

MEMORANDUM

DATE	October 1, 2026
TO	California Veterinary Medical Board (Board)
FROM	Justin Sotelo, Policy Specialist
SUBJECT	Agenda Item 13.D. Outreach

Inspector Recruitment

On July 17, 2026, the Board distributed a targeted announcement to email subscribers in the Bay Area regarding the recruitment of inspectors in that area.

Subject Matter Expert (SME) Recruitment

On July 27, 2026, the Board distributed a targeted announcement to email subscribers regarding the recruitment of SMEs.

From April through August 2026, the Board completed an SME recruitment campaign via social media (weekly posts) tailored to why veterinarians would want to become an SME.

Recruitment announcements and efforts will be ongoing.

Board Monthly Update—August 2026

On August 7, 2026, the Board distributed a monthly update to its email subscribers informing them about: business and actions from the July 2026 Board meeting; Board inspector recruitment; and the upcoming 2026 MDC and Board meeting dates.

American Association of Veterinary State Board (AAVSB) 2026 Annual Meeting and Conference

During the week of September 21, 2026, the Board's Executive Officer attended AAVSB's 2026 Annual Meeting and Conference in Providence, Rhode Island. The week began with examination development workshops for the Program for the Assessment of Veterinary Education Equivalence Qualifying Science Examination and Veterinary Technician National Examination programs, followed by committee meetings, leadership development sessions, and member board training. The main conference ran September 25-26, featuring delegate assemblies, education sessions, and jurisdictional voting on bylaws, resolutions, and the 2027 Board of Directors.

California Department of Food and Agriculture (CDFA) Letter Regarding Proposed Veterinary Shortage Area Funding Nominations

On September 28, 2026, the Board distributed an announcement to its email subscribers regarding CDFA seeking proposed veterinary shortage area funding nominations. Nominations are due to CDFA by October 7, 2026.

Strategic Plan Updates

Minimum Standards Self-Evaluation Inspection Checklists (Strategic Plan Objective 3.7)

On June 17, 2026, the new Minimum Standards Self-Evaluation Inspection Checklists were published on the Board's [website](#). The checklists are intended to align with the new minimum standards for alternate veterinary premises regulations.

After a recent review of the checklists by the Multidisciplinary Advisory Committee's (MDC) Enforcement Subcommittee, it was determined that two of the checklists were overly similar. As a result, the Small Animal Fixed Veterinary Premises checklist will be removed from the Board's website, and its freezer requirement will be incorporated into the Veterinary Premises checklist with a note that the requirement only applies to Small Animal Fixed Veterinary Premises.

Additionally, the images/graphics for the [Mobile Veterinary Premises checklist](#) were recently updated to better reflect animals that are treated by mobile veterinary premises.

Canine Reproductive Services Resources (Strategic Plan Objective 5.1)

On August 26, 2026, updated versions of the Board's canine reproductive services resources ([booklet](#) and [flyer](#)) were posted on the Board's website. The content for these resources was created by the MDC's Outreach Subcommittee for consumer education and dog show organizers. The design and layout were done by the Department of Consumer Affairs' Publication, Design, and Editing team.

Demonstration Video Regarding Filing a Complaint with the Board (Strategic Plan Objective 5.4)

Board staff continues to work with DCA's Office of Public Affairs (OPA) on the "Filing a Complaint" demonstration video. After reviewing and providing feedback on the storyboard on September 1, OPA moved the project into production and has now indicated that a revised version should be ready for Board staff to review early next week. Once finalized, the video will be posted on the Board's website and social media platforms to enhance public understanding of the complaint process.

Unlicensed Veterinary Practice Outreach Related to Racetrack/Horse Shows (Strategic Plan Objective 5.8)

After the MDC's Unlicensed Practice Subcommittee (UPS) visited the Desert International Horse Park in Thermal, CA earlier this year, the facility agreed to host a Board booth during the October/November horse show season. The MDC's UPS will also meet with the California Horse Racing Board to further discuss ways to better educate consumers about unlicensed practice.