



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 minutes of 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 with. 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.

Rona 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.

ACTIONABLE ITEMS

Post 12/19/17 meeting minutes--Done

Research career fairs with accredited schools:

- Cal Poly, Architecture and Environmental Design Career Fair, January 16, 2020; registration available November 14, 2019.
- Work with OPA to create looping video for display at career fair

Research and provide links of accredited architectural schools within the western U.S.

Social Media Campaigns:

- Show us your favorite project;
- Who inspired you to become architect
- Earned media campaign in both English and Spanish
- Add live stores to Instagram

Attend AIA Conventions in California

- Scheduled in Los Angeles and Bay Area

Provide social media (#s) followers to Denise

Work with OPA to create looping video for display at career fairs

Consider adding "LinkedIn" to social media

Research whether or not another flyer could be inserted into license renewals asking licensees to follow us on social media

Add following links to website:

- Construction Management link to website
- Add link of DCA Open Data Portal to website
- DCA Annual Report