



MEMORANDUM

DATE	January 4, 2022
TO	Veterinary Medical Board (Board)
FROM	Jessica Sieferman, Executive Officer
SUBJECT	Agenda Item 18.D. Outreach

As indicated in Agenda Item 18E, all Outreach goals and objectives in the Board's 2020-2024 Strategic Plan have been completed except for developing educational webinars. Development of these webinars will begin early this year. Below are specific outreach updates since the last Board meeting.

Association Meetings (Strategic Plan Objective 5.1.1)

The Board's Executive Officer and Licensing/Administration Manager continue to hold monthly meetings with representatives from the California Registered Veterinary Technicians Association (CaRVTA) to provide updates, answer questions, and address any concerns they may have.

The next California Veterinary Medical Association (CVMA) Board of Governors (BOG) meeting is scheduled for January 20, 2022 in Costa Mesa. The Board's President and Executive Officer will be flying down after the Board meeting to attend the BOG in the morning.

Electronic Newsletter Developed (Strategic Plan Objectives 5.1.2 and 5.2.5)

On December 10, 2021, the Board sent newsletter content to DCA's Office of Publications, Design and Editing (PDE). The content included an overview of legislation that became effective on January 1, 2022, including Assembly Bill (AB) 1535 (Committee on Business and Professions, Chapter 631, Statutes of 2021) and AB 1282 (Bloom, Chapter 752, Statutes of 2021). In addition, information regarding the final APR rulemaking, continuing education audits, CURES fee increase, the Board's VCPR FAQs and other topics of interest were also included.

Special thanks were given to Mark Nunez, DVM for his time as Board President and Kristy Pawlowski for her time as MDC Chair and member. Introductions were also made for the Board's new President and Vice President and the MDC's new Chair and Vice Chair.

Due to existing workload and the holiday season, a final version will likely not be disseminated until mid-January. In order to provide the necessary information to the Board's licensees and stakeholders timely, the Board emailed pieces of the newsletter through the Board's Listserv, website, and social media outlets.

The Board has received positive feedback on the disseminated information from CVMA and CaRVTA.

AAVSB Collaboration (Strategic Plan Objective 5.5)

As discussed in Agenda Item 11, the Board's Executive Officer met with other AAVSB member board EOs to discuss potential improvements to the AAVSB bylaws. These proposed amendments will help provide better balance of presentations and better inform all veterinary regulatory boards on current/emerging issues.