engineers, Land Surveyors, and Geologists (similar in size to the Board) has approximately 175 followers.

A partnership approach toward using social media will enable the Board to use as leverage collateral organizations' digital presences, which is a more efficient tactic than allocating resources (i.e., time) to independently and organically develop an expanded digital presence within the realm of social media. Partnerships can be cultivated by contacting targeted *Twitter* users (professional associations and schools of architecture) to request they re-tweet key Board news from @CAArchitectsBd. This simple approach can significantly enhance the Board's exposure.

The Committee is asked to discuss and consider staff's recommendations concerning this 2014 Strategic Plan objective.

Agenda Item E

DISCUSS AND POSSIBLE ACTION ON 2014 STRATEGIC PLAN OBJECTIVE TO INCREASE PUBLIC AWARENESS ABOUT THE BOARD AND ITS FUNCTIONS THROUGH THE DEVELOPMENT OF EXPANDED DIGITAL PRESENCE

The Board's 2014 Strategic Plan contains an objective assigned to the Communications Committee to increase public awareness about the Board and its functions through the development of expanded digital presence.

This objective is an ongoing function that Board staff maintains. Given its overlap with the 2014 Strategic Plan objective concerning the use of social media to inform the public about recent Board activities, the Committee may wish to apply elements from the Agenda Item D discussion to the context of developing an expanded digital presence for the purpose of increasing public awareness about the Board and its functions.

Furthermore, staff recommends that the Committee focus on "depth and quality" relating to its existing digital presences (i.e., the Board's career website, *architect.ca.gov*) rather than seeking additional platforms with which to broaden the Board's digital footprint. In the last fiscal year, Customer Satisfaction survey respondents were dissatisfied with 1) the ease at which information is found on the Board's website (22% of respondents), and 2) the usefulness of information contained on the Board's website (16% of respondents). In essence, the Committee should focus its discussion on web content, making what we already have better and more robust.

The Committee is asked to discuss and consider staff's recommendation concerning this 2014 objective.

Agenda Item F

DISCUSS AND POSSIBLE ACTION ON 2014 STRATEGIC PLAN OBJECTIVE TO RESEARCH ENGAGEMENT WITH COLLATERAL ORGANIZATIONS SUCH AS NATIONAL ARCHITECTURAL ACCREDITING BOARD, NATIONAL COUNCIL OF ARCHITECTURAL REGISTRATION BOARDS, ASSOCIATION OF COLLEGIATE SCHOOLS OF ARCHITECTURE, AND AMERICAN INSTITUTE OF ARCHITECTURE TO PROMOTE PUBLIC AWARENESS

The Board's 2014 Strategic Plan contains an objective assigned to the Communications Committee to research engagement with collateral organizations, such as the National Council of Architectural Registration Boards (NCARB), National Architectural Accrediting Board, Association of Collegiate Schools of Architecture, and American Institute of Architects (AIA) to promote public awareness.

Staff reviewed the ongoing Committee responsibilities and determined that the Board already has an established presence with the above mentioned collateral organizations; the Board's engagement with NCARB, in particular, should remain a high value relation. The Board's relationship with AIA, California Council (AIACC) and its chapter components should also be recognized as high value, particularly because of AIACC's focus on Emerging Professionals and the future of architecture in California. Board members, staff, educators, and professional associations are all aware of numerous reports about the percentage of graduates from schools of architecture that enter other career tracks (many of which do not require licensure). Therefore, staff suggests that the Board should maintain its current engagement with collateral organizations, while directing some of its focus to regional organizations associated with the high school level in an effort to share information about architecture earlier in the education process.

High school is clearly an impressionable period, often when career decisions are made. For this reason, to help cultivate the next generation of architects who are equipped to meet the challenges of the future, the Committee may wish to consider engaging with regional non-profit organizations such as [Next-Ed](#). This organization exists to engage middle and high school students pursuing personally rewarding futures, and to enhance the academic performance and career readiness of students. Supporting its mission will help supply consumers and firms with needed access to an abundant supply of architects.

The Committee is asked to discuss and consider staff's recommendation concerning this 2014 objective.