



CALIFORNIA ARCHITECTS BOARD
PUBLIC PROTECTION THROUGH EXAMINATION, LICENSURE, AND REGULATION

Edmund G. Brown Jr.
GOVERNOR

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.

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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.