



# MEMORANDUM

<b>DATE</b>	July 17, 2020
<b>TO</b>	Veterinary Medical Board
<b>FROM</b>	Jessica Sieferman, Executive Officer
<b>SUBJECT</b>	<b>Agenda Item 14G. Outreach</b>

## **FY 2019/2020 Outreach Accomplishments**

### Revamped Customer Satisfaction Surveys (Strategic Plan Objective 5.4)

As reported in the Veterinary Medical Board's (Board) recent Sunset Report, the Board's customer satisfaction survey was created by the Department of Consumer Affairs (DCA), IT unit to cover the investigation process and was only disseminated to complainants after a complaint was closed. Last month, the Board created and launched new surveys specific to each unit. Links to the surveys were added to staff signature blocks and will be emailed to licensees, consumers, and any additional stakeholders who recently contacted the Board for assistance. These surveys will enable the Board to identify specific areas for customer service improvement.

### Increased Timely Updates on Website (Strategic Plan Objective 5.3)

The Board's website has undergone improvements to provide candidates with more information about how to become licensed. The Board posted important information, including FAQs, for veterinarian students regarding the process to become licensed, and the Board is updating regularly the processing times for applications on its website.

### Increased Electronic Communication/Social Media Presence (Strategic Plan Objectives 5.5, 5.8)

In August 2019, Board staff took all email addresses in BreZE and added them to the Board's email subscriber list (ListServ). The Board went from less than 1,000 subscribers to now over 24,000. Since then, the Board has significantly increased utilization of ListServ to keep all stakeholders informed of important information from the Board, such as proposed regulations, COVID-19 impacts to the Board and licensees, Board operations, and recent changes in the law affecting veterinary medicine profession. More recently, the Board started providing monthly updates to stakeholders informing them of recent activities and important reminders, such as upcoming meetings and renewal requirements.

In addition, the Board has been posting critical updates and information to the Board's social media accounts, such as Twitter and Facebook. In doing so, the Board's social media presence is strengthened and provides timely information to stakeholders.

## **FY 2020/2021 Goals**

- Work with DCA's Office of Information Services (OIS) to improve the Board's website by providing frequently asked questions, alleviate the number of incoming calls, and be more user friendly. (Strategic Plan Objectives 2.3, 3.2, 3.9)

- Develop, re-implement, and circulate an electronic newsletter to provide updates on regulatory matters and topics of interest. (Strategic Plan Objectives 5.2)
- Create “How to” videos for applicants, licensees, and consumers to demonstrate how to apply for a license, update license information, apply for a renewal, and file a complaint with the Board.
- Share videos on the Board’s website, ListServ, social media accounts, and distribute to state and local associations.
- Create short “Who we are” videos to post on social media that will inform the public on who the Board is and what it does, and encourage consumers to verify licenses.