

California Architects Board

Communications Committee Meeting

November 10, 2016

Sacramento





Edmund G. Brown Jr.
GOVERNOR

CALIFORNIA ARCHITECTS BOARD

PUBLIC PROTECTION THROUGH EXAMINATION, LICENSURE, AND REGULATION

NOTICE OF MEETING

COMMUNICATIONS COMMITTEE

November 10, 2016
10:00 a.m. to 2:00 p.m.
(or until completion of business)
California Architects Board
2420 Del Paso Road, Suite 105
Sacramento, CA 95834
(916) 574-7220

The California Architects Board (Board) will hold a Communications Committee meeting, as noted above. The notice and agenda for this meeting and other meetings of the Board can be found on the Board's website: cab.ca.gov. For further information regarding this agenda, please see reverse or you may contact Mel Knox at (916) 575-7221.

AGENDA

- A. Call to Order/Roll Call/Establishment of a Quorum
- B. Public Comment on Items Not on Agenda
(The Communications Committee may not discuss or take action on any item raised during this public comment section, except to decide whether to refer the item to the Board's next Strategic Planning session and/or place the matter on the agenda of a future meeting [Government Code sections 11125 and 11125.7(a)].)
- C. Review and Possible Action on October 21, 2015, Communications Committee Meeting Summary Report
- D. Review and Possible Action on Potential Articles for *California Architects* Newsletter
- E. Update and Possible Action on 2015-2016 Strategic Plan Objective to Collaborate with Professional Organizations and Universities to Raise Awareness at Community Colleges and High Schools About the Profession and the Paths to Licensure

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(Continued on Reverse)

- F. Update and Possible Action on 2015-2016 Strategic Plan Objective to Enhance Relationships with Veterans Administration Counseling Centers to Provide Information Regarding the Architecture Profession and Paths to Licensure
- G. Update and Possible Action on 2015-2016 Strategic Plan Objective to Survey Recipients of the Board's Educational Materials to Determine the Effectiveness of Outreach Efforts
- H. Discuss and Possible Action on 2015-2016 Strategic Plan Objective to Collaborate with Department of Consumer Affairs' Office of Public Affairs to Improve Outreach and Communication
- I. Adjournment

Action may be taken on any item on the agenda. The time and order of agenda items are subject to change at the discretion of the Communications Committee Chair and may be taken out of order. The meeting will be adjourned upon completion of the agenda, which may be at a time earlier or later than posted in this notice. In accordance with the Bagley-Keene Open Meeting Act, all meetings of the Communications Committee are open to the public. The meeting may be cancelled without notice. For meeting verification, call (916) 575-7221 or access the Board's website at cab.ca.gov just prior to the meeting.

Government Code section 11125.7 provides the opportunity for the public to address each agenda item during discussion or consideration by the Communications Committee prior to the Committee taking any action on said item. Members of the public will be provided appropriate opportunities to comment on any issue before the Communications Committee, but the Chair may, at his or her discretion, apportion available time among those who wish to speak. Individuals may appear before the Communications Committee to discuss items not on the agenda; however, the Committee can neither discuss nor take official action on these items at the time of the same meeting [Government Code sections 11125 and 11125.7(a)].

The meeting 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 Mr. Knox at (916) 575-7221, emailing mel.knox@dca.ca.gov, or sending a written request to the Board. Providing your request at least five business days before the meeting will help to ensure availability of the requested accommodation.

Protection of the public shall be the highest priority for the 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

CALL TO ORDER/ROLL CALL/ESTABLISHMENT OF A QUORUM

Roll is called by the Communications Committee Vice Chair, or in his/her absence, by a member designated by the Chair.

COMMITTEE MEMBER ROSTER

Sylvia Kwan, Chair

Nilza Serrano, Vice Chair

Denise Campos

Cynthia Easton

Haley Gipe

Jack Paddon

Ronald Ronconi

Agenda Item B

PUBLIC COMMENT ON ITEMS NOT ON AGENDA

Members of the public may address the Communications Committee at this time. The Committee Chair may allow public participation during other agenda items at their discretion.

(The Communications Committee may not discuss or take action on any item raised during this public comment section, except to decide whether to refer the item to the Board's next Strategic Planning session and/or place the matter on the agenda of a future meeting [Government Code sections 11125 and 11125.7(a)].)

Agenda Item C

REVIEW AND POSSIBLE ACTION ON OCTOBER 21, 2015, COMMUNICATIONS COMMITTEE MEETING SUMMARY REPORT

The Communications Committee is asked to review and take possible action on the October 21, 2015, Communications Committee Meeting Summary Report.

Attachment:

October 21, 2015, Communications Committee Meeting Summary Report



Edmund G. Brown Jr.
GOVERNOR

CALIFORNIA ARCHITECTS BOARD

PUBLIC PROTECTION THROUGH EXAMINATION, LICENSURE, AND REGULATION

SUMMARY REPORT

COMMUNICATIONS COMMITTEE MEETING

October 21, 2015

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

Committee Members Present

Sylvia Kwan, Chair
Nilza Serrano, Vice Chair
Denise Campos
Cynthia Easton
Jack Paddon
Ronald Ronconi

Committee Members Absent

Haley Gipe

Board Staff Present

Doug McCauley, Executive Officer
Vickie Mayer, Assistant Executive Officer
Coleen Galvan, Communications Analyst
Mel Knox, Administration Analyst
Justin Sotelo, Program Manager, Administration & Enforcement

Guest Present

Zak Ford, Industry Roundtable Manager, Engineering & Advanced
Manufacturing, NextEd

A. Call to Order

Chair, Sylvia Kwan called the meeting to order at 1:08 p.m. and asked Vice Chair, Nilza Serrano to call the roll. There being six members present at the time of roll call, a quorum was established.

Sylvia Kwan introduced herself and the new Communications Committee members, Denise Campos and Nilza Serrano. Ms. Kwan stated that both Ms. Campos and Ms. Serrano are public members of the Board.

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B. Public Comment on Items Not on the Agenda

There were no comments from the public.

C. Review and Approve May 6, 2014, Communications Committee Meeting

Ms. Kwan asked for questions, comments, or changes concerning the May 6, 2014, Communications Committee Meeting summary report. There were none.

Nilza Serrano moved to approve the May 6, 2014, Communications Committee Meeting Summary Report.

Jack Paddon seconded the motion.

Members Campos, Easton, Paddon, Ronconi, Serrano, and Chair Kwan voted in favor of the motion. The motion passed 6-0.

D. Review and Approve Potential Articles for *California Architects* Newsletter

Coleen Galvan informed the Committee that a list of potential article topics for *California Architects* were compiled by staff for the remainder of 2015 and 2016. Ms. Galvan further informed that the current newsletter template allows for a total of eight articles, which include the President's Message and Enforcement Actions that are recurring articles in each issue.

Doug McCauley stated that this list should be fluid and the target audience is architects and candidates. Ms. Campos asked about the background of the newsletter, to which Mr. McCauley stated that the newsletter is in HTML format and is emailed to individuals on our e-subscriber list.

Vickie Mayer shared that there are approximately 1,000 e-subscribers. Ms. Mayer explained that the Board is currently assessing whether email addresses collected on the initial licensure and renewal applications can be utilized to increase the distribution of the publication without using the e-subscribers.

Mr. Paddon suggested the Board consider a monthly newsletter containing pertinent articles, which may be time-sensitive. He further suggested that the Board email an edition each month utilizing the articles that have been written in advance to enhance readership. He

Mr. McCauley suggested members consider an interim step in increasing frequency of each edition. He asked Committee members to consider adding two special editions; the first would be published in December, which would summarize the Board's strategic planning session, and the second in June, which would highlight the National Council of Architectural Registration Boards' (NCARB) annual meeting. Ms. Kwan asked why there is a President's Message in each newsletter issue, to which Mr. McCauley replied that it personalizes each issue and conveys a key message.

Denise Campos moved to work toward publishing the email newsletter more frequently with less content and with enhanced graphic elements, and post on social media after approval.

Cynthia Easton seconded the motion.

Members Campos, Easton, Paddon, Ronconi, Serrano, and Chair Kwan voted in favor of the motion. The motion passed 6-0.

E. Discuss and Possible Action on 2015-2016 Strategic Plan Objective to Partner with Contractors State License Board to Identify and Implement Best Practices for Educating Consumers About the California Architects Board in Order to Improve Consumer Education Efforts

Ms. Galvan informed the Committee that Board staff had researched the Contractors State License Board (CSLB) Public Affairs Office (PAO) to identify and implement best practices for educating consumers about the Board in order to improve consumer education efforts. She summarized the three outreach programs: 1) Social media - Facebook being CSLB's primary social media outreach tool, while other devices, such as Twitter, YouTube, and Flickr, are also utilized; 2) Senior Scam Stopper program seminars, which are conducted in conjunction with legislators; and 3) CSLB's important outreach efforts to protect consumers affected by natural disasters. Ms. Galvan emphasized the CSLB has over 400 staff and a budget in excess of \$60 million. She stated that CSLB was most recently provided with copies of the Board's *Consumer's Guide to Hiring an Architect* and *Consumer Tips for Design Projects* publications for distribution at local assistance centers to victims of the most recent wildfires.

A discussion ensued about the ability to identify whether an architect is licensed. Mr. Paddon stated that there are approximately 21,000 licensees and Ms. Mayer opined it highly unlikely that an architect license is duplicated or stamp altered for the intention of scamming a consumer. Ms. Kwan asked if the Board could also work with The American Institute of Architecture (AIA) to promote the "I Look Up" campaign. Mr. McCauley reminded the Committee that the Board's statute requires it to focus on consumer protection, not advocating on behalf of the profession.

Committee members affirmed that Board staff should continue to collaborate with CSLB staff and leverage resources, when feasible.

Ron Ronconi moved to recommend to the Board to continue collaborating and leveraging resources with CSLB.

Jack Paddon seconded the motion.

Members Campos, Easton, Paddon, Ronconi, Serrano, and Chair Kwan voted in favor of the motion. The motion passed 6-0.

F. Discuss and Possible Action on 2015-2016 Strategic Plan Objective to Collaborate with Professional Organizations and Universities to Raise Awareness at Community Colleges and High Schools About the Profession and the Paths to Licensure

Mel Knox stated that the Board's 2015-2016 Strategic Plan contains an objective assigned to the Communications Committee to collaborate with professional organizations and universities to raise awareness at community colleges and high schools about the profession and the paths to licensure.

Mr. Knox reported that a number of organizations had been identified and contacted, and were included in the agenda item in the meeting packet (Alliance for Education, The Bay Area Industry Education Council, Marin County School to Career Partnership, and NextEd). He stated that these organizations were specific to Northern California. Mr. Knox noted that a valuable component of raising awareness at community colleges and high schools is the Board's liaison program, which facilitates the members' exchange of information about the profession and the multiple paths to licensure.

Zak Ford explained that NextEd is an employer-education partnership within Sacramento and Placer counties, and is an affiliate of the Sacramento Metro Chamber. Mr. Ford stated that, through regional roundtables, NextEd is able to broker work-based learning opportunities to include: field trips, guest speakers in the classroom, mentors for students, externships for teachers, job shadowing, and paid and unpaid internships. Mr. Ford offered assistance in providing the Committee with contacts with Linked Learning and counterparts throughout the state in an effort to create a more robust outreach effort to students in K-12 districts, community colleges and universities. Ms. Campos also offered to assist in coordinating contacts (Linked Learning/United Way of Greater Los Angeles) with organizations in Southern California.

Mr. Knox informed the Committee that a poster is currently being produced with the initial intended audience to community colleges. Mr. McCauley explained that he and Board member Pasqual Gutierrez had drafted content for the poster, and that Mr. Gutierrez is a proponent of experience-only pathway toward licensure. He also suggested that this informational poster be utilized by professional organizations, community colleges, and high school counseling centers.

Committee members reviewed the draft language of the poster and provided feedback. Ms. Serrano opined the draft language was text-heavy and was written somewhat like a script for a Public Service Announcement. Committee members suggested the language be condensed. Ms. Kwan asked for the Committee to have an opportunity to view a design mock-up of the poster at a future meeting. Mr. McCauley confirmed that a design mock-up would be presented to the Committee prior to finalization.

Ron Ronconi moved to recommend to the Board that it continue to collaborate with professional organizations and universities to raise awareness at community colleges and high schools, to connect entities with local AIACC components in these efforts, and to continue the production of a poster initially targeted at community colleges, with a design mock-up to be provided to the Committee.

Cynthia Easton seconded the motion.

Members Campos, Easton, Paddon, Ronconi, Serrano, and Chair Kwan voted in favor of the motion. The motion passed 6-0.

G. Discuss and Possible Action on 2015-2016 Strategic Plan Objective to Survey Recipients of the Board’s Educational Materials to Determine the Effectiveness of Outreach Efforts

Ms. Galvan explained that the Board provides outreach and education to six main audiences: consumers; candidates and pre-candidates; professionals; building officials; allied professionals; and the architectural education community.

The Committee discussed the concept of creating a seal for architects for posting outside their offices and on websites. The intent would be a “seal of approval” that architects are licensed by the Board. Mr. McCauley suggested as a consumer protection agency, it may be more impactful that architects add to the bottom of their contract, that licensees are regulated by the California Architects Board with the Board’s contact information. He affirmed he would clarify with legal counsel whether stating that architects are licensed by the Board with a seal is within the Board’s purview.

In an effort to support the Strategic Plan objective to survey recipients of educational materials, Committee members suggested that staff have a printed survey card inserted into the *Consumer’s Guide to Hiring an Architect*, a link to the survey on the website, and to develop a survey for distribution to the Board’s Official Contact program.

Ron Ronconi moved to recommend to the Board that it develop a printed survey to be inserted into the Consumer’s Guide to Hiring an Architect publication and an additional survey for distribution to California building officials (as part of the Building Official Contact Program).

Denise Campos seconded the motion.

Members Campos, Easton, Paddon, Ronconi, Serrano, and Chair Kwan voted in favor of the motion. The motion passed 6-0.

H. Discuss and Possible Action on 2015-2016 Strategic Plan Objective to Enhance Relationships with Veterans Administration Counseling Centers to Provide Information Regarding the Architecture Profession and Paths to Licensure

Mr. Knox summarized the outreach methods conducted in 2014 relating to Veteran’s Administration Counseling Centers. He said that letters were mailed to 31 federal Veterans Administration counseling centers within California. He explained that additional research was conducted regarding the Department of Veterans Affairs structure within California and additional letters would be mailed to these centers. Mr. Knox recommended that the month of November be the targeted month of outreach to California veterans as Veteran’s Day is in November.

Nilza Serrano moved to recommend to the Board that it expand and enhance the Board's relationship with VA counseling centers throughout California, and recognize November as the month of outreach to these entities and veterans.

Jack Paddon seconded the motion.

Members Campos, Easton, Paddon, Ronconi, Serrano, and Chair Kwan voted in favor of the motion. The motion passed 6-0.

I. Adjournment

The meeting adjourned at 3:15 p.m.

DRAFT

REVIEW AND POSSIBLE ACTION ON POTENTIAL ARTICLES FOR *CALIFORNIA ARCHITECTS* NEWSLETTER

The following are potential topics for *California Architects* articles compiled by staff for publication in 2017. Two Special Editions of *California Architects* are planned in addition to the quarterly publications. Items that are recurring in each issue are noted with an (R).

1. Message from President (subject matter to be determined by the Board President and recommendations from the Committee) (R)
2. Enforcement Actions (R)
3. Legislation (if applicable) (R)
4. New Board Members (if applicable) (R)
5. Examination Results/Statistics (R)
6. Architectural Experience Program (AXP)
7. Architect Registration Examination (ARE) 5.0 Updates
8. NCARB by the Numbers
9. Continuing Education
10. Occupational Analysis and New California Supplemental Examination (CSE) Test Plan
11. California Integrated Path to Architectural Licensure (IPAL) School Profile (Woodbury)
12. Revised Disciplinary Guidelines
13. Business Entity Reporting Requirement
14. Tips: Staying out of Hot Water (Consultant)
15. Most Common Violations of the Architects Practice Act
16. Misrepresentation and Unlicensed Practice
17. National Council of Architectural Registration Boards (NCARB) Mutual Recognition Arrangement Between Australia and New Zealand
18. Military Legislation (effective July 2016)

19. Water Conservation
20. Filing of Address Requirement
21. 2016 Octavius Morgan Distinguished Service Award Recipients
22. Disaster Preparedness
23. Release of Plans after Natural Disasters
24. Written Contract: When should it begin?
25. Missing Elements of Contracts

For reference, following is a list of articles published and planned to be published in 2016:

1. President's Message – Construction Observation; NCARB 3 “Es”; *NCARB by the Numbers*
2. Executive Officer's Message – Licensure Process Efficiencies
3. Upcoming Intern Development Program Changes
4. IPAL
5. IPAL School Profile (NewSchool of Architecture & Design)
6. IPAL School Profile (University of Southern California)
7. NCARB Fee Changes (AXP and ARE)
8. Additional ARE 5.0 Updates
9. New CSE Test Plan
10. Continuing Education Reminder – Maintaining Coursework Records
11. Enforcement Actions
12. Business Entity Reporting Requirement
13. Filing of Address Requirement
14. NCARB 2016 Annual Meeting
15. Mentors (Pasqual Gutierrez)
16. New Board Member (Robert C. Pearman, Jr.)

17. Expedited Processing of Applications (Military)

The Communications Committee is asked to review and approve the list of potential articles for 2017, as well as provide other suggestions for future articles.

UPDATE AND POSSIBLE ACTION ON 2015-2016 STRATEGIC PLAN OBJECTIVE TO COLLABORATE WITH PROFESSIONAL ORGANIZATIONS AND UNIVERSITIES TO RAISE AWARENESS AT COMMUNITY COLLEGES AND HIGH SCHOOLS ABOUT THE PROFESSION AND THE PATHS TO LICENSURE

The 2015-2016 Strategic Plan directs the Communications Committee to collaborate with professional organizations and universities to raise awareness at community colleges and high schools about the profession and the paths to licensure.

The Board's liaison program, which, in part, exists to facilitate the exchange of information between the Board, universities, and community colleges, enables the Board to raise awareness about the profession and the paths to licensure in academia.

There are a variety of organizations with missions addressing careers and education. A number of them are regional partnerships, such as: Alliance for Education, Bay Area Industry Education Council, Marin County School to Career Partnership, NextEd, and Linked Learning Alliance. Staff initiated contact with Northern and Southern organizations and developed a poster for community colleges designed to convey pathways to licensure.

At the December 10, 2015, Board meeting, the Board approved the Communications Committee's recommendation for continued collaboration with organizations and universities to raise awareness at community colleges and high schools, and to connect to entities with local American Institute of Architects components in these efforts, and continue production of the poster. Board staff has designed a mock-up poster.

At this meeting, the Communications Committee is asked to review the draft poster for community colleges, and, if needed, provide additional content review before dissemination to community colleges.

Attachment:

Poster | "You Can Be One" - Community College Version

YOU CAN



The California Architects Board offers a variety of pathways to become licensed. Your associate degree counts toward the requirements to become an architect.

Become an Architect

Your AA/AS degree plus work experience under an architect can qualify you to take the required examinations to become an architect.

The most important step you can take toward becoming an architect is to start today!

- Visit the Board's career website to learn more: architect.ca.gov
- Follow the Board on Twitter @CAArchitectsBd
- Learn about degree programs by visiting studyarchitecture.com
- Join The American Institute of Architecture Students (aias.org)

- Connect with a local chapter of a professional group, such as The American Institute of Architects (aia.org)
- Ask your professor, counselor, or a local architect for other resources.

Architects design the environment in which we live, learn, work, and play, while ensuring the public's health, safety, and welfare. The power of design can inspire, motivate, and educate, as well as improve communities, the environment, and quality of life for generations.

Architecture is a noble calling, a pursuit of passion, and an opportunity to change the world. Take the first step today and **be one.**



BE ONE



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UPDATE AND POSSIBLE ACTION ON 2015-2016 STRATEGIC PLAN OBJECTIVE TO ENHANCE RELATIONSHIPS WITH VETERANS ADMINISTRATION COUNSELING CENTERS TO PROVIDE INFORMATION REGARDING THE ARCHITECTURE PROFESSION AND PATHS TO LICENSURE

The 2015-2016 Strategic Plan directs the Communications Committee to enhance relationships with Veterans Administration (VA) counseling centers to provide information regarding the architecture profession and paths to licensure. This directive 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.

At the December 10, 2015, Board meeting, the Board accepted the Communications Committee's recommendation to enhance the Board's relationship with the VA and California Department of Veterans Affairs (CalVet) centers throughout California, and designated November as military month for outreach to these entities and veterans. The Board also approved the development of a poster (see attachment 1), with the assistance of Board member and veteran Pasqual Gutierrez, to communicate key messages to California's veteran population, which can be posted on VA and CalVet websites.

On November 1, 2016, outreach letters (see attachment 2) were sent to the VA and CalVet counseling centers in California, which were contacted in previous years, as well as to military discharge centers. The purpose of the follow-up correspondence was to reintroduce the profession, California's flexible licensure requirements, provide key messages, and ask recipients to share a forthcoming career poster with California veterans.

The Committee is asked to review the draft poster for military veterans, and, if needed, provide input on content before dissemination to the VA and CalVet entities, as well as to military discharge centers.

Attachments:

1. Poster "You Can Be One" Military Version
2. Outreach Letter to VA and CalVet Centers dated November 1, 2016



YOU CAN



The California Architects Board offers a variety of pathways to become licensed. Your architecture-related military experience can count toward the requirements to become an architect.

Become an Architect

Whether you have work experience under an architect, a degree plus the work experience, or a degree from a NAAB-Accredited program, you may qualify to take the required examinations to become an architect.

The most important step you can take toward becoming an architect is to start today!

- Visit the Board's career website to learn more: architect.ca.gov
- Follow the Board on Twitter @CAArchitectsBd
- Learn about degree programs by visiting studyarchitecture.com

- Connect with a local chapter of a professional group, such as The American Institute of Architects (aia.org)
- Ask your counselor or a local architect for other resources.

Architects design the environment in which we live, learn, work, and play, while ensuring the public's health, safety, and welfare. The power of design can inspire, motivate, and educate, as well as improve communities, the environment, and quality of life for generations.

Architecture is a noble calling, a pursuit of passion, and an opportunity to change the world. Take the first step today and **be one.**



BE ONE



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Edmund G. Brown Jr.
GOVERNOR

CALIFORNIA ARCHITECTS BOARD

PUBLIC PROTECTION THROUGH EXAMINATION, LICENSURE, AND REGULATION

November 1, 2016

Dear Sir or Madame:

The California Architects Board is committed to working with California veterans to share information about opportunities in the architectural profession and the licensure process.

The Board is one of more than 40 regulatory entities within the [Department of Consumer Affairs](#) responsible for consumer protection through licensing and regulation of trades and professions. As such, the Board's mission is to protect the public health, safety, and welfare by establishing the minimum qualifications for the practice of architecture, and ensuring that those entering the practice meet standards of competency by way of education, experience, and examination.

With this in mind, it should be noted that California has the most flexible licensure requirements for architects in the nation. In fact, a college/university degree in architecture is NOT required for licensure; candidates are eligible to begin testing for the Architect Registration Examination after accomplishing five years of architectural experience. Our California architects enjoy the ability to practice in the most dynamic and diverse settings in the United States.

This year, we hope to increase our communication with you and identify ways in which our organizations can be effective together in guiding veterans into the numerous architectural career opportunities. In addition to licensed professionals, there are opportunities in design, technical drafting, project management, specification writing and construction administration. To research local architecture firms, you may wish to contact your local [American Institute of Architects](#) chapter.

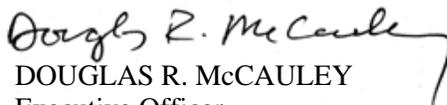
The Board was the first state to launch an architect career website, [architect.ca.gov](#), which is a convenient resource for individuals interested in a career in architecture.

Veterans' military experience, training, and leadership (enhanced by their ability to organize, lead, analyze and formulate solutions to complex situations), are all characteristics well-suited for a career in architecture.

We ask that you share these key messages and a forthcoming "You Can Be One" career poster with California veterans.

If you have any questions about the Board, please do not hesitate to contact us at (916) 574-7220 or by visiting our website, [cab.ca.gov](#).

Sincerely,


DOUGLAS R. McCAULEY
Executive Officer

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UPDATE AND POSSIBLE ACTION ON 2015-2016 STRATEGIC PLAN OBJECTIVE TO SURVEY RECIPIENTS OF THE BOARD'S EDUCATIONAL MATERIALS TO DETERMINE THE EFFECTIVENESS OF OUTREACH EFFORTS

The 2015-2016 Strategic Plan contains an objective to survey recipients of the Board's educational materials to determine the effectiveness of outreach efforts.

To support its strategic priorities, the Board has historically provided outreach and education to six main audiences: consumers (clients of architects); candidates and pre-candidates (interns and students); professionals (licensed architects); building officials; allied professionals (other design and construction professional associations and licensing boards); and the architectural education community.

Examples of the Board's outreach materials include:

- Consumer's Guide to Hiring an Architect (print and website)
- Consumer Tips for Design Projects (print and website)
- *California Architects* Quarterly Newsletter
- Board website (cab.ca.gov)
- Architectural Careers website and Bookmark (architect.ca.gov)
- Twitter Card
- California Supplemental Examination Handbook (print and website)
- Architects Practice Act (laws and regulations)
- Disciplinary Guidelines
- Press releases

Other outreach programs or efforts that the Board utilizes on a regular basis include:

- Building Official Contact Program: The Board's Architect Consultants are always available on-call to respond to telephone calls, emails, and/or personal contacts. These types of contacts generally include discussions regarding the Board's policies and interpretations of the Architects Practice Act, stamp and signature requirements, scope of architectural practice, and presentations at International Code Council chapter meetings.
- Architect Consultant Education/Information Program: The Board's Architect Consultants are the primary source for responses to technical and/or practice-related questions from the public and licensees.
- Liaison Program: Board member liaisons are assigned to organizations and schools and provide updates to the Board bi-annually.
- School and Association Presentations (including joint presentations with National Council of Architectural Registration Boards staff)

At its December 10, 2015, Board meeting, the Board approved the Communications Committee's recommendation to develop a printed survey that could be inserted to the *Consumer's Guide to Hiring an Architect* publication and an additional survey for distribution to California building officials as part of the Building Official Contact Program. Staff created a draft of the two surveys (see Attachments).

At this meeting, the Committee is asked to review the draft surveys and provide additional input.

Attachments:

1. Draft *Consumer's Guide to Hiring an Architect* Survey
2. Draft Building Official Presentation Evaluation

6. Which section did you find **least** helpful?

- The practice of architecture
- Finding and selecting an architect
- The contract for design services
- What to do if a problem occurs with your project
- Special provisions in the event of a natural disaster
- Where to notify the Board

7. Overall, how would you rate the publication?

- Not Good Excellent
- 0 1 2 3 4 5 6 7 8 9 10
-

8. What additional information would you like us to include in the publication?

9. What is your project type?

- Single-family residential
- Multi-unit residential
- Nonresidential less than 100,000 square feet
- Nonresidential over 100,000 square feet
- Specialized structure, such as essential services buildings, hospitals, schools.

10. What stage are you at in your project?

- Pre-design
- Schematic design (concepts)
- Design development
- Construction documents
- Bidding or negotiations
- Construction

CALIFORNIA ARCHITECTS BOARD

PUBLIC PROTECTION THROUGH EXAMINATION, LICENSURE, AND REGULATION

Building Official Presentation Evaluation

Your feedback helps the Board improve its presentations and measure how we meet your needs. Please complete this evaluation and return to the presenter before you leave. The Board greatly appreciates your participation.

Please circle the rating score which most accurately describes your impression.

Scale: 1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

Question	Rating				
1. The purpose and objectives of the presentation were clear.	1	2	3	4	5
2. The presentation was organized and structured.	1	2	3	4	5
3. Effective use of visual tools was made during the presentation.	1	2	3	4	5
4. Presentation time was well managed and the pace satisfactory.	1	2	3	4	5
5. There was sufficient time for Q & A.	1	2	3	4	5
6. The presenter was prepared and had a good command of the subject matter.	1	2	3	4	5
7. Audience questions were responded to effectively by the presenter.	1	2	3	4	5
8. The presenter was audible and spoke clearly.	1	2	3	4	5
9. Overall, the presentation met my expectations.	1	2	3	4	5

Are there additional topics you would like the Board to include in future presentations?

Do you have any suggestions on how the Board can improve future presentations?

Date: _____

DISCUSS AND POSSIBLE ACTION ON RECOMMENDATION REGARDING 2015-2016 STRATEGIC PLAN OBJECTIVE TO COLLABORATE WITH DEPARTMENT OF CONSUMER AFFAIRS' OFFICE OF PUBLIC AFFAIRS TO IMPROVE OUTREACH AND COMMUNICATION

The 2015-2016 Strategic Plan contains an objective assigned to the Communications Committee to partner with the Contractors State License Board (CSLB) to identify and implement best practices for educating consumers about the Board in order to improve consumer education efforts. In addition, the Strategic Plan contains another objective initially assigned to the Executive Committee to collaborate with the Department of Consumer Affairs' (DCA) Office of Public Affairs (OPA) to improve outreach and communication. This objective was reassigned to the Communications Committee due to the similar nature of the two objectives.

The DCA's OPA is responsible for responding to media inquiries; creating and executing marketing plans for the Department's various initiatives; and developing consumer education and media campaigns. CSLB has its own Public Affairs Office (PAO), which is responsible for public, industry, and media relations. The PAO provides a variety of services, including: proactive media and advertising campaigns; responses to media inquiries; publication and newsletter development and distribution; and contractor education and outreach. Additionally, CSLB has a robust communications program with an entire team of staff; it should be noted that CSLB has a total of over 400 staff and a budget in excess of \$60 million.

Staff discussed the two objectives with DCA's OPA and CSLB and identified the following ways to potentially collaborate:

- 1) Develop a joint consumer-oriented site that explains the entire design and construction process, common issues, etc. Board of Registration for Professional Engineers, Land Surveyors, and Geologists, Landscape Architects Technical Committee, and the Bureau of Real Estate could also participate.
- 2) Create a joint "messaging calendar" to facilitate a coordinated information campaign centered around specific events (Building Safety Week, Great Shake Out, energy conservation tips, etc.).
- 3) Seek "earned media" via opinion pieces on key topics (importance of a written contract, verifying licensure, value of permits (plan review and inspection services), etc.

As a reminder, staff previously noted the following ways to potentially collaborate with CSLB:

- 1) A coordinated social media presence - social media is one of CSLB's most important and effective outreach tools. Social media expansion has allowed CSLB to better interact with licensees, news media, and consumers. While Facebook is CSLB's primary social media outreach tool, other devices such as Twitter, YouTube, Flickr, etc. are utilized by CSLB. One staff person is dedicated to maintaining posts. Additionally, success has been achieved

by scheduling automatic social media posts and utilizing hashtags, which increases engagement with followers and allows users to find information on specific content. The Board currently uses Twitter and Instagram.

- 2) CLSB hosts “Senior Scam Stopper” program, which are conducted in conjunction with legislators and provide information to senior citizens from a variety of state and local government agencies. There may be a way for the Board to partner on such events. These sessions focus on construction-related scams (mostly home improvement) and how to hire a contractor.
- 3) CSLB plays an important role in protecting consumers affected by natural disasters. For years, CSLB has served as a member of the Governor’s Office of Emergency Services’ disaster recovery team. As such, CSLB plays an important role as one of the first agencies to respond during the recovery process when structures are destroyed from wildfires, flood, earthquakes, or any other natural disaster. CSLB staffs tables at Local Assistance Centers set-up for affected communities. During the most recent wildfires, Board staff provided the *Consumer’s Guide to Hiring an Architect* and Consumer Tips for Design Projects handout to CSLB for distribution at the Local Assistance Centers. In addition, the Board communicated with Building Officials to offer further consumer protection tips and Board resources to assist with recovery efforts.

Additionally, the Executive Committee suggests, development of a consumer education piece that explains the overall design and construction process. Staff researched consumer education material from a variety of sources, including the American Institute of Architects (AIA) and the National Council of Architectural Registration Boards. While AIA has an existing document (Attachment 1), it is very concise and probably does not include sufficient information for the consumer. The College of DuPage has published a document that outlines the design and construction process (Attachment 2).

The Communications Committee is asked to discuss these options for possible collaboration and provide a recommendation for the Board’s consideration.

Attachments:

1. *The Five Phases of Design* | AIA
2. *Anatomy of a Construction Process* / College of DuPage

The Five Phases of Design

The architectural design process consists of five phases. As you begin working with an AIA architect, or consider hiring one, it's helpful to know where you are in the process and where it will take you. An AIA architect will orient you during each phase, and work with you to get the most value from each stage of the process. It's a time-tested method for establishing a close working relationship between you and your architect, and producing the very best buildings.

Phase 1: Originate

This first phase includes all of the discussions, thought, and exploration that lead to the moment when you realize you need to build something new. The phase ends with your decision to move forward with a project. When you reach the end of this phase, you can use this site to [prepare yourself for working with an architect](#).

Phase 2: Focus

Here you define the project - its scope, features, purpose, and functionality. This is the time to [select an architect](#) (50KB, PDF), and [establish an owner-architect agreement](#) (50KB, PDF). Together with your architect, you develop and refine a "vision" for the project. Your architect leads you through a "programming" exercise to help you explore the needs of those who will live, work or play in the space you create. You will [identify the services you need from your architect](#), and the design team will begin to form a cohesive relationship and a shared concept for the final building.

Phase 3: Design

Once the requirements of the project are determined, the design phase begins. Your architect gives shape to your vision through drawings and written specifications. Your input into this phase is vital, as you get the first glimpses, and then a more defined look at how your building will take shape. It is important to [establish a clear decision-making process](#) with your architect during this phase. The design phase ends when you agree to the plans that will guide construction.

Phase 4: Build

The contractor who will construct your building becomes the most active member of the team during this phase. Investments are made in materials, and timetables are extremely important. Good communication within the project team is critical, as the need for changes often arises. This is typically the time of highest stress for the project owner. Your architect will discuss changes and options with you, and ensure that alterations are compatible with your vision for the project.

Phase 5: Occupy

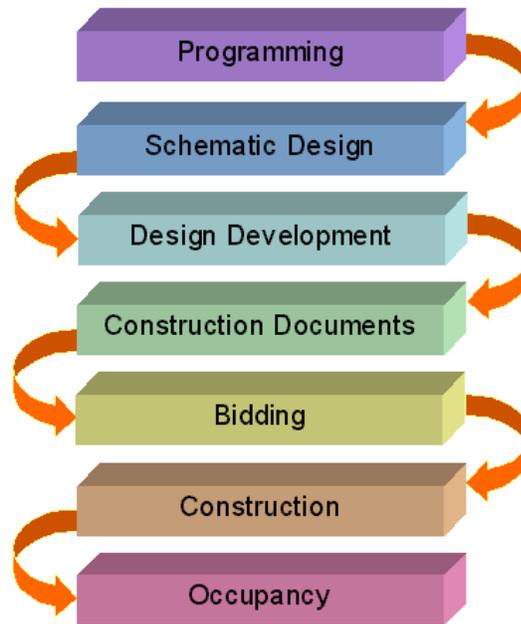
This phase begins the day the project is up and running and never really ends. It's where your satisfaction with the project is determined. If you are turning over the project to others who will ultimately use it, good communication during that process is important. Your architect can help ensure that the terms of your building contract were met, and can use the experience of this project to inform future work, should you team together again. For these reasons, it's a good idea to [maintain a relationship with your architect](#).

Anatomy of a Construction Project

THE DESIGN AND CONSTRUCTION PROCESS

In general, when a construction project is initiated, a Facilities Planning and Construction project manager is assigned to the project, and a building committee is formed to oversee the project development until completion. The life cycle of a project involves the following phases:

Construction Project Phases



These phases are common to all new construction and renovation projects; however, in smaller projects, the phases often become less formal, involve fewer individuals and may have a short schedule of only a few months. Large projects, on the other hand, may take years from the time they are envisioned to the time "move-in" takes place. In general, the Department of Facilities Planning and Construction (FP&C) provides leadership and guidance, serves as a resource, and protects the interests of the college throughout the entire duration of the project. The following describes each phase of a large project:

Programming (2 to 6 months)

A building committee of approximately six individuals is formed to represent the stakeholder group(s) involved with the project. The committee will be responsible for making the necessary design decisions based upon user requirements. One member of the committee will be designated as the "chair" to act as liaison with the FP&C project manager. FP&C also serves as a resource, sometimes in conjunction with external consultants, to assist committees in developing the specific requirements for the project. A Program of Requirements (POR) is developed that details all objectives, spaces, services (i.e. telephone, data, utilities, etc.), equipment (new and existing), special finishes, furniture and spatial relationships. The POR forms the basis of the college's expectations and goals for the completed project. The building committee and various other groups from the college, if required, will review and contribute to the development of the program documents prior to approval. In the case of technically complex projects, an outside consultant may be engaged to prepare the program documents.

Selection of the Design Professionals (1 to 2 months)

Design professionals are generally firms offering both architectural design and engineering services. However, on occasion, design firms join with engineering firms to form a design team. FP&C will issue a Request for Proposal (RFP) in accordance with the Local Government Professional Services Selection Act, using the Qualifications Based Selection process (QBS). When proposals are received from design firms, the building committee reviews and evaluates them to create a "short list" of design firms (or teams) that have the necessary qualifications and experience to be interviewed. The interviews consist of a formal presentation by the proposed team members, illustrating their expertise in the relevant areas, followed by questions from the building committee members. The committee selects the firm it deems most suitable to meet the task and recommends its selection to the college administration and Board of Trustees for approval. The successful design firm uses the program of requirements, institutional standards for design and construction, the schedule and the construction budget, as well as any other applicable requirements, as the basis for their design.

Schematic Design (2 to 4 months)

The first step by the design team is referred to as the "schematic design" phase, in which the objective is the development of simple diagrammatic documents delineating room sizes and relationships, single line diagrams of all systems (i.e. water mains, electrical risers, etc), preliminary elevation studies of the building exterior, and, if applicable, drawings of special interior spaces. The schematic design will be reviewed during frequent meetings with the building committee and FP&C. At the conclusion of this design phase, the architect will submit drawings, a project narrative and an estimate of construction cost for review and approval by the building committee and appropriate college representatives.

Design Development (2 to 4 months)

The approved schematic design is then further developed into definitive plans and elevations by the design team. Colors, patterns, materials, lighting fixtures, and special equipment and building elements are selected and reviewed with the building committee. For complex laboratory projects, detailed laboratory plans identifying all services, casework and equipment are also developed. Detailed floor plans, sections, elevations and an outline specification defining materials, finishes and systems, as well as an updated construction cost estimate, are submitted for review and approval by the building committee and appropriate college representatives.

Construction Documents (4 to 6 months)

The approved definitive design documents are developed into comprehensive construction drawings and specifications that are used to secure a building permit, if required, to competitively bid the work and ultimately as the basis for the construction of the project. The construction documents are submitted for review and approval by the building committee and appropriate college representatives when the documents are 50 percent complete and 100 percent complete (just prior to bidding). After a thorough review and evaluation of all the bids by FP&C and the Purchasing Department, the most responsive, responsible, low bidder who meets all the requirements of the bid documents is selected and recommended to the college administration and the Board of Trustees for approval.

Construction (6 to 30 months)

The FP&C project manager coordinates the work, monitors costs and scheduling, and reviews the construction work performed by the contractor. The project manager will also keep the designated building committee representative informed of the progress of the project. Building tours must be arranged in advance with the project manager due to safety and liability requirements. No one is allowed in the construction area without prior authorization. Unforeseen changes that arise in the field are appropriately handled by FP&C. Any user requesting changes to the project must be directed in writing to the FP&C project manager. The project manager will address these requests appropriately within the guidelines established by the college.

Pre-occupancy/Commissioning

FP&C arranges for contractors to provide training for Operations personnel and others who will be responsible for operating and maintaining the facility. Operations assume operational responsibility for the facility at the time of initial occupancy. Well in advance of the projected occupancy date (generally, at least sixty days), persons designated by the building committee must:

- Submit a comprehensive listing and schedule to the FP&C project manager. The schedule identifies who is moving (i.e. "from where - to where") and is used by the movers, IT and Operations.
- Contact IT to arrange for the activation of select telephone and data communications outlets.
- Contact Operations to arrange for keys.

Moving

The FP&C project manager will hire professional movers, if required. The building committee will designate the representative(s) to coordinate specific move times with the faculty, staff and students involved. The moving company will provide packing materials and instructions. Generally, all packing is the responsibility of the parties being moved. The academic unit is responsible for retaining technical, scientific, and any other special equipment procurement and installation. Special arrangements can be made through FP&C for equipment movers and hook-up of utilities when needed.

Occupancy

At the time of initial occupancy, the FP&C project manager will give an overview presentation and tour of the facility to designated representatives. This will include an explanation of how the building is zoned for thermal comfort, operation of appropriate building components, the location of emergency equipment and exits, etc. The operational and maintenance responsibility for the facility is turned over to Operations at this time. All calls for service relating to the building should be directed to Operations. The FP&C project manager will be available to assist with resolution of warranty and post-occupancy construction issues.

ADJOURNMENT

Time: _____