



Edmund G. Brown Jr.
GOVERNOR

CALIFORNIA ARCHITECTS BOARD

PUBLIC PROTECTION THROUGH EXAMINATION, LICENSURE, AND REGULATION

SUMMARY REPORT

COMMUNICATIONS COMMITTEE MEETING

May 6, 2014

Sacramento, CA

Committee Members Present

Matthew McGuinness, Chair
Chris Christophersen
Iris Cochlan
Cynthia Easton (arrived at 10:39 a.m.)
Haley Gipe (arrived at 10:35 a.m.)
Sylvia Kwan
Jack Paddon
Ron Ronconi

Committee Members Absent

Nilza Serrano

Board Staff Present

Doug McCauley, Executive Officer
Vickie Mayer, Assistant Executive Officer
Marccus Reinhardt, Program Manager Examination/Licensing Unit
Mel Knox, Administration Analyst
Coleen Galvan, Communications Analyst
Jeff Olguin, Webmaster

Guest Present

Richard Conrad, Retired State Architect

Committee Chair Matt McGuinness 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 six members present at the time of roll, a quorum was established.

Mr. McGuinness asked committee and staff members, and guests to provide introductions.

A. Review and Approve October 1, 2013, Communications Committee Summary Report

Mr. McGuinness asked the Committee members to consider the approval of the October 1, 2013, Summary Report.

2420 DEL PASO ROAD,
SUITE 105
SACRAMENTO,
CA 95834

916-574-7220 T
916-575-7283 F

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

Ron Ronconi made a motion to approve the October 1, 2013 Communications Committee Summary Report.

Iris Cochlan seconded the motion.

The motion passed 6-0.

B. Discuss and Possible Action on 2014 Strategic Plan Objective to Implement Digital Alternatives for Outreach to Schools and Veterans Administration Counseling Centers

Mel Knox presented this agenda item. He informed members that this item was an objective in the 2014 Strategic Plan. Mr. Knox stated that in an effort to implement digital alternatives for outreach and to achieve this objective, that "Licensure 101" screencasts be prepared. He said students of community colleges, and both accredited and non-accredited schools, would be the target-audience of the screencasts. He stated that screencasts are digital recordings of a computer screen output containing audio output.

Mr. Knox further communicated the need for additional research to be conducted on how to best outreach with Veterans Administration officials on a local, state, and national level to raise awareness of veterans needs as it pertains to employment in the architectural profession.

Chris Christophersen stated that he had been working with the State of California, Department of Veterans Affairs in an effort to contact veterans six weeks prior to separation from the armed forces. He also suggested contacting the California Employment Development Department due to the fact that a large majority of veterans separating from armed forces are unemployed, necessitating the collection of unemployment benefits.

Committee members discussed the benefits of contacting military personnel approximately six weeks prior to separation from the armed forces and surmised this would benefit veterans allowing for more opportunities, as they may best utilize their GI Bill (e.g. entering apprenticeships at no cost) and may be able to receive credit toward licensure based upon their prior related work experience and/or education while employed by the military.

Jack Paddon made a motion to develop contact lists, content, and screencasts for schools, as well as Veterans Administration Counseling Centers, as recommended by staff.

Cynthia Easton seconded the motion.

The motion passed 8-0.

C. Discuss and Possible Action on 2014 Strategic Plan Objective to Publish CAB’s Newsletter, *California Architects*, in Accessible HTML Format

Mr. Knox presented this agenda item and recommended leaving the publication frequency of *California Architects* as quarterly, as this maintains regular communication to the “eNews” subscribers. He stated the benefits of this new format are that it allows for more frequent communication with “eNews” subscribers; provides greater accessibility for the visually impaired; and eliminates time constraints for staff.

Mr. Knox provided committee members with an overview of the newsletter, with emphasis on where the “eNews” subscriber link is located on the Board’s website. Vickie Mayer explained that email addresses have been requested on renewal applications.

Mr. Knox (utilizing notebook with overhead projection) gave a brief presentation/overview of *California Architects* and led committee members through a typical edition with an emphasis on how members could subscribe to the e-subscriber list. Additionally, Mr. Knox provided an overview on future newsletter articles; no additional article suggestions were identified by members.

Cynthia Easton inquired if the subject line of the newsletter could be tailored to individual articles (hot topic). Doug McCauley stated that he would have a “hot topic” subject line included, as well as tweeted.

Mr. Knox stated that there being no motion required, agenda item “D” would be presented.

D. Discuss and Possible Action on the 2014 Strategic Plan Objective to Use Social Media to Inform the Public About Recent Board Activities

Mr. Knox stated in an effort to address the Board’s desire to increase the flow of vital information to the public through social media, it was the staff’s recommendation to adopt a partnership (increase followers) approach with associated *Twitter* users. He stated that by utilizing this partnership approach would enable the Board to leverage collateral organizations’ digital presences by requesting they re-tweet Board news (@CAArchitectsBd) allowing for a more efficient allocation of Board resources.

Committee members discussed the myriad of social media tools (Instagram, LinkedIn, Facebook and YouTube). Mr. McCauley explained that rather than have multiple types of social media, given the fact that there is one staff person for newsletter and communications, the best approach would be to utilize *Twitter* to its fullest extent and utilize it well.

Haley Gipe inquired if there were an appropriate procedure of having items that were to be re-tweeted vetted and specifically increase the traffic to our website. Mr. Knox responded affirmatively that there are procedures in place, as with any information publicized to the public. Mr. McCauley said that our communiques must be compelling and from a reputable organization. He further stated that the Board was currently exploring the possibility of creating a card with our “twitter handle” to be handed out at school

presentations and the like. Mr. McCauley explained that he would also be directing staff to add the “twitter handle” to their individual email signature blocks.

Cynthia Easton made a motion to recommend the following suggestions to the Board concerning the Strategic Plan objective:

- *Develop partnership accounts to increase followers; and*
- *Explore the possibility of creating a “twitter” card.*

Sylvia Kwan seconded the motion.

The motion passed 8-0.

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

Mr. Knox discussed the overlap of this objective concerning the use of social media to inform the public about recent Board activities. Mr. McCauley augmented the conversation explaining this objective allows for the Committee to review website content and focus on “depth and quality,” rather than simply increase information on the Board’s website.

Mr. McCauley provided an overview of BreEZe, the Department of Consumer Affairs’ new integrated, enterprise-wide enforcement case management and licensing system. He explained that it would replace outdated technology and would allow individuals to submit online payments when applying for or renewing a license.

Matt McGuinness inquired when the Board would be online with BreEZe. Staff responded that the current plan is to be rolled out in the last phase, late-2015.

Ms. Gipe asked if Board staff would be updating the *Candidate’s Handbook* and *Table of Equivalents* as candidates in community college are often confused as the website is text heavy. She asked during the web redesign that a screencast be prepared for the aforementioned. Vickie Mayer suggested that various pathways to becoming licensed be separated.

Iris Cochlan made a motion to recommend that the Board prioritize candidate materials when updating web content.

Jack Paddon seconded the motion.

The motion passed 8-0.

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 Architects to Promote Public Awareness

Mr. McCauley provided an overview of the Board's engagement with National Architectural Accrediting Board, National Council of Architectural Registration Boards, Association of Collegiate Schools of Architecture, and The American Institute of Architects. He stated the Board has established and maintains a strong and valuable relationship with our collateral organizations. At the most recent Board meeting, it was noted 9 of the 10 accredited schools had representatives in attendance.

Mr. McCauley suggested an alternative outreach method for the Board to pursue; redirection of resources focusing on community colleges and regional organizations (e.g., non-profit such as NextEd) associated with career-based learning in high schools in an effort to share information about architecture earlier in the education process.

Sylvia Kwan suggested the Board engage students at the junior high school level as this is an impressionable period in an individuals' life and oftentimes when career decisions are made.

Jack Paddon moved to research and engage middle and high school students through partnership academies, non-profit, and charter schools to enhance academic performance and career readiness to promote licensure.

Chris Christophersen seconded the motion.

The motion passed 8-0.

The meeting adjourned at 12:35 p.m.