



California Architects Board
Communications Committee Meeting
August 24, 2022
Teleconference Via WebEx





Committee Members

Mitra Kanaani, Chair
Ebony Lewis, Vice Chair
Denise Campos
Doug McCauley
Nilza Serrano

NOTICE OF COMMUNICATIONS COMMITTEE MEETING

August 24, 2022

**The California Architects Communications Committee will meet by teleconference
at 2 p.m. on August 24, 2022**

NOTE: Pursuant to Government Code section 11133, this meeting will be held by teleconference with no physical public locations.

Important Notice to the Public: The Committee will hold a public meeting via WebEx Events. To participate in the WebEx meeting, please log on to this website the day of the meeting:

To access the Webex event, attendees will need to click the following link and enter their first name, last name, email, and the event password listed below:

<https://dca-meetings.webex.com/dca-meetings/j.php?MTID=m18884e3a14927359abf9bf90f2231ecb>

If joining using the link above

Webinar number: 2484 817 5503

Webinar password: CAB08242022

If joining by phone

+1-415-655-0001 US Toll

Access code: 248 481 75503

Passcode: 22208242

(Continued)

Instructions to connect to the meeting can be found at the end of this agenda.

Due to potential technical difficulties, please consider submitting written comments by August 18, 2022, to cab@dca.ca.gov for consideration.

AGENDA

2 p.m. to 3:30 p.m.
(or until completion of business)

Action may be taken on any item listed below.

- 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 Committee'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 January 25, 2022, Communications Committee Meeting Minutes
- E. Discussion of Strategic Plan Objectives
- F. 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.

The Committee plans to webcast the meeting on its website at www.cab.ca.gov. Webcast availability cannot be guaranteed due to limitations on resources or technical difficulties. The meeting will not be cancelled if webcast is not available. Meeting adjournment may not be webcast if it is the only item that occurs after a closed session.

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)).

This meeting is being held via WebEx Events. The meeting is accessible to the disabled. A person who needs a disability-related accommodation or modification to participate in the meeting may make a request by contacting:

Person: Drew Liston
Telephone: (916) 471-0769
Email: drew.liston@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.

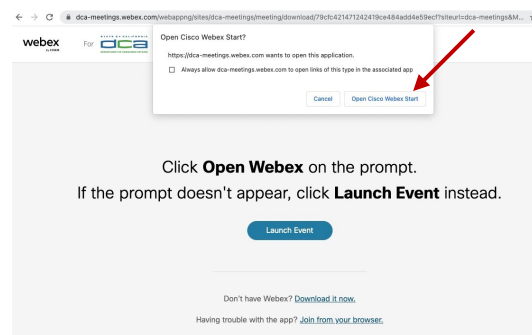
Protection of the public shall be the highest priority for the Committee in exercising its licensing, regulatory, and disciplinary functions. Whenever the protection of the public is inconsistent with other interests sought to be promoted, the protection of the public shall be paramount (Business and Professions Code section 5510.15).

If joining using the meeting link

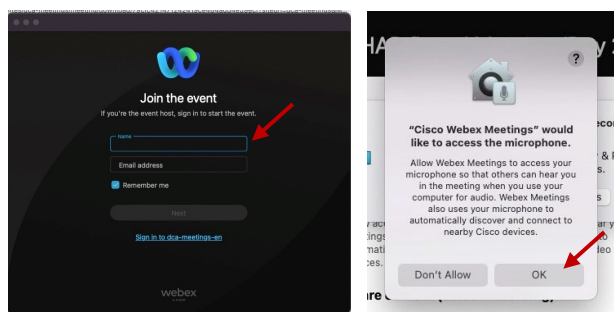
1 Click on the meeting link. This can be found in the meeting notice you received.

2 If you have not previously used Webex on your device, your web browser may ask if you want to open Webex. Click “Open Cisco Webex Start” or “Open Webex”, whichever option is presented.

DO NOT click “Join from your browser”, as you will not be able to participate during the meeting.



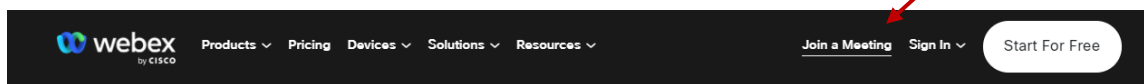
3 Enter your name and email address. Click “Join as a guest”. Accept any request for permission to use your microphone and/or camera.



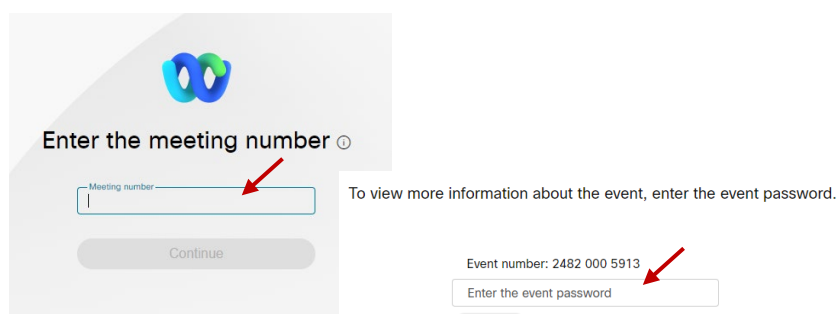
OR

If joining from Webex.com

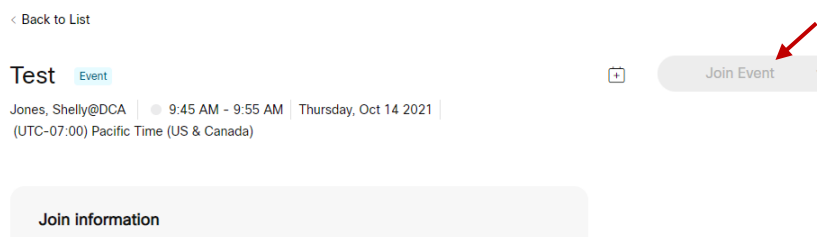
1 Click on “Join a Meeting” at the top of the Webex window.



2 Enter the meeting/event number and click “Continue”. Enter the event password and click “OK”. This can be found in the meeting notice you received.



3 The meeting information will be displayed. Click “Join Event”.



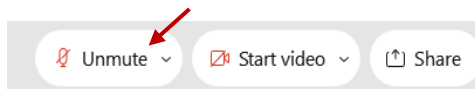
OR

Connect via telephone:

You may also join the meeting by calling in using the phone number, access code, and passcode provided in the meeting notice.

Microphone

Microphone control (mute/unmute button) is located on the command row.

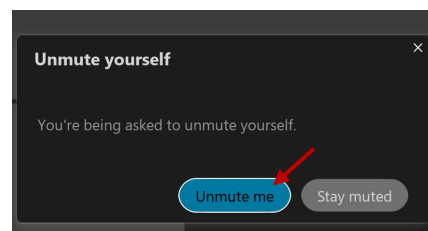


Green microphone = Unmuted: People in the meeting can hear you.



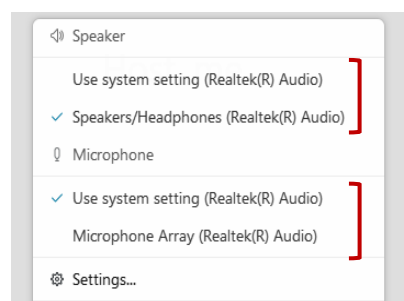
Red microphone = Muted: No one in the meeting can hear you.

Note: Only panelists can mute/unmute their own microphones. Attendees will remain muted unless the moderator enables their microphone at which time the attendee will be provided the ability to unmute their microphone by clicking on “Unmute Me”.



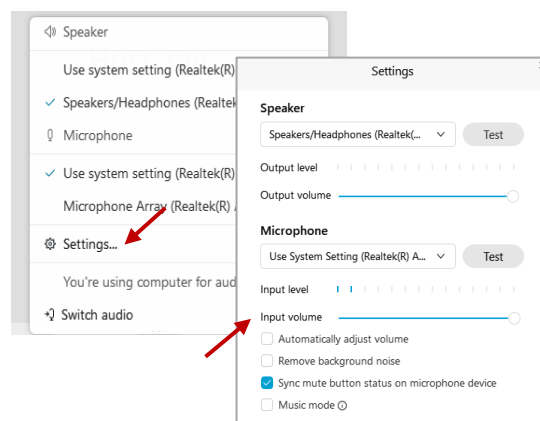
If you cannot hear or be heard

- 1 Click on the bottom facing arrow located on the Mute/Unmute button.
- 2 From the pop-up window, select a different:
 - Microphone option if participants can't hear you.
 - Speaker option if you can't hear participants.



If your microphone volume is too low or too high

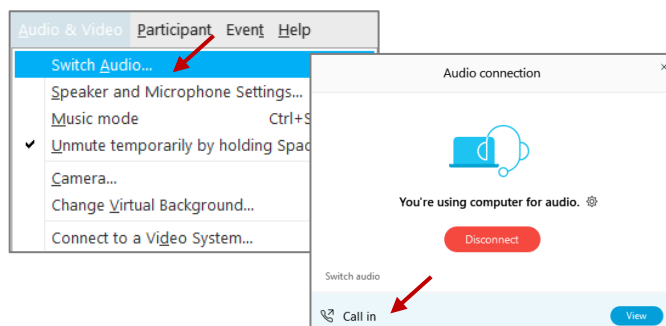
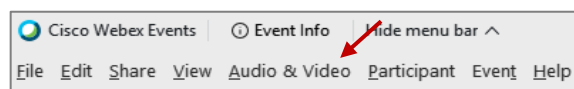
- 1 Locate the command row – click on the bottom facing arrow located on the Mute/Unmute button.
- 2 From the pop-up window:
 - Click on “Settings...”:
 - Drag the “Input Volume” located under microphone settings to adjust your volume.



Audio Connectivity Issues

If you are connected by computer or tablet and you have audio issues or no microphone/speakers, you can link your phone through webex. Your phone will then become your audio source during the meeting.

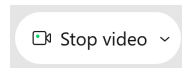
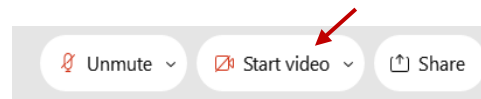
- 1 Click on “Audio & Video” from the menu bar.
- 2 Select “Switch Audio” from the drop-down menu.
- 3 Select the “Call In” option and following the directions.



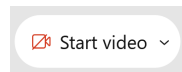
Web Camera

Only panelists (e.g. staff, board members, presenters) can access the web camera feature.

Camera control (Start Video/Stop Video button) is located on the command row.



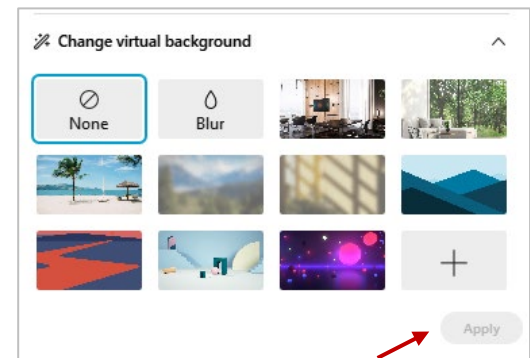
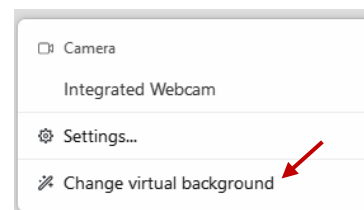
Green dot in camera = Camera is on: People in the meeting can see you.



Red dot in camera = Camera is off: No one in the meeting can see you.

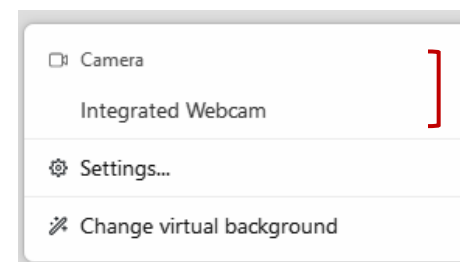
Virtual Background

- 1 To access virtual backgrounds, click on the bottom facing arrow located on the video button.
- 2 Click on "Change Virtual Background".
- 3 From the pop-up window, click on any of the available images to display that image as your virtual background and click "Apply".



If you cannot be seen

- 1 Locate the command row – click on the bottom facing arrow located on the video button.
- 2 From the pop-up window, select a different camera from the list.



AGENDA ITEM A: CALL TO ORDER / ROLL CALL / ESTABLISHMENT OF A QUORUM

Roll will be called by Vice Chair, Ebony Lewis.

Three 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

Mitra Kanaani, Chair
Ebony Lewis, Vice Chair
Denise Campos
Doug McCauley
Nilza Serrano

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

Committee Chair Mitra Kanaani will review scheduled actions and make appropriate announcements.

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 JANUARY 25, 2022
COMMUNICATIONS COMMITTEE MEETING MINUTES**

Action Requested

Approval of the January 25, 2022 meeting minutes.

Attachment

Draft January 25, 2022 meeting minutes



DRAFT MEETING MINUTES CALIFORNIA ARCHITECTS BOARD

COMMUNICATIONS COMMITTEE

January 25, 2022
TELECONFERENCE

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

Mitra Kanaani, Chair, called the meeting to order at 11:07 a.m. and Laura Zuniga, Executive Officer, called roll. Three members of the Committee present constitute a quorum. A quorum was established.

COMMITTEE MEMBERS PRESENT

Mitra Kanaani, Chair
Ebony Lewis, Vice Chair
Denise Campos
Nilza Serrano

BOARD MEMBERS PRESENT

Tian Feng, Board President

STAFF PRESENT

Laura Zuniga, Executive Officer (EO)
Jane Kreidler, Administration Manager
Alicia Kroeger, Enforcement Manager
Kim McDaniel, Regulations Manager
Marccus Reinhardt, Examinations & Licensing Manager
Coleen Galvan, Communications Analyst
Drew Liston, Board Liaison
Annamarie Fernandez, Enforcement Technician
Michael Sganga, Lead Enforcement Analyst
Jasmine Steinwert, Enforcement Analyst
Katie Ball, Enforcement Analyst
Darren Dumas, Licensing Analyst
Jesse Bruinsma, Continuing Education Analyst
Kourtney Nation, LATC Special Projects Analyst
David Bouilly, SOLID
Mike Sanchez, Office of Public Affairs (OPA)

B. CHAIR'S PROCEDURAL REMARKS

Ms. Kanaani stated that during the September 1, 2021 meeting, the committee was tasked with providing recommendations for a revised outreach plan. She wants a solidified plan of action, revolving around connectivity and awareness. Ms. Kanaani referenced a 1996 report regarding establishing a vision for the future of architecture. She said the mission of this committee needs to be taken seriously, and public trust is the main responsibility of this committee. She further commented that ensuring competency, education, and regulation would create greater awareness of the profession. Ms. Kanaani believes the Committee lacks structure, and stated to achieve its goals, a forum needs to be established among students, educators, practitioners, and the public.

C. PUBLIC COMMENT ON ITEMS NOT ON THE AGENDA

No comments were received from the public.

D. REVIEW AND POSSIBLE ACTION ON FROM SEPTEMBER 1, 2021 COMMUNICATIONS COMMITTEE MEETING MINUTES

Denise Campos moved to approve the September 1, 2021, meeting minutes and Ebony Lewis seconded the motion. Committee Members Denise Campos, Ebony Lewis, Nilza Serrano and Chair Kanaani voted in favor of the motion. The motion passed 4-0.

There was no public comment.

E. DISCUSSION AND POSSIBLE ACTION ON 2022-2024 STRATEGIC PLAN OBJECTIVES TO:

1. Resume regular communication with The American Institute of Architects (AIA) by attending joint meetings once a year to give a consistent message to architects, candidates, and consumers in California.
2. Develop an outreach plan to educate licensees and candidates on information needed to acquire and maintain a license.
3. Develop communication regarding the requirements of SB 9 and its impact on the profession.
4. Develop an outreach plan for academic and private institutions to continuously provide students and educators with relevant information.
5. Publicize architects from diverse backgrounds to promote inclusion.

6. Create social media posts educating licensees on violations to increase compliance within the profession.
7. Survey higher educational institutions for data on their architect student populations to understand their plans for creating space for US resident students to mitigate a possible vacuum of professionals in the future.
8. Provide information in multiple languages to increase accessibility to licensees and candidates.

Ms. Kanaani read the objectives and had the following comments:

- Outreach needs to be established in a structured manner
- Providing information to students requires frequent visits so students are more aware of the role and responsibility they are accepting when becoming licensed architects.
- Survey higher education institutions for data. We can seek help from NCARB.

Ms. Zuniga suggested that the objectives be prioritized, and details worked out later.

Ms. Lewis discussed the need to communicate with schools. It was helpful when the Board rotated meetings throughout the schools to allow students and educators to present either virtually or in-person. Inviting the schools to present at meetings is a good way to continue the engagement. She would like to see that as a priority for this year. Ms. Kanaani agreed and mentioned the Board could invite host schools to virtually participate in meetings.

Mr. Feng said that prior discussion suggested reaching out to one UC school, one state college, and one community college each year, and possibly high schools. Mr. Feng challenged the committee to take action and give the full Board the recommendation to institutionalize the practice of reaching out to schools and provide presentations. Mr. Feng asked for school recommendations.

Ms. Campos provided some background that the Committee previously met only once a year, and the Board's mission is to protect the public. She asked for context on each of the strategic goals. Ms. Campos asked how often the committee would be meeting each year.

Mr. Feng said the committees have been restructured with fewer members and he expected at a minimum of meeting at least two times per year with the strategic goals accomplished over a three-year period.

Ms. Kanaani stated she would like the committee to meet prior to the February Board meeting if possible. Ms. Zuniga discussed requirements for open meetings and that any discussion of two or more members would constitute a public meeting.

Mr. Feng briefly clarified each of the strategic plan objectives and how these objectives were assigned to the committee. Ms. Zuniga suggested that committee members suggest what objectives could be accomplished each year.

Denise Campos suggested that objectives 1, 2, 3, 6 and 8 could be solely handled by Board staff and 4, 5, and 7 be brought before the committee.

Public Comment:

Rona Rothenberg, former committee member, introduced herself as president of AIA CA and stated she is very much ready to work with the Board to achieve objectives and overlap with AIA CA and has the Board's support.

Denise Campos thanked Ms. Rothenberg for her service on the committee and congratulated her in her new role.

F. ADJOURNMENT

The meeting adjourned at 11:55 a.m.

AGENDA ITEM E: DISCUSSION OF STRATEGIC PLAN OBJECTIVES

Action Requested

Prioritize importance of objectives.

Attachment

Communications Committee's Strategic Plan Objectives

Goal 3: Communications

Increase public and professional awareness of the Board's mission, activities, and services.

- 3.1 Resume regular communication with the American Institute of Architects (AIA) by attending joint meetings once a year to give a consistent message to architects, candidates, and consumers in California.
- 3.2 Develop outreach plan to educate licensees and candidates on information needed to acquire and maintain a license.
- 3.3 Develop communication regarding the requirements of SB 9 and its impact on the profession.
- 3.4 Develop an outreach plan for academic and private institutions to continuously provide students and educators with relevant information.
- 3.5 Publicize architects from diverse backgrounds to promote inclusion.
- 3.6 Create social media posts educating licensees on violations to increase compliance within the profession.
- 3.7 Survey higher educational institutions for data on their architect student populations to understand their plans for creating space for US resident students to mitigate a possible vacuum of professionals in the future.
- 3.8 Provide information in multiple languages to increase accessibility to licensees and candidates.