

MEMORANDUM

DATE	July 20, 2021
TO	Veterinary Medical Board (Board)
FROM	Jessica Sieferman, Executive Officer
SUBJECT	Agenda Item 16.G. Outreach

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.

On July 24, 2021, the Board’s Executive Officer and Board President virtually attended the California Veterinary Medical Association (CVMA) Board of Governors (BOG) meeting and provided an update regarding Board actions, the Board’s Sunset process, and matters currently facing the Board. The next CVMA BOG meeting is scheduled for October 8, 2021.

Increased Social Media Presence (Strategic Plan Objectives 5.2.1 and 5.4)

Since the last Board meeting, the Board posted seven announcements on its website and eight posts to its Facebook and Twitter platforms. The announcements and posts included information regarding Department of Consumer Affairs (DCA) Director Waiver Orders, ways consumers can tell the pavement is too hot to walk their dogs, inspector recruitment, the hospital inspection checklist, and ways to verify a license and file a complaint with the Board and other DCA programs.

Protect Your Pets (Strategic Plan Objective 5.4)

The DCA Office of Public Affairs developed two graphics (below) for the Board’s social media to educate consumers on when it is too hot to walk their dogs.



Student Liaisons *(Strategic Plan Objective 5.6)*

As reported at the April 2021 Board meeting, the Board's Executive Officer reached out to the Deans at Western University and the University of California, Davis to determine the best approach in establishing student liaisons to the Board. Both Deans appreciated the opportunity. The goal is to have the students elect the liaisons in August and have them participate in their first meeting during the October 2021 Board meeting. To establish consistent information, the Board will consider proposed amendments to the Board's Administrative Manual during the July Board meeting ([Agenda Item 12](#)).