



**NOTICE OF MEETING**  
**COMMUNICATIONS COMMITTEE**

**May 14, 2019**

**Sequoia Room**  
**2420 Del Paso Road, Suite 109A**  
**Sacramento, CA 95834**  
**(916) 574-7220 (Board Office)**

**Communications**  
**Committee Members**

Denise Campos, Chair  
Ebony Lewis, Vice Chair  
Cynthia Easton  
Jack Paddon  
Ted Pratt  
Ronald Ronconi  
Rona Rothenberg

The Communications Committee (Committee) will hold a meeting as noted above.

**AGENDA**

**1:30 p.m. to 4:00 p.m.**

**(or until completion of business)**

***Action may be taken on any item listed below on the agenda.***

- A. Call to Order / Roll Call / Establishment of a Quorum
- B. Chair's Procedural Remarks and Committee Member Introductory Comments
- C. Public Comment on Items Not on the Agenda  
*The Committee may not discuss or act 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)).*
- D. Review and Possible Action on December 19, 2017 Meeting Minutes
- E. Discuss and Possible Action on 2019-2021 Strategic Plan Objectives to:
  1. Educate licensees and the public on the penalties for violations of the *Architects Practice Act*.
  2. Increase the use of social media outlets to better communicate with new licensees and consumers.
  3. Collaborate with the Department of Consumer Affairs (DCA) Communications Office to improve communications with all stakeholders.

4. Develop an information exchange with related professionals of DCA to better educate the professionals of the duties, needs, and pitfalls of each discipline.
5. Expand outreach to community colleges and schools of architecture, including Board meetings on campuses to increase public and professional awareness.
6. Issue an annual practice brief update on licensee misconduct to increase public and professional awareness.

F. Discussion on *California Architects* Newsletter

G. 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 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 Committee are open to the public. This meeting will not be webcast. If you wish to participate or to have a guaranteed opportunity to observe, please plan to attend at the physical location.

Government Code section 11125.7 provides the opportunity for the public to address each agenda item during discussion or consideration by the Committee prior to it taking any action on said item. Members of the public will be provided appropriate opportunities to comment on any issue before the Committee, but the Committee Chair may, at their discretion, apportion available time among those who wish to speak. Individuals may appear before the 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 to participate in the meeting may make a request by contacting:

**Person:** Coleen Galvan

**Telephone:** (916) 575-7205

**Email:** [coleen.galvan@dca.ca.gov](mailto:coleen.galvan@dca.ca.gov)

**Telecommunications Relay Service:** Dial 711

**Mailing Address:**

California Architects Board

2420 Del Paso Road, Suite 105

Sacramento, CA 95834

Providing your request at least five (5) 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 will be called by the Professional Qualifications Committee Vice Chair.

**COMMUNICATIONS COMMITTEE ROSTER**

Denise Campos, Chair

Ebony Lewis, Vice Chair

Cynthia Easton

Jack Paddon

Ted Pratt

Ronald Ronconi

Rona Rothenberg



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P (916) 574-7220 | F (916) 575-7283 | [www.cab.ca.gov](http://www.cab.ca.gov)



## **Agenda Item B      Chair's Procedural Remarks & Committee Member Introductory Comments**

The Communications Committee (Committee) Chair will review the scheduled Committee's actions and make appropriate announcements. Committee members will then make their introductory comments, if any.



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## **Agenda Item C      Public Comment on Items Not on the Agenda**

*The Committee may not discuss or act 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 D      Review and Possible Action on December 19, 2017 Meeting Minutes**

The Communications Committee is asked to review and take possible action on the December 19, 2017 Communications Committee Meeting Minutes.

**Attachment:**

1. December 19, 2017 Communications Committee Meeting Minutes



Edmund G. Brown Jr.  
GOVERNOR

# CALIFORNIA ARCHITECTS BOARD

PUBLIC PROTECTION THROUGH EXAMINATION, LICENSURE, AND REGULATION

## MINUTES

### COMMUNICATIONS COMMITTEE MEETING

**December 19, 2017**  
**California Architects Board**  
**2420 Del Paso Road, Sequoia Room 109A**  
**Sacramento, CA 95834**

#### **Committee Members Present**

Nilza Serrano, Vice Chair  
Denise Campos  
Cynthia Easton (arrived at 11:33 a.m.)  
Jack Paddon (arrived at 12:02 p.m.)  
Ronald Ronconi

#### **Committee Members Absent**

Sylvia Kwan, Chair  
Ted Pratt  
Krista Roston  
Rona Rothenberg

#### **Board Staff Present**

Doug McCauley, Executive Officer  
Vickie Mayer, Assistant Executive Officer  
Alicia Hegje, Program Manager, Administration & Enforcement

#### **Guests Present**

Mark Christian, Director of Government Relations, The American Institute of Architects, California Council (AIACC)

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

Vice Chair, Nilza Serrano called the meeting to order at 11:19 a.m. Denise Campos called roll. Five members of the Communications Committee present constitute a quorum. There being three present at the time of roll, a quorum was not established. The Committee met as a subcommittee and any action taken was only advisory until a quorum was established with the arrival of the fourth and fifth members. Upon arrival of additional members, a vote would be taken on the Committee's proposed motions for the agenda.

#### **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 May 25, 2017 Communications Committee Meeting Minutes**

Ms. Serrano asked for questions, comments, or changes concerning the May 25, 2017 Communications Committee Meeting Minutes. There were none.

*Denise Campos moved to recommend approval of the May 25, 2017 Communications Committee members ratified the minutes.*

*Ron Ronconi seconded the motion.*

*Members Campos, Ronconi, and Serrano voted in favor of the motion. At time of vote, Members Easton and Paddon were not present and no quorum had been established; as such, the motion was advisory.*

*See Agenda Item F Adjournment for final motion on this item.*

**D. Review and Possible Action on Potential California Architects Newsletter Topics**

Alicia Hegje presented this agenda item. She stated that four editions of the newsletter will have been published in 2017. Ms. Hegje explained that the newsletters were grouped by topic and incorporated more articles than in previous years. She further stated that to provide greater distribution of the newsletter, staff worked with the Department of Consumer Affairs Office of Information Services to identify a way to compile all current candidate and licensee emails in the Board's computer systems. Utilizing ListServe to send the newsletter resulted in an increase from 2,200 to more than 28,000 email addresses being sent the newsletter.

Ms. Serrano asked how many newsletters are normally published each year. Mr. McCauley explained the Board's goal is to publish a newsletter quarterly with two special editions. He suggested the Board could write a newsletter or article about what consumers can do after a natural disaster. Ms. Campos stated she attended a consumer assistance center where the California State Contractors Board (CSLB) was present. She suggested that the Board continue to partner with CSLB as they have increased staff. Mr. McCauley informed the members that the Board recently restocked CSLB with publications of the *Consumer's Guide to Hiring an Architect* and *Consumer Tip's for Design Projects* for distribution at consumer assistance centers.

Mark Christian, with AIACC introduced himself and provided commentary about his attendance at a consumer assistance center and that his attendance was well-received. He asked if Board staff could attend any upcoming events. Mr. McCauley stated that the Board does employ two architect consultants and himself who attend various outreach events. He informed members that Bob Chase, Board architect consultant, was previously a building official and added he is a great spokesman for the Board. He further stated that he had been attending weekly meetings with the California Governor's Office of Emergency Services discussing the need of consumers after natural disasters, such as the recent wildfires and how the Board could assist consumers of the recent fires. Mr. Christian offered to speak with their communications person to request a link to the Board's website be added to disaster webpage, as well as their social media sites.



Ms. Serrano asked if the Board's enforcement actions are included in each issue of *California Architects*. Ms. Hegje affirmed the Board publishes individuals' name, license number if applicable, a description of violation(s), and the city of person's address of record. Vickie Mayer stated the enforcement actions are also published on the Board's website. Mr. McCauley said publishing these actions also acts as the Board's deterrent as licensees do not want their enforcement actions to be read by their peers and clients.

*Denise Campos moved to approve the California Architects newsletter topics.*

*Ron Ronconi seconded the motion.*

*Members Campos, Easton, Ronconi, and Serrano, voted in favor of the motion. At the time of vote, Member Paddon was not present and no quorum had been established; as such, the motion was advisory.*

*See Agenda Item F Adjournment for final motion on this item.*

#### **E. Discuss and Possible Action on the Following 2017-2018 Strategic Plan Objectives:**

##### **1. Collect Data from Candidates Related to the Licensure Process and Assess the Need of Other Means (Focus Groups) to Better Foster Candidate Clarity**

Ms. Hegje presented this agenda item and explained that Board staff met with two different collateral organizations—the AIACC, Academy for Emerging Professionals and the Central Valley AIACC Emerging Professionals. Ms. Hegje explained that during these meetings possible enhancements were discussed to provide clarity to candidates on the licensure process. She informed the Committee members that Board staff conducted an informal query of examination and licensure staff of frequently (FAQ) asked questions received from the candidates. She further stated that the questions could be used to enhance the applicable webpages for candidates on the Board's website, as reflected in the second attachment contained in the meeting packet. Additional enhancements such as a flow chart of the licensure process, using the data from the FAQs will benefit candidates, on the Board's website. Ms. Hegje also discussed that there may be an opportunity to collect data from candidates while taking the California Supplemental Examination.

Ms. Serrano questioned whether the Board captures candidates' email addresses when they visit the website. Ms. Hegje said the Board does not currently have that capability. Ms. Serrano questioned if the Board could research the possibility of adding a "pop-up" screen which would ask if the website visitor would like to be added to mailing list. Ms. Mayer stated staff would research the feasibility. An additional question asked by Ms. Serrano was whether the Board could access Department of Motor Vehicles (DMV) licensure information. Mr. McCauley stated that there was a similar objective assigned to the Regulatory and Enforcement Committee.

Ms. Campos complimented staff on the collection of frequently asked questions to enhance the candidate webpages. Mr. Ronconi asked how the frequently asked questions would be

disseminated and stated he had been asked every question listed and has had to research answers for his interns.

*Denise Campos moved to recommend the Communications Committee update the Board's website with the collection of frequently asked questions from candidates related to the licensure process.*

*Cynthia Easton seconded the motion.*

*Members Campos, Easton, Ronconi, and Serrano voted in favor of the motion. At the time of vote, Member Paddon was not present and no quorum had been established; as such, the motion was advisory.*

*See Agenda Item F Adjournment for final motion on this item.*

**2. Work with Department of Consumers Affairs (DCA) to Collaborate with the Contractors State License Board and the Board for Professional Engineers, Land Surveyors, and Geologists to assess the Feasibility of Developing a Consumer Website in Order to Educate Consumers about the Design and Construction Sector and Strengthen Consumer Protection**

Ms. Hegje presented this agenda item and explained it was a Strategic Plan objective to work with DCA to collaborate with the Contractors State License Board (CSLB) and the Board for Professional Engineers, Land Surveyors, and Geologists (BPELS) to assess the feasibility of developing a joint consumer website to strengthen consumer protection. She provided an overview of the Committee's meeting on May 25, 2017, wherein it was recommended to update the Board's Consumer's Information webpage to include information from CSLB and BPELS. After further discussion it was determined that it was not feasible to develop and maintain a joint website. Ms. Hegje stated that the attachment to this agenda item was a proposed consumer webpage that incorporated consumer information from CSLB and BPELSG's webpages. She also suggested the Committee consider adding a component to include the Landscape Architects Technical Committee Consumer Information website to enhance these efforts. Ms. Hegje asked the Committee members to provide suggestions to this proposed webpage.

Ms. Serrano asked if the license record on the website when conducting a license search included the licensee's photograph. Ms. Mayer said that the Board does not have statutory authority to include licensee photos. Mr. McCauley stated the Board would research the capability through the BreZE system. He further said that maybe it could be mentioned in the Board's Sunset Review Report. Ms. Mayer said many years ago it was suggested that licensees have their photographs taken at DMV for a laminated pocket identification card. Mr. McCauley informed the Committee that Board staff could research the capability of adding licensees' photographs for license verification.

*Denise Campos moved to recommend to the Board to update the consumer webpage as recommended by staff to strengthen consumer protection.*

*Cynthia Easton seconded the motion.*

*Members Campos, Easton, Ronconi, and Serrano, voted in favor of the motion. At the time of vote, Member Paddon was not present and no quorum had been established; as such, the motion was advisory.*

*See Agenda Item F Adjournment for final motion on this item.*

**3. Promote the Board’s Revised Consumer’s Guide to Hiring an Architect, Candidate Handbook, and Building Official Information Guide to Keep Stakeholders Better Informed**

Ms. Hegje provided an overview of the Board’s planned dissemination methods and promotion of the publications—*Consumer’s Guide to Hiring an Architect, Candidate Handbook, and Building Official Information Guide*. Currently the *Building Official Information Guide* and the *Candidate’s Handbook* are being updated and should be available in late 2018. She stated that currently the *Consumer’s Guide to Hiring an Architect* is available and disseminated by various methods.

Ms. Campos complimented staff on clearly defining the audience and consumers for each publication using the dissemination plan in the meeting packet. She stated the plan was well-written for each publication and audience.

*Ron Ronconi moved to recommend to the Board to approve the promotion of the publications and approve the dissemination plan for the Board’s three publications—Consumer’s Guide to Hiring an Architect, Candidate Handbook, and Building Official Information Guide.*

*Denise Campos seconded the motion.*

*Members Campos, Easton, Ronconi, and Serrano voted in favor of the motion. At the time of vote, Member Paddon was not present and no quorum had been established; as such, the motion was advisory.*

*See Agenda Item F Adjournment for final motion on this item.*

**4. Explore the Possibility of the Board Participating in Consumer Events as a Means of Communicating Directly with the Public**

Ms. Hegje presented the 2017-2018 Strategic Plan objective to explore the possibility of the Board participating in consumer events as a means of communicating directly with the public. She stated that in June 2017, the Board approved the Committee’s recommendation from its meeting held in May 2017 to: 1) create a basic e-newsletter article in the DCA’s California Consumer Connection magazine with a link to the Board’s website; 2) send an email to every legislator which would include basic facts about the Board; and availability of consumer publications; and, 3) suggested forwarding the above-mentioned materials to the legislator’s building and planning departments.

Ms. Hegje asked the Committee to review and discuss the draft email to legislators contained in the meeting packet. Ms. Campos stated that the email was very well-written and addressed the natural disasters occurring more frequently throughout the state. Committee members suggested the Board add a sentence asking the legislators to follow us on our social media sites.

*Cynthia Easton moved to recommend Board staff email the legislators as provided in the draft email.*

*Denise Campos seconded the motion.*

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

## **F. Adjournment**

Prior to adjournment, Ms. Serrano stated a quorum had been established with the arrival of Jack Paddon. Ms. Serrano asked for a motion to approve the May 25, 2017 Communications Committee Meeting Minutes, proposed article topics for the California Architects newsletters, and recommendations to the Board for Agenda Items E.1-E.4.

*Denise Campos moved to approve the agenda items previously discussed.*

*Ron Ronconi seconded the motion.*

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

The meeting adjourned at 12:03 p.m.

**Agenda Item E**

**Discuss and Possible Action on 2019-2021 Strategic  
Plan Objectives to:**

1. Educate licensees and the public on the penalties for violations of the *Architects Practice Act*.
2. Increase the use of social media outlets to better communicate with new licensees and consumers.
3. Collaborate with the DCA Communications Office to improve communications with all stakeholders.
4. Develop an information exchange with related professionals of DCA to better educate the professions of the duties, needs, and pitfalls of each discipline.
5. Expand outreach to community colleges and schools of architecture, including Board meetings on campuses to increase public and professional awareness.
6. Issue an annual practice brief update on licensee misconduct to increase public and professional awareness.



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## **Agenda Item E.1 Educate licensees and the public on the penalties for violations of the *Architect's Practice Act*.**

The Board's 2019–2021 Strategic Plan contains an objective assigned to the Communications Committee to educate licensees and the public on the penalties for violations of the *Architects Practice Act*.

Committee members are asked to discuss this objective and provide Board staff suggestions to achieve this goal.



## **Agenda Item E.2 Increase the use of social media outlets to better communicate with licensees and consumers.**

The Board's 2019–2021 Strategic Plan contains an objective assigned to the Communications Committee to increase the use of social media outlets to better communicate with licensees and consumers.

Cheri Gyuro Benson, Information Officer, Public Affairs, Department of Consumer Affairs will be presenting the Board's communication plan. She has been working closely with staff to increase the use of social media. Ms. Gyuro previously worked as a television news journalist.

No action is requested of the Committee. Staff will address questions any Committee members may have regarding this objective.

### **Attachments:**

1. Feature article in DCA's *Did You Know*
2. *Consumer Connection* magazine "Rebuilding Your Home After a Natural Disaster"

## Board Spotlight: California Architects Board

As California grows, so does the need for new buildings. The Golden State is known for its skylines and innovative building design. It is also the home of climates that range from deserts to ocean to mountains, in areas above or below sea level. And its cities, such as San Francisco and Los Angeles, are built on rolling hills. In order to ensure that the buildings are beautiful, functional, and safe, you need a licensed architect.



This month, we feature the California Architects Board, which was created in 1901 by the California Legislature to fulfill the mission of protecting the health, safety, and welfare of the public through the regulation of the practice of architecture in California.

### California Architects Board

#### Licenses and regulates:

- Architects

**Number of staff:** 24.9 civil servant positions, one exempt

**Number of licensees:** 21,377

**Executive officer:** Laura Zuniga

**Board membership:** Five public representatives, five licensees

**Website:** [www.cab.ca.gov](http://www.cab.ca.gov)

#### Location

2420 Del Paso Road, Suite 105  
Sacramento, CA 95834-9673  
(916) 574-7220

#### Social media:

Facebook [@CaliforniaArchitectsBoard](https://www.facebook.com/CaliforniaArchitectsBoard)

Instagram [caarchitectsboard](https://www.instagram.com/caarchitectsboard)

Twitter [@CAArchitectsBd](https://twitter.com/CAArchitectsBd)

#### What CAB does

Licenses and regulates architects responsible for designing structures throughout the state. Protects consumers of architectural services, as well as those who inhabit or use the designed structures.

#### MISSION

The California Architects Board protects the public health, safety, and welfare by establishing standards for professional qualifications, ensuring competence through examinations, setting practice standards, and enforcing the Architects Practice Act.

#### VISION

The California Architects Board will be the model for excellence for regulation and consumer protection.

#### VALUES

- Collaborative
- Professional
- Innovative
- Proactive
- Diversity

# DID YOU KNOW?



# Caught by Storm

Tips to help California property owners avoid missteps after a natural disaster

By Michelle Cave  
*Consumer Connection staff*

Earthquakes, wildfires, mudslides, and flooding—mixed with an occasional tornado or tsunami—are the new normal for the Golden State.

In California, natural disasters are not only commonplace, but they're increasing in frequency and becoming more unpredictable. Not all natural disasters inflict damage equally, nor is an event necessarily specific to a region. But one thing many natural disasters have in common is the devastation to housing and businesses they leave in their wake.

A relatively minor event may not require a rebuilding effort or major cleanup. However, catastrophic events—such as last year's massive wildfires that ravaged parts of the state from north to south, and the flooding in Montecito and Oroville—can cause severe damage or destroy

many residential and commercial properties, requiring property owners to face the dilemma to leave the area or stay and rebuild.

The California Department of Consumer Affairs (DCA), through the California Architects Board (CAB) and the Contractors State License Board (CSLB), offers steps to assist in the rebuilding process, and to help individuals and businesses avoid being taken advantage of or falling into a mire of unscrupulous activity.

## Protect the property

The California Department of Insurance suggests one of the most important steps to take after your property has sustained damage is to make temporary repairs, if possible, to prevent further damage. Plastic sheeting, tarp, or plywood may



be used to cover damaged roofs, walls, doors, and windows. The goal is to provide temporary protection for the structure.

The costs for these temporary repairs would typically be included in the loss settlement. It is advised that plans to make permanent repairs be postponed until the insurance claim adjuster has visited your property and assessed the damage.

## What happens if a governor declares a natural disaster

If the area where your property is located was declared a natural disaster by the governor and if the damage may be covered by insurance, the architect or person who prepared the original plans used during the construction or remodel of the property is required to release a copy of those plans to the present owner, the owner's insurer, or a duly authorized agent of either upon request (California Business and Professions Code [BPC] section 5536.3).

## Know your structure category

Building reconstruction in a disaster area will be determined in one of two ways—home improvement or new construction:

- **Home improvement:** Your home falls into this category if there is an existing foundation, chimney, or partial walls. This may be less costly compared to a new construction (BPC section 7159).
- **New construction (single-family dwelling):** New construction is when everything is destroyed and only earth remains. This category requires construction from the ground up (BPC section 7164).

First, contact your city or county building officials to clarify which category your property will be classified under. It is important to note that building codes change over time to meet safety and environmental standards. You may request current information about building code requirements for the repair or reconstruction of your project.

## Your project

The process of sourcing and hiring a professional to make repairs or build new construction is important. You may want to explore whether your project will require the professional services of a licensed architect, a licensed contractor, or both.

An architect can assist in planning your project in advance with the planning of sites and the design, in whole or in part, of buildings and structures. Once your project plan is complete, you will need





to find one or more contractors. This will range from a general contractor to swimming pool contractors, landscapers, painters, electricians, and others, depending on the scope of your project.

### Hire licensed professionals

You should seek referrals from multiple sources, including through an internet search for licensed architects through CAB and licensed contractors through CSLB. Get recommendations from trusted friends, family, and associates—however, it is important to verify that these individuals are licensed with one of the boards under DCA before any work begins.


### Get it in writing

Before the project begins, make sure you understand and receive a written contract with everything outlined and written into the contract. This includes the start and end date of the project, services to be provided, the payment schedule, method of payment, scope of project, all materials needed, list of subcontractors, and everything that will be included in the project—up to and including the kitchen sink.

The contract should also include the name, address, and license number of the architect and/or contractor, and the name and address of the client.

The procedure to accommodate additional services, change orders, and termination should be included. Finally, both parties need to sign the contract and receive a copy.

To help you make the best decision on your project, CAB offers these publications on their website, [www.cab.ca.gov](http://www.cab.ca.gov): *Consumer's Guide to Hiring an Architect* and *Consumer Tips for Design Projects*.

CSLB has available numerous information resources for consumers on its website, [www.cslb.ca.gov](http://www.cslb.ca.gov): *After A Disaster, Don't Get Scammed!*; *Fast Facts—Rebuilding After a Natural Disaster*; and *10 Tips: Make Sure Your Contractor Measures Up*. For access to additional resources, visit CSLB's website and type "Disaster Help Center" in the search field, or call CSLB's toll-free disaster hotline (Monday–Friday, 8 a.m. to 5 p.m.) at (800) 962-1125. 

#### Resource

Governor's Office of Emergency Services: [www.caloes.ca.gov](http://www.caloes.ca.gov)





**Agenda Item E.3 Collaborate with the DCA Communications Office to improve communications with all stakeholders.**

The Board's 2019–2021 Strategic Plan contains an objective assigned to the Communications Committee to improve communications with all stakeholders.

Cheri Gyuro, Information Officer, DCA Public Affairs will present this objective.

Committee members are asked to discuss this objective and provide Board staff suggestions to achieve this goal.

**Attachments:**

1. *Did You Know, Who's New at DCA?*, Cheri Gyuro Benson
2. Communications Plan

## Who's New at DCA?

This month, meet Cheri Gyuro Benson, the Office of Public Affairs' newest information officer.



**Cheri Gyuro Benson, Information Officer, Public Affairs**

### **Where did you work before coming to DCA?**

Capitol Television News Service in Sacramento as a reporter/producer. I've been a television news journalist for 30 years.

### **What do you do in your job at DCA?**

In addition to handling media calls, writing articles, and video production for nine of our boards and bureaus, I will be working with fellow employee Ben Deci to produce our brand-new video blog called "The Peel." This exciting production will host visual and compelling video news clips related to our boards and bureaus. I'm thrilled to be shooting and editing our content as well! I will also be out and about at times with still-photo assignments.

### **How do you like working at DCA so far?**

People are friendly. I'm adapting to the quiet environment compared to the noisy newsrooms I used to work in with screaming editors and producers! I have really enjoyed working on my first assignment with the Landscape Architect and Architects crew ... what a great group!

### **What attracted you to seek a job at DCA?**

I value consumer protection. I am very interested in utilizing my wide experience in television news and video production at a state level to help protect the rights of consumers. I hope my storytelling skills will help consumers and licensees better understand what DCA has to offer for them.

### **What are your interests/hobbies?**

When I'm not at work producing videos, I'm at home producing videos for friends and family. I enjoy my work so much that I do the same thing during my free time! I also love to create various types of art, listening to live music, swimming, baseball, anything University of Arizona, family time, and playing with my dogs.

### **What are your career or personal goals and aspirations?**

My greatest wish is to continue to improve my video production, lighting, and motion graphic skills. I hope to always be in the business of helping to protect the public and keep people informed.

# DID YOU KNOW?

# California Architects Board

## Public and Professional Awareness – Communications Plan

### Introduction

The California Architects Board's (CAB) core mission, vision and values are based on protecting the public health, safety, and welfare by establishing standards for professional qualifications, ensuring competence through examinations, setting practice standards, and enforcing the Architects Practice Act.

As a part of its strategic goals, CAB wishes to increase public and professional awareness of the Board's mission, activities, and services. It is the Board's intent to identify stakeholders to include and go beyond candidates and licensees to create an outreach program.

Developing and following a communications plan that outlines specific strategies can help CAB achieve its public awareness goals.

### Strategy Objectives and Goals

- Educate licensees and the public on the penalties for violations of the Architects
- Increase the use of social media outlets to better communicate with new
- Collaborate with Department of Consumer Affairs (DCA) Communications Office
- Develop an information exchange with related professionals of DCA to better
- Expand outreach to community colleges and schools of architecture, including
- Issue an annual practice brief update on licensee misconduct to increase public

### Target Audiences, Stakeholders and Topics

Audience	Message
Consumers Homeowners Businesses	<ul style="list-style-type: none"><li>• Rights and protections</li><li>• How to file a complaint</li><li>• Search for a licensee</li><li>• Latest in news and technology</li><li>• Meeting notifications</li><li>• Outreach events</li><li>• Safety codes and laws</li></ul>

Candidates for licensure Students Out-of-state professionals	<ul style="list-style-type: none"> <li>• Benefits of licensure</li> <li>• Process for obtaining or transferring a license</li> <li>• Outreach events</li> </ul>
Licensees	<ul style="list-style-type: none"> <li>• Rules and regulations</li> <li>• Penalties for violations</li> <li>• Accountability</li> <li>• Safety compliance</li> <li>• New laws</li> <li>• Resources for continuing education</li> <li>• License renewal process</li> </ul>
Academic Institutions Professors/educators	<ul style="list-style-type: none"> <li>• Pathway to licensure</li> <li>• Requirements</li> <li>• Board meetings</li> <li>• Changes in laws, rules, regulations</li> </ul>
Associations & Organizations	<ul style="list-style-type: none"> <li>• Importance of creating partnerships</li> <li>• Participating in outreach events</li> </ul>
Publications and News Media	<ul style="list-style-type: none"> <li>• CAB news, information, updates and law changes</li> </ul>

## Recommendations

- Increase activity on social media accounts.
  - Start social media campaigns to motivate followers and attract new ones.
  - Post your own unique content and share your videos, blog posts, meetings, announcements, brochures, newsletters, etc.
    - Share a link to the annual practice brief update.
  - Encourage licensees, students, educators, educational institutions, and architectural organizations to follow your social media accounts and share your content.
  - Change the front cover of your social media accounts every quarter.
  - Work with DCA Information Officers to help post content.
  - Follow more users.
  - Share other's content.
  - Post information about new laws and regulations related to CAB and

- Post all CAB updates, news, information, brochures, newsletters, meetings and include a visual.
- Reach out to architecture publications and news media outlets.
  - Send press releases about your latest news, information and updates to your rules and regulations.
  - Send videos, and collateral materials.
- Consider partnering and engaging with other associations and organizations.
  - Participate in the Contractors State Licensing Board's "Senior Scam Stopper" program.
  - Work with California academic institutions.
  - National Council of Architectural Registration Boards
  - Next Ed
  - American Institute of Architects
- Attend college and job fairs.
  - Attend top architecture schools in California.
    - Cal Poly
    - USC
    - UCLA
    - Cal Berkeley
    - Southern California Institute of Architecture.
  - Create a display for your booth with graphics and images that will grab the attention of participants.
  - Have the Public Affairs Office create a looping video showing what CAB does and set up a TV monitor to display the video for added attraction.
  - Hand out materials and speak to students about licensing information.
  - Share pictures and video of your event on social media.
- Continue to encourage DCA Information Officers to write blog and Consumer Connection articles and produce CAB-relevant news videos for "The DCA Peel."
  - Story ideas would include:
    - Re-building Paradise, 3-part series. (Currently in production)
    - Landscape architects' role in the road diet.
    - Architects do More than Design Buildings.
- Make changes to your website buttons.
  - Change the wording from "License Verification" to "License Search."
  - Adjust all website buttons to open in a separate browser tab so users can easily click back to your home page.
  - Share the license search button on all your social media.
- Video production
  - Have the Public Affairs Office produce:
    - "Who We Are and What We Do" video.
    - Architects re-build paradise story for The DCA Peel.
    - Road Diet story for The DCA Peel.



## Examples

- **Social media campaigns**

California Architects Board

Like Follow Share

Create Post Live Event Offer Job

ARCHITECTS

What inspired you to become an architect? Post a pic!

California Architects Board  
@CaliforniaArchitectsBoard

Home

Posts  
Reviews  
Videos  
Photos  
About  
Community  
Groups  
Jobs  
Info and Ads

Create Ad  
Manage Promotions

Jane Doe  
April 17 at 8:24 AM

My teacher from Joliet High School

70% response  
Respond for

87 likes 0



caarchitectsboard



caarchitectsboard  
Show us a picture of your favorite architectural design.



deckstool ❤️  
3W Reply



Liked by architectraketa and 32 others

FEBRUARY 7


Add a comment...

Post

- Social media news, updates and announcements

Tweets   Tweets & replies   Media


Pinned Tweet

 **California Architects Board** @CAArchitectsBd · 1 Nov 2018

It's so EASY! Decrease time renewing your @CCArchitectBd license with our new online credit card system.  
Link: <https://payments.dca.ca.gov/architects/architect/queryLicenseNumber>

2   5   10

Show this thread



A woman with blonde hair, wearing a white button-down shirt, is sitting at a wooden desk in a bright office. She is looking at a laptop screen with a wide, joyful smile. Her right hand is raised in a gesture of surprise or excitement, while her left hand holds a black credit card. The desk is cluttered with various items: a pair of glasses, a tablet, some papers, and a small potted plant. In the background, there is a large window with a view of a cityscape and some indoor plants.



Pinned Tweet



California Architects Board @CAArchitectsBd · 1 Nov 2018

Need to hire an architect? You can make an informed decision by following our Consumer's Guide to Hiring an Architect. Click here: [cab.ca.gov/docs/publications/consumers\\_guide.pdf](http://cab.ca.gov/docs/publications/consumers_guide.pdf)

2 5 10

Show this thread

CALIFORNIA  
ARCHITECTS  
BOARD

Public Protection  
Through  
Examination,  
Licensure, and  
Regulation

## Consumer's Guide to

HIRING AN

# architect



- Front covers for social media



Tweets 1,229 Following 712 Followers 1,239 Likes 337 Lists 10

**California Architects Board**  
 @CAArchitectsBd  
 Official Twitter Account of the California Architects Board  
 Sacramento, CA  
 cab.ca.gov  
 Joined February 2012  
 92 Photos and videos

**Tweets** Tweets & replies Media

Retweeted  
**California Architects Board** @CAArchitectsBd · 1 Nov 2018  
 The wait between CSE retakes is getting shorter starting December 1st. Eligible CSE candidates can retake the exam 90 days after the last attempt.  
 2 5 10  
 Show this thread

California Architects Board Retweeted  
**AIA National** @AIAANational · Apr 24  
 Recent statistics show that the number of young people choosing architecture school is declining. What are some actionable things we can do to motivate young people to pursue architecture education? bit.ly/2Ela1tO #ARCHWEEK19 #blueprintforbetter

**New to Twitter?**  
 Sign up now to get your own personalized timeline!  
 Sign up

**You may also like** Refresh

- NCARB** @NCARB
- AIA California** @AIACALIF
- Landscape Architects Tec...** @CA\_LATC

California Architects Board

Octavius Home Find Friends

Page Inbox Manage Jobs Notifications 15 Insights Publishing To... More Settings Help

**California Architects Board**  
 @CaliforniaArchitectsBoard

**Octavius, Build a Common Culture Across California Architects Board**  
 Workplace by Facebook helps connect your people to your goals, values and each other, whether they're in the same place or spread across the world.  
 Walmart, Nestlé and over 30,000 other companies are using Workplace.  
 Find Out More Get Workplace for Free

**Like** **Follow** **Share** ... **Sign Up**

Create Post Live Event Offer Job

Write a post...

Photo/Video Get Messages Feeling/Activ... More

**1 Draft**  
 Created Tuesday, June 13, 2017 at 12:49 PM. See draft.

**Reach People Nearby**  
 Set your location and reach customers in your area

**Get More Page Likes**  
 Help people find and like your Page

**Our Story**  
 Official Facebook page of the California Architects Board.  
 Questions or concerns should NOT be poste...  
 + Finish your story to tell people more about your business.





caarchitectsboard

Follow

32 posts 539 followers 443 following

California Architects Board  
Public Protection Through Examination, Licensure, and Regulation.  
[www.cab.ca.gov](http://www.cab.ca.gov)

POSTS TAGGED



## Timeline

### June 2019

- Make calls to colleges to set up job fair booths.

### July 2019

- Change front cover pages on social media.
- Post a social media campaign.
- Make calls to other associations and organizations to discuss partnership.

### September 2019

- Attend college job fair.

### October 2019

- Change front cover pages on social media.
- Attend college job fair.
- Post a social media campaign.

### January 2020

- Change front cover pages on social media.
- Attend college job fair.
- Post a social media campaign.

### April 2020

- Change front cover pages on social media.
- Attend college job fair.
- Post a social media campaign.

### June 2020

- Attend college job fair.

- Make calls to colleges to set up job fair booths.

July 2020

- Change front cover pages on social media.
- Post a social media campaign.
- Make calls to other associations and organizations to discuss partnership.

TBA

- Post annual practice brief update.





**Agenda Item E.4    Develop an information exchange with related professionals of DCA to better educate the professionals of the duties, needs, and pitfalls of each discipline.**

The Board's 2019–2021 Strategic Plan contains an objective assigned to the Communications Committee to develop an information exchange with related professionals of DCA to better educate the professionals of the duties, needs, and pitfalls of each discipline.

Committee members are asked to discuss this objective and provide Board staff suggestions regarding the related professionals the Committee would like to develop information exchange with. Board staff would like clarification from the Committee on the following:

- Does this objective result from a problem with licensees, candidates, or both?
- What is the specific problem we want to address?
- Does the Committee want the Board to connect with boards for related professions?
- What format does the Committee want to use for the information exchange—social media post, newsletter article, or other?

**Agenda Item E.5 Expand outreach to community colleges and schools of architecture, including Board meetings on campuses to increase public and professional awareness.**

The Board's 2019–2021 Strategic Plan contains an objective assigned to the Communications Committee to expand outreach to community colleges and schools of architecture, including Board meetings on campuses to increase public and professional awareness.

Currently, the Board participates in the following outreach activities:

- Board meetings have been held at Cosumnes River College, NewSchool of Architecture and Design, and are scheduled for Cal Poly, San Luis Obispo and Diablo Valley College in Pleasant Hill.
- Community College poster disseminated to community colleges throughout the state and available upon request.
- Architect consultants and staff presentations at schools.

**2017**

UC Berkeley, February 22  
Academy of Art February 22  
California College of the Arts, February 23  
Cal Poly, SLO, September 27

**2018**

Woodbury (Burbank), January 29  
SCIARC, January 30  
California Baptist University, January 31  
Woodbury (San Diego), April 16  
MiraCosta College, April 17  
Southwestern Community College, April 18

**2019**

- Cosumnes River College, February 28
- CALBO Annual Business meeting, March
- Senior Scam Jam, Paradise, May 3
- Articles in *California Architects* about the Integrated Path to Architectural Licensure school programs within California.
- Letters sent to Deans for dissemination to students at beginning of school year to welcome students and the end of the school year about licensure.
- Maintain career website.

The Committee is asked to discuss this objective and provide Board staff additional suggestions to achieve this goal.



**Agenda Item E.6 Issue an annual practice brief update on licensee misconduct to increase public and professional awareness.**

The Board's 2019–2021 Strategic Plan contains an objective assigned to the Communications Committee to issue an annual practice brief update on licensee misconduct to increase public and professional awareness.

A board member suggested that this annual practice brief include:

- Summary of actions, modifications, and regulatory changes which impact the consumer and the practice of architecture.
- Focus to be on licensure misconduct.

Board staff will provide a draft practice brief for the Committee's review. The Committee is asked to discuss this objective and provide Board staff suggestions to achieve this goal.



## Agenda Item F Discussion on *California Architects* Newsletter

The *California Architects* newsletter is disseminated quarterly to approximately 27,800 interested parties via the Board's list-serve which includes licensees, candidates, and interested parties.

Board staff researched other boards and bureaus within the Department of Consumer Affairs to determine if these entities publish a newsletter and, if so, how many issues per calendar year. In 2018 our collateral boards --the Contractors State License Board published one issue and the Board for Professional Engineers, Land Surveyors, and Geologists published four. The common articles of our collaterals are: (1) Message from the Executive Officer and/or Board President; and (2) Enforcement actions

Below is a list of potential *California Architects* newsletters planned for 2019:

### Recurring Articles

1. Message from President
2. Enforcement Actions (Recent since prior publication)
3. Octavius Morgan Awardees
4. Examination Results/Statistics
5. Legislation

The following article topics will be incorporated as appropriate:

1. Appointment of New Board Member
2. Legislation
3. Architectural Experience Program
4. ARE 5.0 Updates

In addition, article topics below were suggested by Board staff as relevant topics for inclusion in a publication:

1. Subject Matter Expert (SME) Recruitment
2. Sustainability
3. Sunset Review
4. When to Apply for Licensure
5. Benefits of Licensure
6. How to Hire an Architect
7. Continuing Education (CE) Providers
8. Revised Disciplinary Guidelines
9. Penalties for violations of the *Architects Practice Act*

10. Integrated Path to Architectural Licensure (IPAL)
11. Renewal Reminders
12. Licensure Handbook
13. Assembly Bill 2138, Chapter 995
14. Facebook, Twitter, and Instagram

The Committee is asked to discuss the newsletter and its frequency, content, and the creation of a survey. The survey would be sent to candidates, licensees, and interested parties regarding *California Architects* to determine their preferred method of communication.

**Agenda Item G    Adjournment**

**ADJOURNMENT**

Time: \_\_\_\_\_