



NOTICE OF MEETING
COMMUNICATIONS COMMITTEE

November 19, 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 May 14, 2019 Meeting Minutes
- E. Update and Possible Action on 2019-2021 Strategic Plan Objectives to:
 1. Educate Licensees and the Public on Penalties for Violations of the *Architects Practice Act*
 2. Collaborate with Department of Consumer Affairs (DCA) Communications Office to Improve Communications with all Stakeholders

3. Issue Annual Practice Brief Update on Licensee Misconduct to Increase Public and Professional Awareness

F. Review and Discuss Earned Media Campaign

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

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 Vice Chair, Ebony Lewis.

Four members of the Committee constitute a quorum for the transaction of business. The concurrence of five members in attendance during a duly held meeting at which a quorum is established shall be necessary to constitute an act or decision of the Committee.

Committee Members

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

AGENDA ITEM B: CHAIR'S PROCEDURAL REMARKS AND COMMITTEE MEMBER INTRODUCTORY COMMENTS

Committee Chair Denise Campos will review scheduled actions and make appropriate announcements. Members will make their introductory comments, if any.

AGENDA ITEM C: PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

Members of the public may address the Committee at this time.

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 or place the matter on the agenda of a future meeting (Government Code sections 11125 and 11125.7(a)).

Public comments will also be taken on agenda items at the time an item is heard and prior to the Committee taking any action. Total time allocated for public comment may be limited at the discretion of the Chair.

AGENDA ITEM D: REVIEW AND POSSIBLE ACTION ON MAY 14, 2019 MEETING MINUTES

Summary

The Committee is asked to review and take possible action on the May 14, 2019 Communications Committee Meeting Minutes.

Action Requested

Approval of the May 14, 2019 meeting minutes.

Attachment(s)

May 14, 2019 Meeting Minutes (Draft)



DRAFT MEETING MINUTES CALIFORNIA ARCHITECTS BOARD

COMMUNICATIONS COMMITTEE

MAY 14, 2019
SACRAMENTO

A. CALL TO ORDER / ROLL CALL / ESTABLISHMENT OF A QUORUM

On May 14, 2019, Denise Campos, Committee Chair, called the meeting to order at 1:31 p.m. and Laura Zuniga, Executive Officer, called roll. Four members of the Committee present constitute a quorum. There being five present at the time of roll, a quorum was established.

COMMITTEE MEMBERS PRESENT

Denise Campos, Chair
Cynthia Easton (arrived at 2:03 p.m.)
Jack Paddon
Ted Pratt
Ronald Ronconi
Rona Rothenberg

COMMITTEE MEMBER ABSENT

Ebony Lewis, Vice Chair (absence excused)

STAFF PRESENT

Laura Zuniga, Executive Officer (EO)
Vickie Mayer, Assistant EO
Alicia Hegje, Program Manager Administration/Enforcement
Coleen Galvan, Communications Analyst
Cheri Gyuro Benson, Information Officer, Department of Consumer Affairs, Office of Public Affairs (OPA)
Rikki Parks, Supplemental Exam Analyst

B. CHAIR'S PROCEDURAL REMARKS AND COMMITTEE MEMBER INTRODUCTORY COMMENTS

Ms. Campos provided the members with some announcements and procedural remarks. She instructed all members to repeat motions for the record, and votes on all

motions will be taken by roll-call. Ms. Campos requested Board staff and Committee members provide introductions for the record.

C. PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

Committee members were provided a copy of an email received from Cheryl DeMarco, architect, expressing concern about unlicensed designers working on non-exempt projects. She also stated that the advertising sites of HOUZZ, Yelp, Home Advisor, and Angie's List are websites that proliferate unlicensed individuals.

D. REVIEW AND POSSIBLE ACTION ON DECEMBER 19, 2017 MEETING MINUTES

Ms. Campos asked for comments concerning the December 19, 2017 Communications Committee minutes. There were none.

- **Ronald Ronconi moved to approve the December 19, 2017 Committee meeting minutes.**

Jack Paddon seconded the motion.

Members Paddon, Pratt, Ronconi and Rothenberg and Chair Campos, voted in favor of the motion. Members Easton and Lewis were absent. The motion passed 5-0.

E. DISCUSS AND POSSIBLE ACTION ON 2019-2021 STRATEGIC PLAN OBJECTIVES TO:

Laura Zuniga discussed the strategic plan objectives and stated no action is required however, she requested the Committee discuss and provide suggestions and direction for Board staff to pursue in achieving the objectives. Ms. Campos informed Committee members that one of the roles of the Communications Committee is to identify and communicate the Board's mission to stakeholders (public at large and architects and candidates).

1. Educate licensees and the public on the penalties for violations of the *Architects Practice Act*.

Ms. Zuniga stated that enforcement actions are posted on the website and the Board's newsletter. Mr. Ronconi inquired how enforcement actions are processed. Ms. Zuniga stated that there are enforcement staff who investigate complaints against unlicensed individuals. Alicia Hegje stated that the most common complaints are unlicensed individuals using the term "architect." Ted Pratt suggested that enforcement actions also be posted to Instagram as a communication tool to inform the public and professionals. He also commented that the Board consider utilizing LinkedIn as a method of communication.

Rona Rothenberg suggested that outreach between the American Institute of Architects (AIA) and AIA California could enhance the Board's outreach efforts which Board staff affirmed collaborating. Mr. Paddon emphasized collaborating with the Contractors State License Board (CSLB) as the most effective outreach as all architects utilize contractors in the building process. Mr. Paddon discussed the importance of utilizing the services of an architect prior to commencement of a project versus when they have a problem and staying in close contact with CSLB would be a good conduit between consumers and the Board.

Ms. Rothenberg suggested the Board collaborate with the Construction Management Association of America (CMAA). She explained the CMAA is an industry association dedicated to the practice of professional construction management with a common goal to improve infrastructure.

Ms. Campos suggested the Board participate in disaster recovery workshops. Ms. Zuniga responded that the Board does collaborate with CSLB and most recently participated in a Senior Scam Stopper in Paradise.

Ms. Campos asked that the Board staff work on earned media in both Spanish and English geared toward consumers at large. Specifically, what consumers should know when they need to hire an architect. Cheri Gyuro reiterated that she was a former television reporter and would research and assist in the creation of an earned media campaign.

Ms. Zuniga stated the Board would be provided an update for any action taken on any of the strategic plan objectives. She further explained the strategic plan objectives are to be achieved within three years, 2019-2021.

To address Items E2-5, Ms. Gyuro presented the Board's communication plan on which she worked closely with Board staff.

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 professionals of the duties, needs, and pitfalls of each discipline.

Ms. Zuniga inquired of Committee members if they wanted Board staff to focus on a platform other than newsletter, social media, and printed collateral as sources of information exchange to educate professions of the needs, duties, 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.

Ms. Gyuro had the following recommendations for the Committee's consideration to achieve the strategic plan objectives:

- Increase activity on the Board's social media accounts. She further suggested the following: to begin social media campaigns to motivate followers; post unique content and share videos, blog posts; meeting announcements, new publications, etc.; share architectural educators and associations content; and update graphics quarterly.
- Board staff attend college and career job fairs focusing at the accredited schools in California. The Board's booth could have a looping video, graphics and images created by DCA's Public Affairs Office.
- Benefits of obtaining a license in another jurisdiction and reciprocity throughout the profession. Explanation of supplemental examination specifically in regard to reciprocity.
- Resources for continuing education (five hours accessibility every renewal).
- Pathways to licensure are clear via outreach events.
- Promote applicable legislation affecting the profession.
- Send media press releases about critical changes.
- Outreach with architectural publications (Dezeen, ArchNews Daily, and other national publications).

Ms. Gyuro suggested that we add stories to Instagram and consider obtaining LinkedIn and Snapchat in the future. She also informed Committee members that she is in the process of editing the first of a two-part video series of architects rebuilding Paradise and editing the "road diet" for the Landscape Architects Technical Committee.

Ms. Campos inquired if there were any budgetary constraints that may prevent staff from participating in outreach and travel. Ms. Zuniga stated that the Board does have funding available for outreach. Ms. Campos requested that architects on the Committee share any of their projects with the Board to assist in promoting the Board on social media sites.

Mr. Paddon discussed that his firm recruits throughout the western United States (U.S.) as he has hired many architects that originally resided within California but attended school throughout the western U.S. Ms. Gyuro suggested we begin following schools on social media throughout the western U.S. and request they follow the Board.

Ms. Campos asked if Board staff currently visit colleges. Ms. Mayer said that the National Council of Architectural Registration Boards (NCARB) along with Board staff visit schools throughout the school year. Ms. Zuniga suggested targeting geographic regions of California each year.

Ms. Rothenberg suggested inserting into renewals and new licensee packets a request to follow the Board on social media sites. Ms. Zuniga said staff would research if it were possible to include an additional insert requesting candidates and licensees follow the Board on social media.

Mr. Paddon suggested the Board highlight positive impacts of architecture throughout the Board's website and outreach. Architects create buildings in which society lives, learns, works, and plays in. Ms. Zuniga reminded the Committee that the Board's mission is to protect consumers and not elevate or promote the profession.

Ms. Gyuro asked what she could do to assist in achieving the objectives. Mr. Paddon suggested providing outreach as early as high school and promoting architecture in a positive light – design schools, buildings and homes where we all live, work, and play. A discussion ensued regarding the importance of social media and that the society as a whole is communicating in the analog world via social media. Thus, creating a lack of one-on-one communication amongst stakeholders.

Ms. Campos suggested that outreach of the architectural profession should focus on diversity to candidates as young as high school and through social media.

Ms. Campos further discussed that the Board utilize OPA's resources and work toward building a robust social media presence. In her opinion, earned media is a priority in both English and Spanish languages.

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

Ms. Zuniga provided a draft annual practice brief as a mock-up of what she felt was needed to achieve this objective. Ms. Mayer suggest we link to DCA's Annual Report to satisfy this objective.

F. DISCUSSION ON CALIFORNIA ARCHITECTS NEWSLETTER

Ms. Zuniga provided an overview of the *California Architects* newsletter process, its frequency, and content. She suggested staff create a survey to be disseminated to candidates, licensees, and interested parties to determine if the Board's newsletter is the preferred method of communication.

Ms. Campos wanted to know if Board staff had any analytics for the newsletter. She said during the last meeting, it was mentioned to publish more frequently with fewer articles.

Mr. Pratt liked the idea of less articles, more frequently. He was not certain the Board needed its own newsletter, as there are existing newsletter focusing on architecture and sustainability. Ms. Rothenberg said if the Board was aware of any legislation affecting architects that this be emailed with a link to the executive summary.

Ms. Mayer stated that the newsletter is distributed by an email list-serve with dissemination of approximately 28,000 and the content focuses mostly on information for licensees and candidates.

Ms. Hegje explained that the newsletter blast is an email blast which summarizes each article with links so that interested parties can preview articles without being committed to read the complete articles.

Ms. Campos directed staff to enhance social media and become more robust and reduce the amount of newsletter issues.

G. ADJOURNMENT

The meeting adjourned at 3:35 p.m.



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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. Collaborate with the DCA Communications Office to improve communications with all stakeholders.
3. Issue an annual practice brief update on licensee misconduct to increase public and professional awareness.

AGENDA ITEM E.1 EDUCATE LICENSEES AND THE PUBLIC ON PENALTIES FOR VIOLATIONS OF THE *ARCHITECT'S PRACTICE ACT*

Summary

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*.

The Committee met on May 14, 2019 and was provided an overview of the Board's enforcement program as well as how enforcement actions are processed. Enforcement actions are posted monthly to the Board's website, announced on social media, and published quarterly in the Board's newsletter.

Board staff are currently updating the *Disciplinary Guidelines* which is designed for use by Administrative Law Judges, attorneys, Board licensees and others involved in the Board's disciplinary process. Additionally, staff created an informational bulletin describing the requirements attached to the use of the word architect in business names and description of services. A second bulletin is in preparation which describes the design limitations imposed under different categories of architect, contractor and engineering licenses, and those types of designs that can be prepared by unlicensed persons. The bulletins will be shared with the email subscribers and posted on the Board's website once completed.

Action Requested

Committee members are asked to further discuss this objective and provide the Board with additional suggestions to achieve this goal.

Attachment(s)

None

AGENDA ITEM E.2 COLLABORATE WITH THE DCA COMMUNICATIONS OFFICE TO IMPROVE COMMUNICATIONS WITH ALL STAKEHOLDERS.

Summary

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

During the May 14, 2019 Committee meeting the members discussed ways to improve communications with all stakeholders. To date, the Communications Analyst and Public Information Officer have worked collaboratively on posts to social media; conducted one social media campaign; posted unique content on a regular basis and changed "License Verification" icon to "License Search" for consistency within Department. In addition, the Public Information Officer wrote and produced blog stories related to the Board and the Landscape Architects Technical Committee and is working on an article for the winter edition of the *Consumer Connection* magazine regarding the American Institute of Architects releasing a tool kit to support eco-friendly architecture.

Action Requested

Committee members are asked to further discuss this objective and provide the Board with additional suggestions to achieve this goal.

Attachment(s)

None

AGENDA ITEM E.3 ISSUE AN ANNUAL PRACTICE BRIEF UPDATE ON LICENSEE MISCONDUCT TO INCREASE PUBLIC AND PROFESSIONAL AWARENESS

Summary

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.

As previously discussed, the annual practice brief will include:

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

The Department of Consumer Affairs (DCA) maintains an [open data portal](#) that includes the following statistics:

1. Application; licensing, and enforcement statistics including interactive California geographical maps;
2. License search;
3. Downloadable Licensee lists; and
4. DCA Annual Report

Action Requested

Committee members are asked to discuss and provide staff with additional items to include in the annual practice brief.

Attachment(s)

Draft Annual Practice Brief

The California Architects Board (Board) licenses and regulates architects responsible for designing structures throughout the state. The Board protects consumers of architectural services, as well as those who inhabit or use the designed structures.

LAWS AND REGULATIONS

[The Architects Practice Act](#)

<https://www.cab.ca.gov/act/all-in-one.shtml>

Business and Professions Code §§ 5500 – 5610.7

Title 16, Division 2, California Code of Regulations §§ 100 – 160

ACCOMPLISHMENTS

The Board worked with DCA Office of Information Services to expand the distribution of the *California Architects* newsletter. For the first time, ListServ software was applied in a way that collected all email contact details within the Board's systems. Email contacts were then used to distribute the newsletter. This new approach resulted in an increase of email recipients from approximately 2,200 to 28,000.

There have been major outreach efforts made by the Board. In January, the Board provided the Contractors State License Board with 1,000 *Consumer's Guide to Hiring an Architect* https://www.cab.ca.gov/docs/publications/consumers_guide.pdf booklets and *Consumer Tips for Design Projects* cards to be disseminated at local assistance centers for wildfire victims throughout the state. During that same month, 300 *Consumer's Guide to Hiring an Architect* booklets were requested by an architect in Ventura for distribution to victims of the Thomas Fire. Also in January, the Board's executive officer and an architect consultant attended a workshop in Loma Rica (Yuba County) to assist residents who wish to hire an architect as a part of their recovery efforts from the Cascade Fire.

On April 16–18, 2018, Board staff, in collaboration with NCARB officers and managers, provided presentations that explained the licensing requirements, role of NCARB, the Architectural Experience Program (AXP), and the Architect Registration Examination (ARE) at Woodbury University, NewSchool of Architecture and Design, MiraCosta

College, and Southwestern Community College. There were approximately 200 attendees (total) at the presentations.

PREVIEW – UPCOMING CHANGES

The Board is in the process of improving the CSE with the support of the Office of Professional Examination Services. The Board approved reducing the mandatory 180-day wait time after a candidate fails the CSE while maintaining examination security and defensibility. The Board is in the process of reducing the wait time from 180 days to 90 days. Staff is currently developing a regulatory proposal for submittal to the Office of Administrative Law and notice to the public.

NCARB UPDATES

Would include any information targeted at developing interns, AXP supervisor guidelines, ARE support.

NEW LEGISLATION

(Extends through 2018)

SB 721 (Hill, Chapter 445, Statutes of 2018) establishes inspection requirements for exterior elevated elements, such as balconies and elevated walkways, including the load-bearing components, in all buildings containing three or more residential housing units. This bill creates new requirements for owners, local jurisdictions, and inspectors regarding the inspections, including specifying that inspections are to be performed by a licensed architect, licensed structural or civil engineer, a contractor holding an “A”, “B”, or “C-5,” license, a certified construction inspector, or a building official as defend.

https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=201720180SB721

SB 920 (Cannella, Chapter 150, Statutes of 2018) extends provisions that allow licensed engineers, land surveyors, and architects to operate as limited liability partnerships from January 1, 2019, to January 1, 2026.

https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=201720180SB920

LICENSING ACTIVITY

Initial Licenses/Certificates/Permits			
TYPE	APPS RECEIVED	ISSUED	RENEWED
ARCHITECTS	650	662	12,585 ¹
TOTAL	650	662	12,585¹

Exams Results			
EXAM TITLE	PASS	FAIL	TOTAL
ARE 4.0			
BUILDING DESIGN & CONSTRUCTION SYSTEMS	234	197	431
BUILDING SYSTEMS	236	216	452
CONSTRUCTION DOCUMENTS & SERVICES	736	941	1,677
PROGRAMMING, PLANNING, & PRACTICE	771	1,007	1,778
SCHEMATIC DESIGN	160	49	209
SITE PLANNING & DESIGN	594	511	1,105
STRUCTURAL SYSTEMS	280	234	514
ARE 5.0			
CONSTRUCTION & EVALUATION	240	146	386
PRACTICE MANAGEMENT	398	430	828
PROGRAMMING & ANALYSIS	236	290	526
PROJECT DEVELOPMENT & DOCUMENTATION	398	402	800
PROJECT MANAGEMENT	315	201	516
PROJECT PLANNING & DESIGN	473	631	1,104
CSE			
CALIFORNIA SUPPLEMENTAL EXAMINATION	645	499	1,144

ENFORCEMENT ACTIVITY

COMPLAINTS

379	RECEIVED
0	CLOSED WITHOUT REFERRAL FOR INVESTIGATION
379	REFERRED FOR INVESTIGATION
0	PENDING

CITATIONS AND FINES

54	ISSUED
54	ISSUED WITH A FINE
0	WITHDRAWN
5	DISMISSED
152	AVERAGE NUMBER OF DAYS TO ISSUE A CITATION AND FINE

MOST COMMON VIOLATIONS

BPC section 5536(a) - Practice Without License or Holding Self Out as Architect
BPC section 5536.22(a) - Written Contract
BPC section 5583 - Fraud or Deceit
BPC section 5584 - Negligence or Willful Misconduct
BPC section 5600.05(a)(1) or (b) - License Renewal Process; Audit; False or Misleading Information on Coursework on Disability Access Requirements

TOTAL AMOUNT OF FINES

\$36,000	ASSESSED
\$1,000	REDUCED
\$37,112	COLLECTED

AGENDA ITEM F UPDATE AND REVIEW EARNED MEDIA CAMPAIGN

Summary

During the Communications Committee meeting held on May 14, 2019, Committee members suggested increasing outreach with an earned media campaign in English and Spanish languages. Staff began researching the feasibility of conducting an earned media campaign in multiple languages.

Action Requested

Committee members are asked to discuss this objective and provide further guidance on an earned media campaign and specifically, what the topic of the earned media should include.

Attachment(s)

None

AGENDA ITEM G ADJOURNMENT

TIME ADJOURNED: _____ P.M.