

GOAL, OBJECTIVE, TACTIC	STATUS
Goal One: As a result of our efforts, guide dog users and potential guide dog users are well informed.	
1.1 Inform/promote the value of a license.	
<ul style="list-style-type: none"> ▪ Collaborate with Department of Consumer Affairs (DCA) staff to produce a "consumer oriented" brochure reflecting the value in choosing a California (CA) licensed guide dog instructor and facility. 	Completed.
<ul style="list-style-type: none"> ▪ Prepare a statement promoting the value of CA licensed guide dog instruction and an overview of the Guide Dog Act, for voluntary use during student training curriculum. 	Unassigned.
<ul style="list-style-type: none"> ▪ Provide ongoing training and materials for sources of client referral to guide dog programs (Department of Rehabilitation, Veterans Affairs counselors etc.), reflecting the value of choosing a CA licensed instructor and facility. 	Unassigned.
1.2 Increase outreach & education.	
<ul style="list-style-type: none"> ▪ Develop a communications plan. 	Unassigned.
<ul style="list-style-type: none"> ▪ Increase communication with consumer organizations and the staff of guide dog schools. 	In process.
<ul style="list-style-type: none"> ▪ Establish partnerships with law enforcement, the media and policy makers. 	<ul style="list-style-type: none"> • Facilitated "How to Respond to Service Animal Calls" video be accredited by Police Officer Standards and Training (POST) for law enforcement personnel. • Dog attacks on guide dogs campaign with law enforcement, print and television news media.
<ul style="list-style-type: none"> ▪ Coordinate outreach events with DCA's Outreach Unit when 	Flow basis.

appropriate.	
1.3 Enhance electronic communications.	
<ul style="list-style-type: none"> ▪ Keep Web site up-to-date using current trends in technology. 	Unassigned.
<ul style="list-style-type: none"> ▪ Increase subscription to LISTSERV®. 	Flow basis.
<ul style="list-style-type: none"> ▪ Develop and conduct periodic surveys on relevant issues using an accessible electronic survey tool. 	Unassigned.
<ul style="list-style-type: none"> ▪ Explore the use of social networking sites, such as Facebook, YouTube, Twitter, a forum and a blog. 	Unassigned.
1.4 Develop a plan for information and referral.	
<ul style="list-style-type: none"> ▪ Develop and organize an information bank. 	Flow basis.
<ul style="list-style-type: none"> ▪ Accommodate written or phone requests for applicable information and referral assistance. Identify situations requiring advocacy, self-advocacy training, or follow-up services. 	Flow basis.
Goal Two: As a result of our efforts, service providers are competent and ethical.	
2.1 Establish and maintain minimum standards of competency for instructors.	
<ul style="list-style-type: none"> ▪ Maintain the Practice Task Force comprised primarily of Subject-Matter Experts. 	Completed.
<ul style="list-style-type: none"> ▪ Monitor and, when appropriate, adopt national and international industry standards. 	Flow basis.

<ul style="list-style-type: none"> ▪ Conduct occupational analyses at required intervals. 	Flow basis.
<ul style="list-style-type: none"> ▪ Develop and maintain a practitioner code of ethics. 	Unassigned.
<ul style="list-style-type: none"> ▪ Revise statutory and regulatory language to ensure practice is competent and ethical. 	Unassigned.
2.2 Maintain a comprehensive testing process.	
<ul style="list-style-type: none"> ▪ Establish an examination review schedule. 	Completed.
<ul style="list-style-type: none"> ▪ Work with the schools through an Examination Task Force. 	Unassigned.
<ul style="list-style-type: none"> ▪ Establish a process to allow for out-of-state examinations. 	Unassigned.
<ul style="list-style-type: none"> ▪ Monitor national industry standards and be willing to make appropriate adjustments to the examination process. 	Unassigned.
2.3 Maintain the inspection process for schools.	
<ul style="list-style-type: none"> ▪ Conduct a legal analysis of the scope of the inspection mandate. 	Pending.
<ul style="list-style-type: none"> ▪ Evaluate and standardize the inspection process. 	Pending.
<ul style="list-style-type: none"> ▪ Maintain a regular schedule of inspections. 	Completed.
2.4 Define and increase enforcement capabilities.	
<ul style="list-style-type: none"> ▪ Conduct a legal analysis of current enforcement authority and determine the need for additional authority. 	Unassigned.
<ul style="list-style-type: none"> ▪ Work more closely with the Attorney General's office. 	Flow basis.

<ul style="list-style-type: none"> ▪ Develop additional enforcement mechanisms, e.g. cite and fine authority. 	Pending.
<ul style="list-style-type: none"> ▪ Maintain an adequate budget for enforcement. 	Completed.
<ul style="list-style-type: none"> ▪ Inform the public of the confidential complaint disclosure process. 	Unassigned.
Goal Three: The Board is a recognized leader in protecting and advocating on behalf of guide dog users.	
3.1 Work with guide dog users and associations on issues of mutual concern.	
<ul style="list-style-type: none"> ▪ The Outreach and Education Committee will propose to the board opportunities to increase public awareness, perform community outreach, develop a media plan, and develop educational materials. 	Unassigned.
<ul style="list-style-type: none"> ▪ Participate in consumer organization activities, maintain routine contact with their leadership, and encourage participation at meetings and special events. 	Flow basis.
<ul style="list-style-type: none"> ▪ Establish an e-mail list of partners and stakeholders and send routine informational mailings to them. 	Completed.
3.2 Promote, monitor and take positions on local, state and federal legislation and regulations and become a resource for policy makers.	
<ul style="list-style-type: none"> ▪ The Legislative Committee will recommend to the Board legislative positions, establish relationships with legislative staff at all levels of government, and maintain greater visibility and participation in the process. 	Flow basis.
<ul style="list-style-type: none"> ▪ Use the Board's e-mail list to notify stakeholders regarding 	Flow basis.

proposed legislation.	
3.3 Develop relationships, educate and work closely with local, state and federal law enforcement.	
<ul style="list-style-type: none">▪ Establish contacts and maintain relationships in local, state and federal law enforcement agencies and associations.	Flow basis.
<ul style="list-style-type: none">▪ Educate law enforcement on consumer protection laws.	Flow basis.