

California Architects Board
Communications Committee Meeting
September 1, 2021
Teleconference Via WebEx





Committee Members

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

NOTICE OF COMMUNICATIONS MEETING

September 1, 2021

The California Architects Communications Committee (Committee) will meet by teleconference at 1:00 p.m. on September 1, 2021

NOTE: Pursuant to Governor Gavin Newsom's Executive Order [N-08-21](#), dated June 11, 2021, this meeting will be held by teleconference and at the Board's address noted above.

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=m3737e3f8211c05c8129053e80a9ce145>

Event/Meeting Number: 146 930 2491

Event password: AB09012021 (22090120 from phones)

Join by phone
+1-415-655-0001 US Toll
Access code: 146 930 2491

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 25, 2021, to cab@dca.ca.gov for consideration.

AGENDA

1:00 p.m. to 5:00 p.m.
(or until completion of business)

Action may be taken on any item listed below.

(Continued)

- 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 March 25, 2021 Communications Committee Meeting Minutes
- E. Discussion and Recommendation of the Revised Outreach Program Objectives
- F. Discussion, Review and Recommendations for Strategic Plan
- G. Review of Future Meeting Dates
- H. 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: 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 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).

HOW TO – Join – DCA WebEx Event

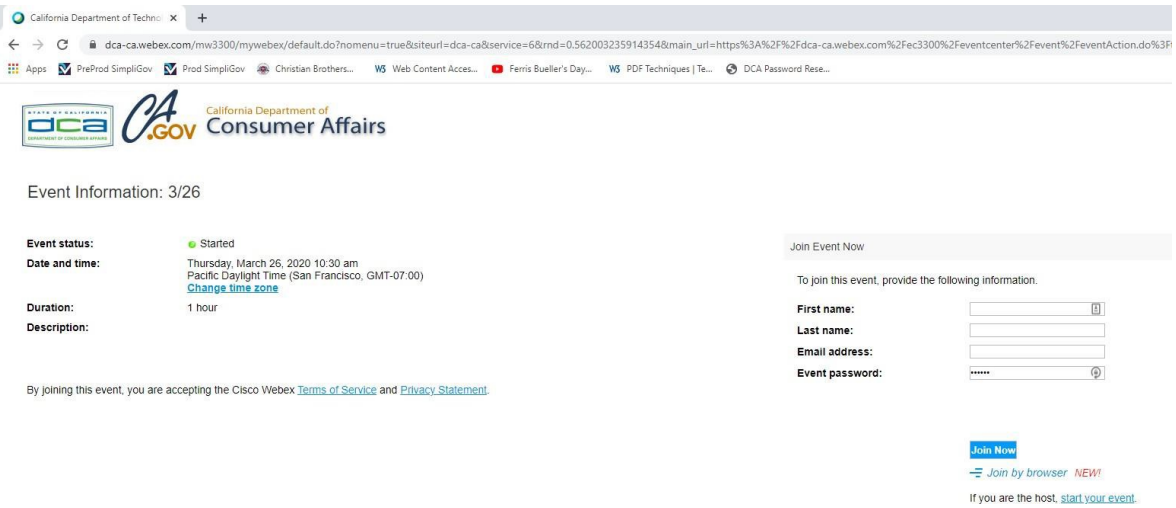


The following contains instructions on how to join a WebEx event hosted by the Department of Consumer Affairs (DCA).

1. Navigate to the WebEx event link provided by the DCA entity (an example link is provided below for reference) via an internet browser.

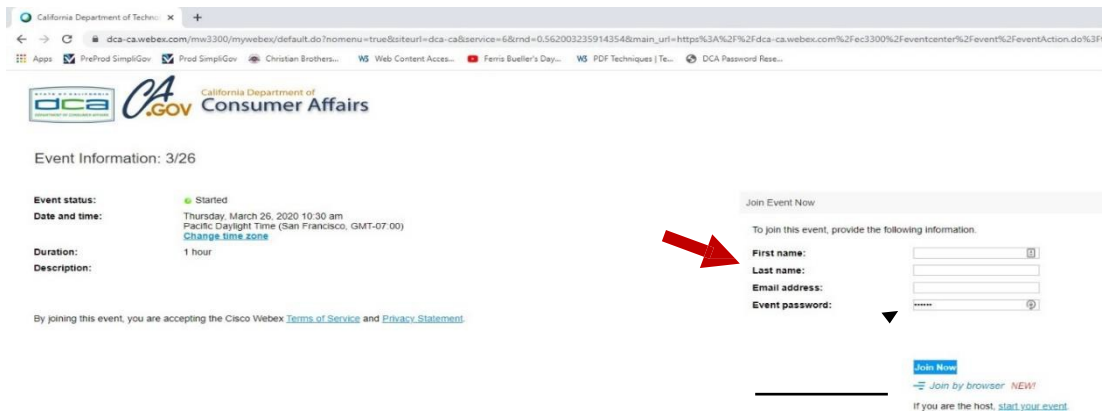
Example link:

<https://dca-ca.webex.com/dca-ca/onstage/g.php?MTID=eb0a73a251f0201d9d5ef3aaa9e978bb5>



- The details of the event are presented on the left of the screen and the required information for you to complete is on the right.

NOTE: If there is a potential that you will participate in this event during a Public Comment period, you must identify yourself in a manner that the event Host can then identify your line and unmute it so the event participants can hear your public comment. The 'First name', 'Last name' and 'Email address' fields do not need to reflect your identity. The department will use the name or moniker you provide here to identify your communication line should you participate during public comment.



HOW TO – Join – DCA WebEx Event



- Click the 'Join Now' button.

NOTE: The event password will be entered automatically. If you alter the password by accident, close the browser and click the event link provided again.

Join Event Now

To join this event, provide the following information.

First name:

Last name:

Email address:

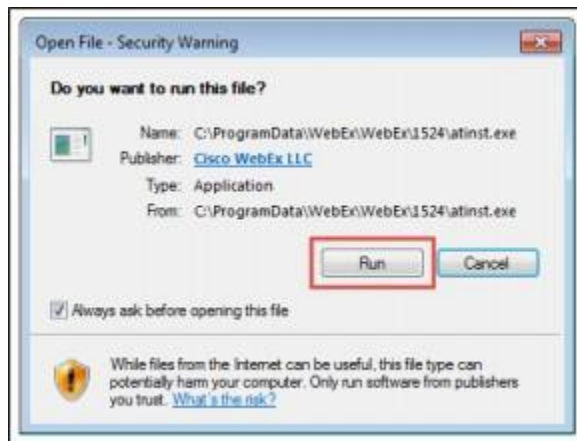
Event password:

Join

[Join by browser](#) **NEW!**

If you are the host, [start your event](#).

4. If you do not have the WebEx applet installed for your browser, a new window may open, so make sure your pop-up blocker is disabled. You may see a window asking you to open or run new software. Click 'Run'.



Depending on your computer's settings, you may be blocked from running the necessary software. If this is the case, click 'Cancel' and return to the browser tab that looks like the window below. You can bypass the above process.

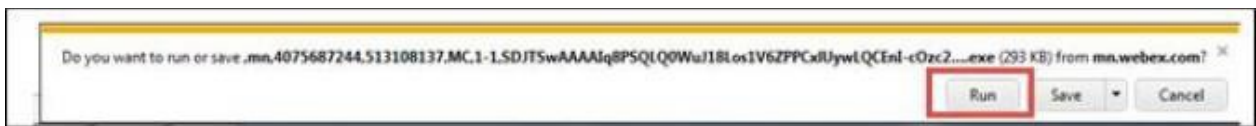
5. To bypass step 4, click 'Run a temporary application'.

Starting Webex...



Still having trouble? [Run a temporary application](#) to join this meeting immediately.

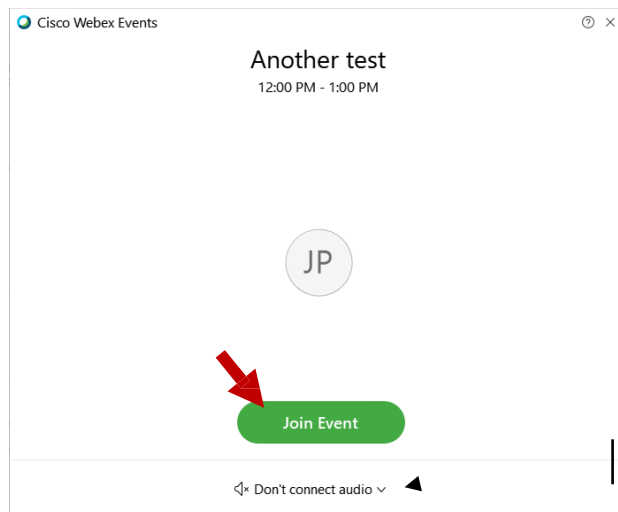
6. A dialog box will appear at the bottom of the page, click 'Run'.



The temporary software will run, and the meeting window will open.

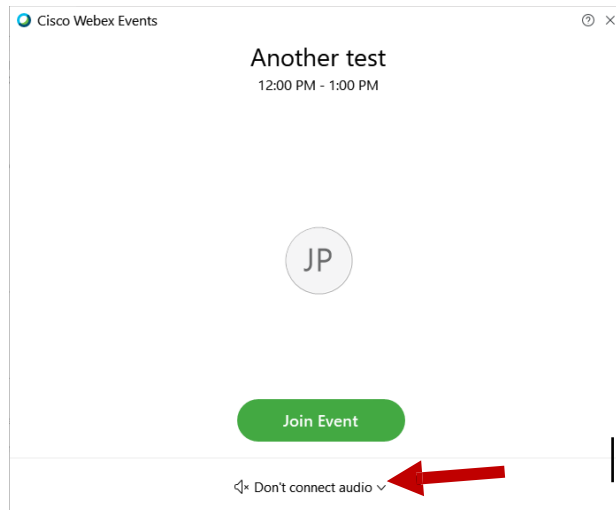
NOTE: The preferred audio connection to our event is via telephone conference or headset. Use of an open microphone and speakers through your computer could result in issue with audio clarity and potential feedback/echo.

7. If using a headset plugged into your computer, click the 'Join Event' button.

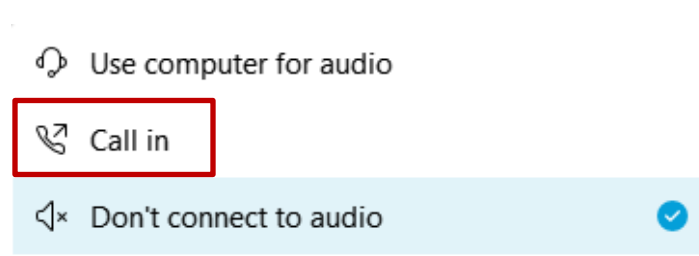


HOW TO – Join – DCA WebEx Event

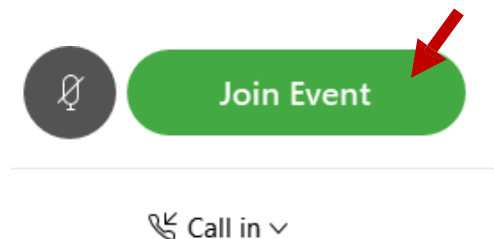
8. If using teleconference via your phone for audio, click the audio menu below the green 'Join Event' button.



9. When the audio menu appears click 'Call in'.



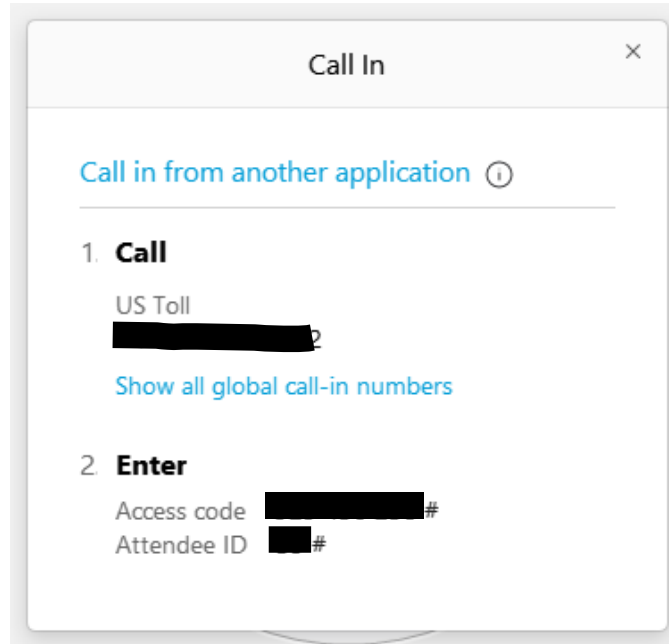
10. Click 'Join Event'. The audio conference call in information will be available after you join the Event.



HOW TO – Join – DCA WebEx Event



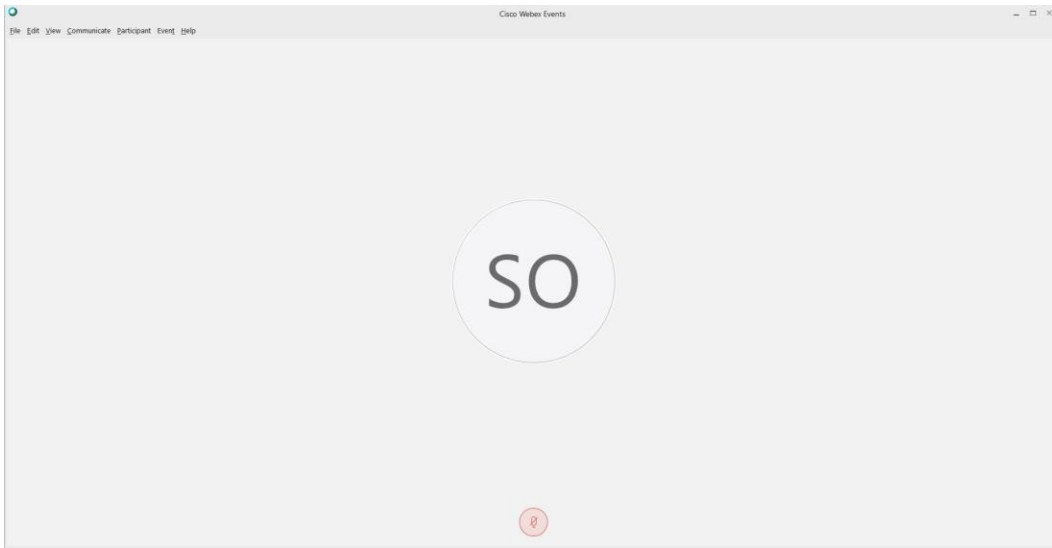
11. Call into the audio conference with the details provided.



NOTE: The audio conference is the preferred method. Using your computer's microphone and speakers is not recommended.

Once you successfully call into the audio conference with the information provided, your screen will look like the screen below and you have joined the event.

Congratulations!



NOTE: Your audio line is muted and can only be unmuted by the event host.

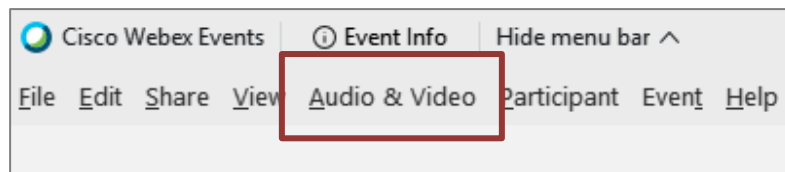
HOW TO – Join – DCA WebEx Event



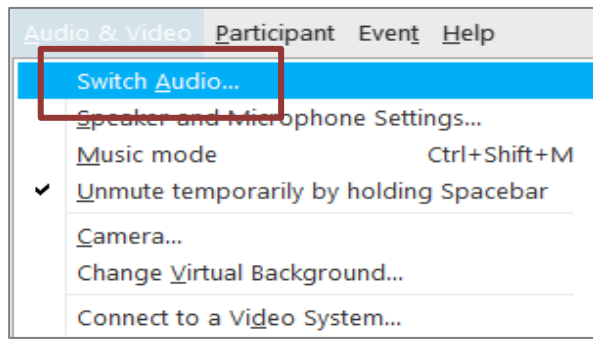
Selecting Audio Connection After Joining

If you join the meeting using your computer's microphone and audio, or you didn't connect audio at all, you can still set that up while you are in the meeting.

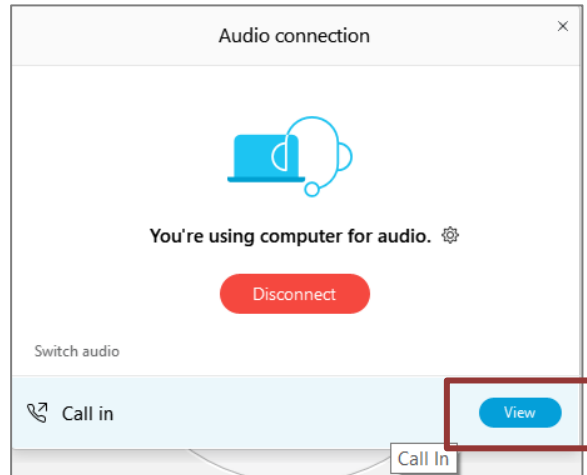
1. Select 'Audio & Video' from the menu bar at the top of your screen.



2. Select "Switch Audio" from the drop-down menu.



3. The 'Call In' information can be displayed by selecting 'View'



You will then be presented the dial in information for you to call in from any phone.

HOW TO – Join – DCA WebEx Event

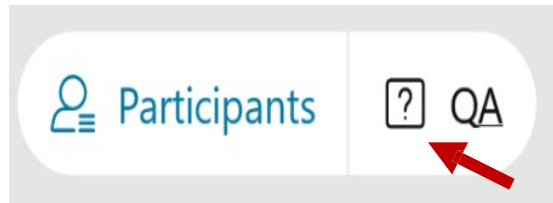


Participating During a Public Comment Period

At certain times during the event, the facilitator may call for public comment.

Using the Question & Answer feature (Q&A):

If you would like to make a public comment, click on the 'Q and A' button near the bottom, center of your WebEx session.



This will bring up the 'Q and A' chat box.

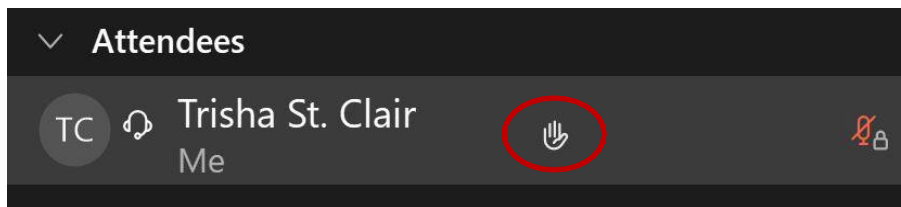
NOTE: The 'Q and A' button will only be available when the event host opens it during a public comment period.

Make sure the 'Ask' menu is set to 'All panelists' and type 'I would like to make a public comment'.

A screenshot of a 'Q and A' chat box interface. At the top, there is a dropdown menu labeled 'Ask:' with 'All Panelists' selected. Below this is a text input field with the placeholder text 'Select a panelist in the Ask menu first and then type your question'. To the right of the input field is a 'Send' button.

Using the hand raise feature:

If the program elects to allow use of the hand raise feature and you would like to make a public comment, click on the hand icon next to your name.

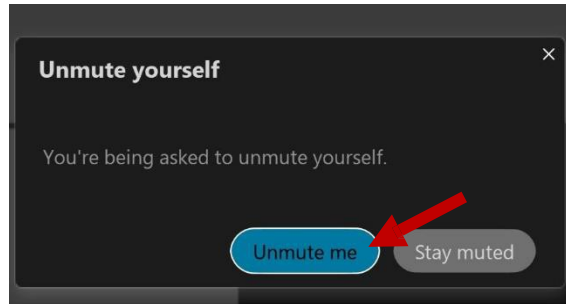


Please click on the hand icon again once your comment has been presented to lower your hand.

HOW TO – Join – DCA WebEx Event

Attendee lines will be unmuted in the order the requests were received, and you will be allowed to present public comment.

When you are identified as the next commenter, the moderator will unmute your line, sending you a request to unmute yourself. Clicking “unmute me” on the pop-up window will open your microphone. You may then begin providing your public comment.



NOTE: Your line will be muted at the end of the allotted public comment duration. You will be given a warning that your time is about to expire.

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 MARCH 25, 2021
MEETING MINUTES**

Action Requested

Approval of the March 25, 2021 meeting minutes.

Attachment

Draft March 25, 2021 meeting minutes



DRAFT 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.

AGENDA ITEM E: DISCUSSION AND RECOMMENDATIONS FOR THE REVISED OUTREACH PROGRAM OBJECTIVES

Summary

At the last Board meeting, President Tian Feng told the Communications Committee to meet prior to the September Board meeting to focus on revised outreach program objectives.

Action Requested

Review, discuss, and recommend goals and objectives to be included in the revised Outreach Program.

AGENDA ITEM E - ATTACHMENT

OUTREACH PROGRAM

BACKGROUND

From 2002 through 2017, the Board had an active Liaison Program which involved Board members exchanging information with assigned organizations and schools. The program was marginally successful.

After much discussion at the December 2020 Board Meeting, the Communications Committee had been asked by Tian Feng, Board Chair, to discuss whether the program should be continued and to define clear objectives. Chair Feng believes the program has merit and would like to rename it the "Outreach Program." He wanted the members to present program objectives at the June Board meeting.

The Communications Committee met on March 25, 2021 and reviewed and discussed the outreach program objectives; however, felt the outreach program would benefit from an in-person meeting to focus solely on outreach program objectives and recommendations to be subsequently placed on 2022-2024 Strategic Plan.

GOAL

To create an outreach program that will build rapport with educational institutions, educate potential licensees about the Board and the licensure process, continue ongoing relationships with governmental/professional organizations, and increase the Board's visibility.

OBJECTIVES

- Educate junior high and high school students about the architecture profession;
- partner with community colleges to educate students about the paths to licensure and to address available resources;
- partner with four-year universities and accredited programs to educate students about the importance of licensure; address the disconnect between education and testing (IPAL-aligned schools); address the shortage of space for in-state students; and,
- have staff continue ongoing communication with government/professional organizations regarding the Board and its activities.

AGENDA ITEM F. DISCUSSION, REVIEW AND RECOMMENDATIONS FOR STRATEGIC PLAN

Summary

At the last Board meeting, President Tian Feng requested that the Communications Committee discuss strategic plan ideas at its next meeting.

Action Requested

Review, discuss, and recommend objectives for Communications to be included in the next Strategic Plan.

Attachment

Communications Strategic Plan 2019-2021

AGENDA ITEM F ATTACHMENT

2019-2021 Communications Strategic Plan

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

- 3.1 Educate licensees and the public on the penalties for violations of the Architects Practice Act.
- 3.2 Increase the use of social media outlets to better communicate with new licensees and consumers.
- 3.3 Collaborate with the DCA Communications Office to improve communications with all stakeholders.
- 3.4 Develop an information exchange with related professionals of DCA to better educate the professionals of the duties, needs, and pitfalls of each discipline.
- 3.5 Expand outreach to community colleges and schools of architecture, including Board meetings on campuses to increase public and professional awareness.
- 3.6 Issue an annual practice brief update on licensee misconduct to increase public and professional awareness.