

BVNPT Newsletter Concept Fact Sheet



BUSINESS, CONSUMER SERVICES, AND HOUSING AGENCY • GAVIN NEWSOM, GOVERNOR
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Date: May 20, 2022
To: Board Members
From: Rebecca Ball, Board Administrative Analyst
Subject: Discussion and Possible Action: New BVNPT Quarterly Newsletter (Concept Fact Sheet)

The Executive Officer expressed her desire to implement a quarterly newsletter to engage licensees and other stakeholders allowing the Board to share divisional updates outside the Board Meetings.

Background:

The PRN Newsletter was last published for distribution January 2012. The PRN Newsletter was an annual newsletter written and created solely by the Education Division at the beginning of each calendar year. It averaged 14+ pages including Enforcement Actions taken by the Board and news-worthy nursing related articles written by the NEC's. The entire newsletter was created in-house.

New Concept Visual:



NOTE: This visual representation was created solely for the purpose of example and does not reflect the final version. This version was created separate from the publication method determined to be most fiscally responsible and being recommended herein.

Workload:

The proposed BVNPT Newsletter would be a group effort, with input from all divisions. The suggested model would involve three (3) dedicated staff (two (2) analysts and one (1) manager) to create and manage each quarterly edition. These functions will be executed under current duty statement workload requirements and will not require additional staff. All content will be provided to the newsletter staff directly from each divisions' respective manager. How each division prepares their content is at the discretion of the manager, including how to engage staff to assist, determine the content focus, et al.

The proposed BVNPT Newsletter will share high-level overviews of the newest information available covering all Divisions of the Board. This may include content such as: precedential decisions, how-to's, did you know's, proposed regulatory actions, et al.

In the event the content has additional information or additional access to information via our website, the newsletter will remain high-level and provide a link to the appropriate web page for more details and information. Staff believes that this will allow the newsletter to remain suitably consumable (only a few pages long) by all readers with the option for additional information at the readers discretion.

Staff also proposes to update the BVNPT website to offer "Connect with Us" on the main landing page, replacing the "Social Media" option. The new "Connect with Us" will offer links to the BVNPT social media pages and a newly proposed BVNPT Newsletter landing page to house the past two years of BVNPT newsletters. This page will also engage stakeholder by offering links to sign-up for the BVNPT listserv(s). A link to the newsletter will also be added to the current "About Us" page.

As proposed, the newsletter will be quarterly and released following each regularly scheduled Board Meeting, allowing a recap of the previous meeting and an informational reminder of the next meeting date(s) and time(s). All publications by the Board must first be vetted through our assigned Counsel, as such, this timeline allows Counsel to review Board Meeting Materials independently from the newsletter.

Design and Distribution Platform:

The Department of Consumer Affairs Communications Division includes a unit dedicated to Publications, Design, & Editing (PDE). All DCA entities are entitled to the use of PDE services under current pro rata expenditures. While PDE works to design and create the newsletter, BVNPT staff will focus solely on Counsel-approved content, alleviating any "design" workload. Once staff has submitted the approved content to PDE, their staff will create the newsletter and provide a completed product to BVNPT; this will include ADA complaint PDF and text-only versions of the newsletter to share on our website with our stakeholders.

The BVNPT currently has multiple listservs to ensure all stakeholders receive appropriate messages from the BVNPT as news, actions, and updates become available. It is proposed to send the quarterly newsletter to all listservs; the email communication will share a link to the BVNPT Newsletter landing page on the website, where stakeholders will find the most recent newsletter (and previous). As of January 2022, our listservs included 60,601 unconfirmed contacts; this number continues to grow as our licensee numbers grow and other interested party's opt-in to receive our communications.

Other DCA Boards Examples:

For reference, the following Boards have current newsletters published to their sites, also created using PDE services. Please note: The BVNPT Newsletter as proposed is less content heavy compared to these examples. These examples are shared to assess the work of the PDE unit.

- Board Registered Nurses
- CA State Board of Pharmacy
- Medical Board of CA