

**STATE BOARD OF GUIDE DOGS FOR THE BLIND**

1625 North Market Boulevard, Suite S-202, Sacramento, CA 95834

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**APPROVED MINUTES**

Outreach and Education Committee Meeting

Thursday, September 23, 2010

10:00 – Noon

1625 N. Market Blvd., Trinity Room (S-307)

Sacramento, CA 95834

350 Los Ranchitos Road

San Rafael, CA 94903

(800) 295-4050

Teleconference

Committee Members

Joe Xavier, Chair

Eric Holm

Executive Officer

Antonette Sorrick

Board Staff

Cenne Jackson

Guests

Rod Haneline, Leader Dogs for the Blind

David Ponce, Guide Dogs of America (GDA)

Erica Cano, Department of Consumer Affairs (DCA),

Executive Office

AGENDA

1. Welcome (J. Xavier)  
Committee Chair Xavier called the meeting to order at 10:20 a.m. Chairman Xavier welcomed attendees and requested self introductions.
2. Approval of Outreach and Education Committee Minutes June 2, 2009 (J. Xavier)  
Executive Officer Sorrick recommended that the Committee motion to approve the Committee Minutes from June 2, 2009. Committee Member Holm motioned to accept the Meeting Minutes of June 2, 2009 as written. Committee Chair Xavier seconded the motion.  
  
Committee Vote: Motion passed.
3. Web site Update (A. Sorrick)  
Executive Officer Sorrick reported the following:

Total Web hits

June – 36,920  
 July – 36,524  
 August – 38,469

Top five pages

June

1. Home page – 6,852
2. Laws and Regulations - 451
3. Licensees – 410
4. Consumers – 398
5. Apprentices – 396

July

1. Home page – 7,158
2. Licensees – 453
3. Laws and Regulations – 452
4. Consumers – 448
5. Apprentices – 446

August

1. Home page – 6,845
2. Licensees – 503
3. Laws and Regulations – 496
4. Apprentices – 464
5. Applicants – 456

Total Visits and Pages per Visit by Country/Region/City  
 June 1 – August 31, 2010

Country/Region/City	Visits	P/Visit
United States-Sacramento 385815 -1214943	3077	9.45
United States-San Marcos 298832 -979413	1507	1.02
United States-Fresno 367477 -1197723	986	37.66
United States-Quincy 472342 -1198525	911	2.04
United States-San Antonio 294241 -984936	721	1.05
United States-New York 407142 -740059	676	1.05
Country/Region/City	Visits	P/Visit
Russian Federation-Moscow 557557 376176	459	2.72
United States-Pottersville 437311 -738192	407	1.99

United States-Washtenaw County 422533 -838367	224	1.01
United States-Point Pleasant Beach 400872 -740463	154	1.85
United States- Redmond 476739 -1221215	148	1.01
United States- Minneapolis 449799 -932638	133	1.15
United States-Los Angeles 340522 -1182436	127	3.21
China- Beijing 399046 1164081	126	2.21
United States- Kissimmee 282919 -814075	123	1
United States- Fresno 368419 -1197950	123	33.79
United States-San Francisco 377791 -1224200	122	1.31
China- Shanghai 312307 1214729	111	1.41
China- Beijing 399055 1163958	95	1
United States- Thornton 381629 -1215169	95	7.59
United States-San Francisco 377749 -1224194	83	5.49
United States-Rio Linda 386910 -1214485	75	2.03
United States-Rio Linda 386766 -1214445	73	26.41
United States-Mountain View 374149 -1220589	70	1.14
United States- Clayton 364516 -1031841	60	1.2
United States-San Diego 327153 -1171572	47	3.45
Netherlands-s Hertogenbosch 516900 53036	46	4.07
France-Paris 488566 23509	45	2.53
United States- Chicago 418500 -876500	43	1.53

Executive Officer Sorrick explained that the August posting of a regulatory package on client instruction and exam information may have been contributing factors to the increase in activity in August. Chairman Xavier requested the web hits information be compiled by state and country separately.

4. Strategic Plan Update (J. Xavier)

Executive Officer Sorrick recommended the following items from the Strategic Plan be overseen by the Outreach and Education Committee:

- 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.
- 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.
- Develop a communications plan.
- Increase communication with consumer organizations and the staff of guide dog schools.
- Explore the use of social networking sites, such as Facebook, YouTube, Twitter, a forum and a blog.
- 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.
- Participate in consumer organization activities, maintain routine contact with their leadership, and encourage participation at meetings and special events.

Executive Officer Sorrick reported that 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 had been completed. The statement reads as follows:

The State Board of Guide Dogs for the Blind (Board) was established in 1948 to protect guide dog consumers by licensing and regulating guide dog instructors and guide dog schools in California. The Board sets minimum training standards for the guide dog and the instructor, and holds each school accountable by annual inspections.

- Instructors are required to have three years of experience before taking a written and practical exam. All applicants for licensure as instructors are also required to have a Department of Justice and Federal Bureau of Investigations criminal background check.
- Guide Dog Schools are annually inspected by the Board to ensure they meet State standards, including that students and dogs receive the required number of instruction hours and that the dogs are competent guides. Guide dog users benefit from the mandatory prerequisites for licensure, mandatory continuing education requirements, and the annual inspections of the schools.

No other state in the union is providing the same protections as California because this is the only state that requires licensure. State training standards and mandatory reporting requirements for guide dog schools add a significant measure of protection for consumers. Furthermore, the Board is held accountable by the California State Legislature through the Sunset Review, a process by which boards and commissions in the State are reviewed for their effectiveness in meeting the goal of consumer protection. For more information on the Board, call (866) 512-9103 or visit its website at [www.guidedogboard.ca.gov](http://www.guidedogboard.ca.gov)

Committee Chair Xavier motioned to move the statement as written back to the Board for finalization. Committee Member Holm seconded the motion.

Committee Vote: Motion passed.

Committee Chair Xavier solicited ideas on how to prioritize the Strategic Plan items. Executive Officer Sorrick recommended that it would be best to start by developing a communications plan. Sorrick stated that she could have a draft available for the Committee to review at their next meeting. Committee Chair Xavier Motioned to have staff draft and present a communications plan for the next meeting. Committee Member Holm seconded the motion.

Committee Vote: Motion passed.

5. Dog Attacks on Guide Dogs Campaign (A. Sorrick)

Executive Officer reported that the Journal of Emergency Dispatch for the National Academy of Emergency Dispatch had conducted an interview with Board President Neidich on dog attacks on guide dogs. Sorrick noted that when she received the final draft of the article she would send it to the Board. Sorrick presented the tip sheet on dog attacks on guide dogs for voluntary use by veterinarians. See attached.

Committee Chair Xavier suggested that the tip sheet also be distributed to physicians to reach a bigger audience and recommended having them available for the upcoming consumer group conventions.

6. Q&A Event – Service Animal Definition (A. Sorrick)

Executive Officer Sorrick reported that the ADA's change in the Service Animal definition would be made effective March 15, 2011. The Board is scheduled to host a Q&A event for the change in law. The presenters scheduled are the U.S. Department of Justice and Disability Rights California. The event will be held in February, 2011 at the Department of Consumer Affairs Sacramento address and will be webcast live on the internet. Committee Chair Xavier solicited ideas on how to generate substantial participation and requested any ideas be sent to staff.

7. Agenda Items for the Next Meeting

Presentation of draft Communications Plan and updates on upcoming outreach events.

8. Public Comments on Items Not on the Agenda

Committee Chair Holm reported that he had problems with Golden Gate Transit Association and that perhaps the Outreach and Education Committee could send a letter regarding issues with persons who are blind or visually impaired not getting picked up at designated spots. Executive Officer Sorrick offered to contact the organization and try and resolve the issue.

The Chief Operating Officer of Leader Dogs for the Blind guide dog school in Michigan, Rod Haneline reported that the school was actively looking at the Board's licensure system and engaging in conversations with his school's staff to require their instructors to obtain a California license. Leader Dogs was reportedly happy with the work that had been done by the Board to create a respectable curriculum.

9. Adjournment

Committee Member Holm motioned to adjourn the meeting. Committee Chair Xavier seconded the motion. The meeting adjourned at 11:04 a.m.