



MEETING MINUTES CALIFORNIA ARCHITECTS BOARD

COMMUNICATIONS COMMITTEE

MARCH 25, 2021
TELECONFERENCE

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

Denise Campos, Committee Chair, called the meeting to order at 3:05 p.m. and called roll. Four members of the Committee present constitute a quorum. There being six present at the time of roll, a quorum was established.

COMMITTEE MEMBERS PRESENT

Denise Campos, Chair
Ebony Lewis, Vice Chair (joined the meeting after roll was called)
Cynthia Easton
Jack Paddon
Ted Pratt
Ronald Ronconi
Rona Rothenberg

STAFF PRESENT

Laura Zuniga, Executive Officer (EO)
Jane Kreidler, Program Manager, Administration
Kim McDaniel, Administration Analyst
Drew Liston, Board Liaison
Cheri Gyuro, Information Officer, Department of Consumer Affairs (DCA), Office of Public Affairs (OPA)
Bryce Penney, OPA

BOARD MEMBERS PRESENT

Tian Feng, Board President

PUBLIC MEMBERS PRESENT

Nicki Dennis Stephens, Executive Vice President, American Institute of Architects, California (AIA California)

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

Ms. Campos announced the meeting is being webcast pursuant to the provisions of Governor Gavin Newsom's March 17, 2020 Executive Order N-29 and requested Board staff and Committee members provide introductions for the record.

C. PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

No comments were received from the public.

D. REVIEW AND POSSIBLE ACTION ON MINUTES FROM MAY 14, 2019, AND NOVEMBER 19, 2019 MEETINGS

Ronald Ronconi moved to approve both May 14 and November 19, 2019, meeting minutes and Ted Pratt seconded the motion. Committee Members Easton, Lewis, Paddon, Pratt, Ronconi, Rothenberg, and Chair Campos voted in favor of the motion. The motion passed 7-0.

There was no public comment.

E. DISCUSSION OF LANDSCAPE ARCHITECTS TECHNICAL COMMITTEE (LATC) VIDEOS

Ms. Zuniga asked the Committee for their ideas regarding the type of videos that would be useful for the Board. Cheri Gyuro produced the videos for LATC because candidates were having a hard time understanding the process and pathway of licensure. Originally, one video was produced, but was broken down into three videos, each demonstrating a different step in the licensure process. Mr. Paddon asked if they were outdated because of the mention of "looking in the mailbox." Ms. Zuniga mentioned that the Board is still paper driven until the business modernization project is completed.

Ebony Lewis made a motion to approve producing videos such as the ones that were presented and Rona Rothenberg seconded the motion. All members approved.

F. DISCUSSION, REVIEW AND RECOMMENDATION OF THE REVISED OUTREACH PROGRAM OBJECTIVES

Ms. Zuniga shared that the Liaison Program was discussed at the last Board meeting. Before the program was put on hold a few years ago, each Board member was assigned as liaisons with schools and professional organizations, which entailed communicating with their assigned entity and reporting at Board meetings. The Board is asking the Committee whether the program should be resurrected in a modified form. During the Board meeting, it was decided that it would be appropriate for staff to meet with professional associations. Ms. Campos recalled the former program and reported that the success varied.

President Tian Feng stated that he supports the Committee's decision to create the videos, and that LATC created the videos to communicate in a different format with its candidates.

President Feng mentioned that industry outreach is a lateral communication approach to inform the industry about the Board's services. Some Board members reach out to lateral organizations such as the American Institute of Architects (AIA) and other members reach out to educational institutions. Since the past results were mixed, he would like the Communications Committee's thoughts as to whether the efforts should be resumed and if so, to define the objectives and decide what we want to achieve. He asked that this information be presented at the full Board in June.

Ms. Rothenberg agreed that staff continue communication with government/professional organizations. One of the strategic goals of national and AIA CA is a strong pipeline to promote the profession's licensure for the health and life safety of the public with the programs reaching out to schools, community colleges and universities. Ms. Rothenberg shared that AIA's programs are already in place, and if the Board resumes an Outreach Program, it could potentially collaborate with AIA.

Ms. Lewis stated that we need to be more strategic and it's important for the Board to have a presence. She mentioned that while the Board does not have power and control to tell programs what to do; members can be advocates, share information and encourage them to recruit diverse students within California.

Ms. Campos commented that staff should serve as liaisons with colleges and invite those institutions to provide presentations at Board meetings as was done in the past when the meetings were held at various schools of architecture. She said it is not optimum for Board members to work with schools because they are employed full-time. Ms. Campos asked Committee members their thoughts on whether it is the Board's role to promote the profession; and if Board members should be the lead with colleges.

Mr. Paddon stated that when he was in college, the focus on the practice of architecture and being in business was left until after graduation. He said that if we can encourage educational institutions to incorporate this into architectural practice courses, it is beneficial.

Ms. Zuniga stated that last year, she participated in AIA CA's Architectural Education summits and observed that emphasis placed on licensure varies among programs. The National Council of Architectural Registration Boards (NCARB) does a good job of reaching out to accredited programs, and visits programs every two years. During the past year Ms. Zuniga has been attending NCARB'S virtual meetings and shared that NCARB explains requirements for licensure in California and NCARB's requirements.

President Feng said that he wants to expand the scope of the outreach program and clarified that the previous outreach program involved colleges, universities, and professional entities. He asked Committee members to determine duties for Board members and staff.

Ms. Campos would like to hear from other Committee members and suggested holding a working meeting. She asked Committee members about how to address the points that have been mentioned—relationships with schools, diverse students, professionals, prospective students, etc. She suggested holding an in-person meeting in the fall or winter to create a plan. Mr. Pratt said the topic is too complex to hash out in a virtual meeting.

Ms. Campos looks forward to further discussion at the next Committee meeting.

There was no public comment.

G. UPDATE ON 2019-2021 STRATEGIC PLAN OBJECTIVES

1. Communications Plan. Ms. Campos introduced Cheri Gyuro from DCA to provide an overview.

Ms. Gyuro provided an overview of the Communications Plan, which was developed shortly before the Board's Communications Analyst, Coleen Galvan, was reassigned to COVID-19 contract tracing. Ms. Campos inquired about who took over Coleen's duties while she is gone. Ms. Zuniga mentioned that Kim McDaniel, Administration Unit Analyst, has been posting DCA-mandated information on social media. Ms. Campos asked if the Board could hire a student to handle social media and Ms. Zuniga indicated that she will check.

Ms. Gyuro recalled that at the November 19, 2019 meeting, an earned media campaign was mentioned along with printing materials in English, Spanish and Chinese. She stated that hiring translators is expensive. Ms. Lewis said that it's worth the investment to be diverse and inclusive, and that costs shouldn't be a barrier. Mr. Pratt stated it's incumbent on the Board to communicate with everyone, and at the very least English, Spanish and Chinese should be covered.

Ms. Gyuro recommended the Board attend Senior Scam StopperSM seminars, continue collaboration with other Boards, and make in-person connections with academic institutions. A video from the Board of Professional Engineers, Land Surveyors and Geologists was played for the Committee.

Ms. Campos asked Ms. Zuniga to explain the role of Board staff as well as Ms. Gyuro. Ms. Zuniga stated that Ms. Gyuro created the Communication Plan for the Board and that while the Board's Communication Analyst is on reassignment, staff have done their best to get everything done. Due to COVID-19, staff are participating in virtual meetings and will resume visiting schools in the future.

There was no public comment.

2. Newsletter Enforcement Action Statistics

Ms. Zuniga provided the following statistics which the Committee requested at its last meeting.

Year	Newsletter	Enforcement Actions	Total
2019	10,064	19,993	30,007
2020	15,237	21,207	36,444
2021 1/1- 3/16	2,041	3,784	5,825

3. Social Media updates and Proactive Media Coverage

Ms. Kreidler referred to the social media statistics and shared that the number of followers for Twitter, Facebook and Instagram has increased despite less postings last year.

4. Draft of revised *Consumers Guide to Hiring an Architect*

Ms. Kreidler stated that the Committee asked that the *Guide* be revised, and a draft be completed and presented at this meeting. Changes include adding the Design Limitations for Professions chart. Most changes involved cleaning up text and including more information to include in a written contract. Ms. Kreidler said the *Guide* will be available online and some copies will be printed.

There was no public comment.

H. REVIEW OF FUTURE MEETING DATES

Ms. Campos shared that the Committee currently meets twice a year. President Feng said that he believes it is appropriate for the Committee to meet twice each year because there may be agenda items that require follow up.

Mr. Pratt asked if meeting quarterly would be too often. Ms. Campos indicated she would prefer to meet quarterly with one agenda item instead of twice a year with a long agenda. President Feng cautioned the Committee because it is volunteer based, and the Board has four committees. He also said that some of the agenda items may take several months for staff to complete. Ms. Rothenberg offered that if the Brown Act and policies and procedures allow, a working group might be a feasible alternative in lieu of quarterly meetings. Mr. Paddon suggested setting one-hour quarterly meetings with a focused agenda, and if four meetings are unnecessary, holding two meetings.

Ms. Zuniga said that the Board will accommodate the Committee's decision regarding the number of Committee meetings to hold each year. She mentioned that two meetings are attainable and four is more than the other committees hold. Also,

the full Board meets four times each year and there is a workload and timetable involved for each meeting, which includes DCA Legal Affairs Division approvals and noticing guidelines for each meeting. She shared that the Board will adopt a new strategic plan in December and that the Committee could consider meeting shortly thereafter. Additionally, the working group idea is possible; if two Board members are present it doesn't need to be noticed.

Ms. Campos asked for working group participants and Mr. Pratt, Ms. Lewis and Ms. Rothenberg volunteered. Ms. Rothenberg thought the working meeting could have three members. Ms. Zuniga will confirm and notify Ms. Campos.

There was no public comment.

The meeting adjourned at 4:21 p.m.