



## **APPROVED MINUTES**

Outreach and Education Committee Meeting  
Wednesday, February 9, 2011  
1625 N. Market Blvd., Trinity Room (S-307)  
Sacramento, CA 95834

### **Teleconference**

Committee Members

*Joe Xavier (Chair)*  
*Larry Grable*  
*Eric Holm*

Executive Officer  
*Antonette Sorrick*

Board Staff  
*Cenne Jackson*

Guests

Rod Haneline, Leader Dogs for the Blind

### AGENDA

1. Welcome (J. Xavier)  
Committee Chair Xavier called the meeting to order at 10:00 a.m. Chairman Xavier welcomed attendees and requested self-introductions.
2. Approval of Outreach and Education Committee Minutes September 23, 2010 (J. Xavier)  
Committee Member Holm motioned to approve the Meeting Minutes of September 23, 2010 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  
September – 39,461  
October – 44,842  
November – 48,079  
December – 44,839  
January – 43,250

Top five pages

## September

1. Home page – 6,890
2. Laws and Regulations - 530
3. Licensees – 491
4. Apprentices - 475
5. Consumers - 468

## October

1. Home page – 6,990
2. Licensees – 585
3. Laws and Regulations – 577
4. Resources - 531
5. Consumers - 525

## November

1. Home page – 6,170
2. Laws and Regulations – 699
3. Licensees – 689
4. Consumers - 663
5. Resources – 661

## December

1. Home page – 5,805
2. Laws and Regulations – 644
3. Licensees – 615
4. Apprentices - 575
5. Consumers - 571

## January

1. Home page – 6,145
2. Laws and Regulations – 628
3. Licensees – 622
4. Apprentices - 581
- Consumers - 576

Total Visits and Pages per Visit by Country/Region/City (Top Ten)  
September 1, 2010 – January 31, 2011

<b>Country/Region/City</b>	<b>Visits</b>	<b>P/Visit</b>
1. United States-Sacramento 385815 -1214943	4626	11.7
2. United States-New York 407142 -740059	2612	1.74
3. United States-San Antonio 294241 -984936	1691	1.05
	1666	55.43

4. United States-Fresno 367477 - 1197723		
5. Russian Federation- Moscow 557557 376176	1544	2.27
6. United States-Quincy 472342 - 1198525	1285	2.2
7. United States-San Marcos 298832 - 979413	1225	1.02
8. United States-Mountain View 373860 -1220838	1140	1.36
9. United States-Redmond 476739 - 1221215	565	1.35
10. United States-Kissimmee 282919 - 814075	323	1.01

Executive Officer Sorrick stated that she would include the web postings by month on the next web hits report.

4. Communications Plan (J. Xavier/A. Sorrick)

Executive Officer Sorrick presented the committee with the Draft Communications plan as follows.

## **State Board of Guide Dogs for the Blind Draft Communications Plan**

### **Background**

Goal 1.2 Strategic Plan – Increase outreach and education. Tactic one: develop a communications plan. The goal of the Board’s Communications Plan is to use a wide array of communications tools to provide outreach and education to the Board’s stakeholders. This will be accomplished by utilizing the most economically sound, efficient, and effective methods.

### **Communications Vehicles**

Web site (text, video content)

E-mail

Physical Mail

Social Media – Facebook, YouTube, Twitter, Forum, and a Blog

News Releases/Press Advisories/Opinion Editorials/Letters to the Editor

Periodic Print Publications (Year-End Review)

Meeting and Event Materials

Legislative and Regulatory Documents

Surveys  
Reports (Department of Consumer Affairs/Legislative)

### **Audience (Stakeholders)**

#### *Direct Stakeholders*

Guide Dog Users  
Licensees (Guide Dog Instructors/Guide Dog Schools)  
Donors to Guide Dog Schools

#### *Indirect Stakeholders*

Policy Makers (local, State and Federal Government)  
Law Enforcement  
Parallel Industries (Service Animal Organizations)  
Business Community  
Media  
General Public

### **Information**

Meeting Information (Board, Committee, Task Force Meetings)  
Regulatory Hearing Information  
Publications (e.g. Consumer Brochure, Year-End Reviews)  
Changes to statutes/regulations (Advisories)  
Annual Reports to the Legislature  
Department of Consumer Affairs Reports (Licensing, Enforcement, Performance Measures)  
Campaign Information (e.g. Dog Attacks on Guide Dogs)

### **What the Board Wants to Accomplish via a New Communications Plan (Objectives and Tactics)**

1. Provide Excellent Customer Service to Stakeholders
  - Provide information to guide dog users upon request
  - Respond appropriately to guide dog user complaints (both jurisdictional and non-jurisdictional)
  - Provide clear and timely information to licensees (guide dog instructors and guide dog schools)
2. Recognition as a Valued Resource
  - Information provided by the Board is not only useful, but timely and useful to stakeholders
3. Provide Transparent and Easy-to-Access Information
  - Through all communications mediums, especially the Board's Web site, provide information to targeted stakeholder groups
4. Visibility for the Board and the Industry it represents
  - Increasing the output of information from the Board by leveraging partnerships; therefore, providing recognition to the guide dog community
5. Influence Government, Media, Guide Dog Users, and Other Audiences
  - Provide information regarding issues such as dog attacks on guide dogs, access issues, etc. to bring about awareness in the community-at-large and public policy.

## **Target Audiences for Board Communications**

### *Direct Stakeholders*

Guide Dog Users  
Licensees (Guide Dog Instructors/Guide Dog Schools)  
Donors to Guide Dog Schools

### *Indirect Stakeholders*

Policy Makers (Local, State and Federal Government)  
Law Enforcement  
Parallel Industries (Service Animal Organizations)  
Business Community  
Media  
General Public

## **Tools and Timetable to Meet Each Objective**

1. Provide Excellent Customer Service to Stakeholders
  - Meeting Information (Board, Committee, Task Force Meetings) – As Needed Basis
  - Regulatory Hearing Information – As Needed Basis
  - Publications (e.g. Consumer Brochure, Year-End Reviews) – As Needed Basis/Annually
  - Changes to statutes/regulations (Advisories) – As Needed
2. Recognition as a Valued Resource
  - Posting of local, State and Federal law changes, proposed legislation and regulations – As Needed
3. Provide Transparent and Easy to Access Information
  - Annual Reports to the Legislature – Annually
  - Department of Consumer Affairs Reports (Licensing, Enforcement, Performance Measures) - Monthly
4. Visibility for the Board and the Industry and it represents
  - Campaign Information (e.g. Dog Attacks on Guide Dogs) – As Needed
5. Influence Government, Media, Guide Dog Users, and Other Audiences
  - Campaign Information (e.g. Dog Attacks on Guide Dogs) – As Needed
  - Legislation/Regulation – As Needed

## **How Will the Board Measure the Results of the Communications Plan? (Evaluation)**

- Status updates by Executive Officer (web hits, ListServ membership, participation at designated events, readership for publications)
- Year-End Summary

Committee Chair Xavier motioned to move plan to the Board for approval. Committee Member Holm seconded the motion.

Committee Vote: Motion passed.

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

Executive Officer Sorrick reported that through the Committee's outreach efforts they have been able to reach over 70,000 individuals in law enforcement, dispatch, first responders, and veterinarian fields. Sorrick announced that the Tip Card for consumers had been posted on the Web site and was available in multiple formats including Spanish and Braille upon request. The Card was also posted on the Lighthouse for the Blind blog. Committee Chair Xavier asked Committee Member Grable if he knew of any other entities outside of the ones the Committee had explored that could benefit from the Committee's outreach efforts. Grable questioned if there have been any efforts on a local level. Executive Officer Sorrick reported that the Committee had only reached out on a state level due to budgetary constraints. Committee Member Grable stated that he would make some calls to some of his contacts. In an attempt to increase the Boards' outreach efforts on the local level.

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

Executive Officer Sorrick reported that on February, 23 2010 the Board would host a Q&A Event that would address the new definition of a service animal in the Americans with Disabilities Act. Sorrick advised the Committee that the Board had targeted law enforcement, local government, and the business community to attend the event.

7. Consumer Surveys (A. Sorrick)

Executive Sorrick recommended creating consumer surveys in response to statutory and regulatory changes that have been made throughout the years. The goal of the surveys is to see what impact the changes have made on the Board's consumers. Committee Chair Xavier motioned to move this item to the full Board. Committee Member Holm seconded the motion.

Committee Vote: Motion passed.

8. Agenda Items for the Next Meeting (All)

Communications Plan  
Dog Attacks on Guide Dogs Campaign  
Consumer Survey

9. Public Comment on Items Not on the Agenda

Rod Haneline, Leader Dogs for the Blind, reported that his school is continuing to pursue licensure of their instructors. He believes the Boards standards, knowledge sets, and competencies are perfect for the industry and announced that eventually instructors from Michigan would come to California to get their license.

10. Adjournment

Committee Member Holm motioned to adjourn the meeting. Committee Chair Xavier seconded the motion. The meeting adjourned at 10:37 a.m.