



Edmund G. Brown Jr.
GOVERNOR

CALIFORNIA ARCHITECTS BOARD

PUBLIC PROTECTION THROUGH EXAMINATION, LICENSURE, AND REGULATION

SUMMARY REPORT

COMMUNICATIONS COMMITTEE MEETING

November 10, 2016

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 (arrived at 10:15 a.m.)
Jack Paddon

Committee Members Absent

Haley Gipe
Ronald Ronconi

Board Staff Present

Doug McCauley, Executive Officer
Vickie Mayer, Assistant Executive Officer
Alicia Hegje, Program Manager, Administration & Enforcement
Mel Knox, Administration Analyst
Reanna Graham, Enforcement Technician

Guests Present

Fernando Galli, Department of Consumer Affairs (DCA), Executive Office,
Division of Programs and Policy Review
Robert Marcial, Statewide Program Lead - Workforce Education & Training,
Pacific Gas and Electric Company

A. Call to Order/Roll Call/Establishment of a Quorum

Chair, Sylvia Kwan called the meeting to order at 10:05 a.m. There being four members present at the time of roll call, a quorum was established.

Ms. Kwan asked the public attendees to voluntarily introduce themselves and welcomed them.

B. Public Comment on Items Not on Agenda

There were no comments from the public.

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

C. Review and Possible Action on October 21, 2015, Communications Committee Meeting Summary Report

Ms. Kwan asked for questions, comments, or changes concerning the October 21, 2015, Communications Committee Meeting Summary Report. There were none.

Nilza Serrano moved to approve the October 21, 2015, Communications Committee Meeting Summary Report.

Jack Paddon seconded the motion.

Members Campos, Paddon, Serrano, and Chair Kwan voted in favor of the motion. Member Easton was not present at time of vote. The motion passed 4-0.

D. Review and Possible Action on Articles for *California Architects* Newsletter

Ms. Kwan asked Mel Knox if Board staff receives feedback from recipients of the newsletter. Mr. Knox affirmed that the Board does receive feedback about the newsletter, primarily via social media. He provided a brief overview of the list of 25 potential articles suggested in the meeting packet. Mr. Knox stated Board staff was able to disseminate newsletters more frequently (three quarterly editions, plus two special editions) during 2016. Denise Campos complimented staff on publishing the newsletter more frequently.

Ms. Campos asked Mr. Knox to whom and how are newsletters distributed. He stated the distribution method is an 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 could be utilized to increase the distribution of the publication in addition to using the e-subscribers.

Ms. Kwan asked that an article be included about the architect-in-training (AIT) legislation in an upcoming edition, as it was a topic of discussion throughout the year. Doug McCauley stated that he would be drafting an article for inclusion. Mr. McCauley explained that a National Council of Architectural Registration Boards (NCARB) task force concluded that only one regulated title is needed to protect consumers – “Architect;” therefore, the Board does not need an additional title.

Ms. Kwan asked that an in-depth article about the varied pathways to licensure be highlighted in an article. Mr. McCauley provided an overview of the *North Carolina Board of Dental Examiners v. Federal Trade Commission* case which assessed whether the anticompetitive effects of boards’ decisions clearly outweighed the benefit to the public. He further explained that this issue would be addressed in the Sunset Review process.

Mr. McCauley conveyed that the Board has several members who could provide commentary for an article as to how they became licensed. An additional article was suggested by Ms. Kwan on the inaugural Architect Registration Examination (ARE) 5.0 test-takers (e.g., why failure rate is high on construction documents division of the ARE). Ms. Serrano suggested an article that highlights a few years of ARE pass rates possibly listed by school.

Denise Campos moved to approve the Board's reoccurring newsletter articles, as well as the additional topics listed in the agenda item and noted the importance of including articles on the following subjects: 1) AIT; 2) ARE statistics and updates; 3) NCARB By the Numbers/Examination Results; and 4) Architectural Experience Program.

Nilza Serrano seconded the motion.

Members Campos, Easton, Paddon, Serrano, and Chair Kwan voted in favor of the motion. The motion passed 5-0.

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

Mr. Knox provided an overview of the Board's outreach with professional organizations and universities to raise awareness at community colleges and high schools about the profession and pathways to licensure. He further discussed the poster that was designed to convey the pathways to licensure. Mr. Knox asked Committee members to review a mock-up of the poster for community colleges and to provide additional content review before dissemination to community colleges.

Mr. Paddon suggested the "entry paragraph" be modified to not include, "Your associate degree counts . . .," as not all candidates receive an associate degree. Mr. Knox commented that this poster is focused toward those in community colleges.

Ms. Kwan and Mr. Paddon suggested the graphics be enhanced. Mr. McCauley also suggested that Committee members could provide additional graphics. Ms. Serrano volunteered to have her graphic artist work on the images and concepts to be brought to the December Board meeting.

Jack Paddon moved to approve the poster and design for consideration at the December Board meeting.

Nilza Serrano seconded the motion.

Members Campos, Easton, Paddon, Serrano, and Chair Kwan voted in favor of the motion. The motion passed 5-0.

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

Mr. Knox stated that the Board's 2015-2016 Strategic Plan contained an objective assigned to the Communications Committee to enhance relationships with Veterans Administration counseling centers and provide information regarding the profession of architecture and the varied paths to licensure. He stated the Board has also approved the development of a poster with the assistance of Board member and veteran, Pasqual Gutierrez. This poster would be disseminated to the counseling centers and California Veteran Discharge Centers. Mr. Knox

further stated during the December 2015 Board meeting, the Board accepted the Committee's recommendation to enhance the Board's relationship and recognize the month of November as military outreach month.

Mr. McCauley stated that there are very few options for veterans to gain architectural experience while in the military. He informed Committee members that he worked with Mr. Gutierrez on the message that 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.

Denise Campos moved to recommend to the Board to tweet and disseminate the poster to veterans and counseling centers.

Nilza Serrano seconded the motion.

Members Campos, Easton, Paddon, Serrano, and Chair Kwan voted in favor of the motion. The motion passed 5-0.

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

Alicia Hegje provided an overview of the Board's educational materials. Ms. Hegje discussed 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 Building Official Contact Program.

Ms. Kwan questioned how the surveys would be disseminated and whether or not postage would be paid as an incentive to returning surveys to the Board. Ms. Mayer stated that Board staff would be researching obtaining a bulk permit from the United States Postal Service. She further stated a link alongside the *Consumer's Guide to Hiring an Architect* would be provided. Ms. Mayer said there was also the intent of adding a Quick Response Code (QRC).

Mr. Paddon suggested the wording on question 4 of the survey be changed to read, "How did this booklet assist you in selecting an architect?"

Ms. Campos stated that she felt this was a good start to determining the effectiveness of outreach efforts. Ms. Campos asked for the methods to be reevaluated should the response be low.

Ms. Serrano informed members of a website called Formsite that could be used to implement the Board's surveys. She shared that Formsite is free for up to 1,000 survey responses.

Jack Paddon moved to approve the Consumer's Guide to Hiring an Architect survey with an edit to question number 4.

Nilza Serrano seconded the motion.

Members Campos, Easton, Paddon, Serrano, and Chair Kwan voted in favor of the motion. The motion passed 5-0.

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

Mr. McCauley provided an overview of the objective 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. He explained that there was another objective originally assigned to the Executive Committee to collaborate with the DCA Office of Public Affairs (OPA) to improve outreach and communication; since the two objectives were very similar, the objective was reassigned to the Communications Committee.

Mr. McCauley stated that he worked closely with DCA's OPA and CSLB to identify three concepts: 1) to develop a joint consumer-oriented site which would explain complete design and construction process; 2) create a "joint messaging calendar" (e.g., Building Safety Week, Great Shake Out, energy conservation); and 3) work to create "earned media" via opinion pieces on key topics. Ms. Campos explained that earned media is a marketing campaign that is not paid for, but one gets exposure, (i.e., press release gets posted on another's website) so it benefits both users.

Nilza Serrano moved to recommend to the Board to collaborate with DCA's OPA and CSLB to: 1) develop a joint consumer-oriented site which would explain complete design and construction process; 2) create a "joint messaging calendar" (e.g., Building Safety Week, Great Shake Out, energy conservation); and 3) work to create "earned media" via opinion pieces on key topics.

Denise Campos seconded the motion.

Members Campos, Easton, Paddon, Serrano, and Chair Kwan voted in favor of the motion. The motion passed 5-0.

I. Adjournment

The meeting adjourned at 11:37 p.m.