



**Monday, April 16, 2012**

**Dental Hygiene Committee of California**

**Education/Outreach Subcommittee Meeting**  
Agenda



Notice is hereby given that a public meeting of the Education and Outreach Subcommittee of the Dental Hygiene Committee of California will be held as follows:

**EDUCATION/OUTREACH SUBCOMMITTEE MEETING**

**Monday, April 16, 2012**

**Embassy Suites – San Diego Bay Downtown  
Topeka Room  
601 Pacific Highway  
San Diego, CA  
619-239-2400**

**Upon conclusion of Licensing and Examination Subcommittee**

**Agenda**

- EDU 1** – Roll Call
- EDU 2** – Public Comment for items not on the agenda
- EDU 3** – Chairperson’s Report
- EDU 4** – Approval of December 12, 2011 Minutes
- EDU 5** – Website Statistics
- EDU 6** – Outreach Events
  - a. Upcoming
  - b. Attended
  - c. Travel Restrictions
- EDU 7** – Adjournment

**Education/Outreach  
Subcommittee**

Chair – Cathy DiFrancesco, RDH  
Rita Chen Fujisawa, Public Member  
Andrew Wong, Public Member

A quorum of the Committee may be present at the subcommittee meeting. However, Committee members who are not on the subcommittee may observe, but may not participate or vote. Public comments will be taken on agenda items at the time the specific item is raised. The subcommittee may take action on any item listed on the agenda, unless listed as informational only. All times are approximate and subject to change. Agenda items may be taken out of order to accommodate speakers, for convenience, and to maintain a quorum. The meeting may be cancelled without notice. For verification of the meeting, call (916) 263-1978 or access the Committee’s Web Site at [www.dhcc.ca.gov](http://www.dhcc.ca.gov).

The meeting facilities are accessible to individuals with physical disabilities. A person who needs a disability-related accommodation or modification in order to participate in the meeting may make a request by contacting Anthony Lum at (916) 576-5004 or e-mail [anthony.lum@dca.ca.gov](mailto:anthony.lum@dca.ca.gov) or send a written request to DHCC at 2005 Evergreen Street, Ste. 1050, Sacramento, CA 95815. Providing your request at least five (5) business days before the meeting will help to ensure availability of the requested accommodation.



**Monday, April 16, 2012**

**Dental Hygiene Committee of California**

**Education/Outreach Subcommittee Meeting  
Agenda Item 3**

**Chairperson's Report**



## MEMORANDUM

<b>DATE</b>	April 16, 2012
<b>TO</b>	DHCC Committee Members
<b>FROM</b>	Cathy DiFrancesco, Chair
<b>SUBJECT</b>	<b>Agenda Item 3: Chairperson's Report</b>

A verbal report will be provided.



**Monday, April 16, 2012**

**Dental Hygiene Committee of California**

**Education/Outreach Subcommittee Meeting  
Agenda Item 4**

Approval of December 12, 2011 Minutes



**EDUCATION AND OUTREACH SUBCOMMITTEE MEETING MINUTES**

**Evergreen Hearing Room  
 2005 Evergreen Street, 1<sup>st</sup> Floor  
 Sacramento, CA 95815  
 Monday, December 12, 2011**

**DRAFT**

**1. Roll Call**

Meeting called to order 1:48 p.m.

<b>Members Present</b>	<b>Staff Present</b>
Rita Chen Fujisawa, Public Member, Chair	Lori Hubble, Executive Officer
William Langstaff, DDS	Tom Jurach, Staff Services Analyst
Andrew Wong, Public Member	

**2. Public Comment for Items Not on the Agenda:**

There was no public comment.

**3. Chairperson's Report**

Ms. Chen Fujisawa commended DHCC staff for their efforts to work through a tough budget year faced with numerous limitations. She applauded the staff for being able to maintain basic functionality and take care of licensees' questions and requests via telephone, web site, and electronic communication; thereby accomplishing outreach while making difficult prioritizing decisions.

**4. Approval of April 29, 2011 Minutes**

It was m/s/c (Wong/Langstaff) to accept the minutes as presented. The motion carried.

**5. Website Statistics**

Mr. Jurach, DHCC staff, presented the statistics. He discussed the volume of hits per month and per year relative to web sites landed upon by visitors. He indicated that most traffic lands on the index page followed by becoming licensed, renewal information, license verification, and exam scheduling. He then touched on global activity and noted that the recent increased Internet traffic is originating from the Calgary, Canada; Moscow, Russia; and the Pacific Northwest.

**6. Outreach Events**

Mr. Jurach explained the previous calendar year's outreach events had been cancelled given imposed travel restrictions. He shared the proposed outreach calendar of events for 2012 and added that these events will not be attended unless the current travel restrictions are removed or adjusted by the Governor.

Providing public comment, Ms. Dawson asked that meeting dates and locations be placed on the meeting page of the DHCC web site as early as possible as a courtesy to those attending to facilitate travel reservations.

**7. Adjournment**

Pending no further business to conduct, the meeting was adjourned at 1:54 p.m.



**Monday, April 16, 2012**

**Dental Hygiene Committee of California**

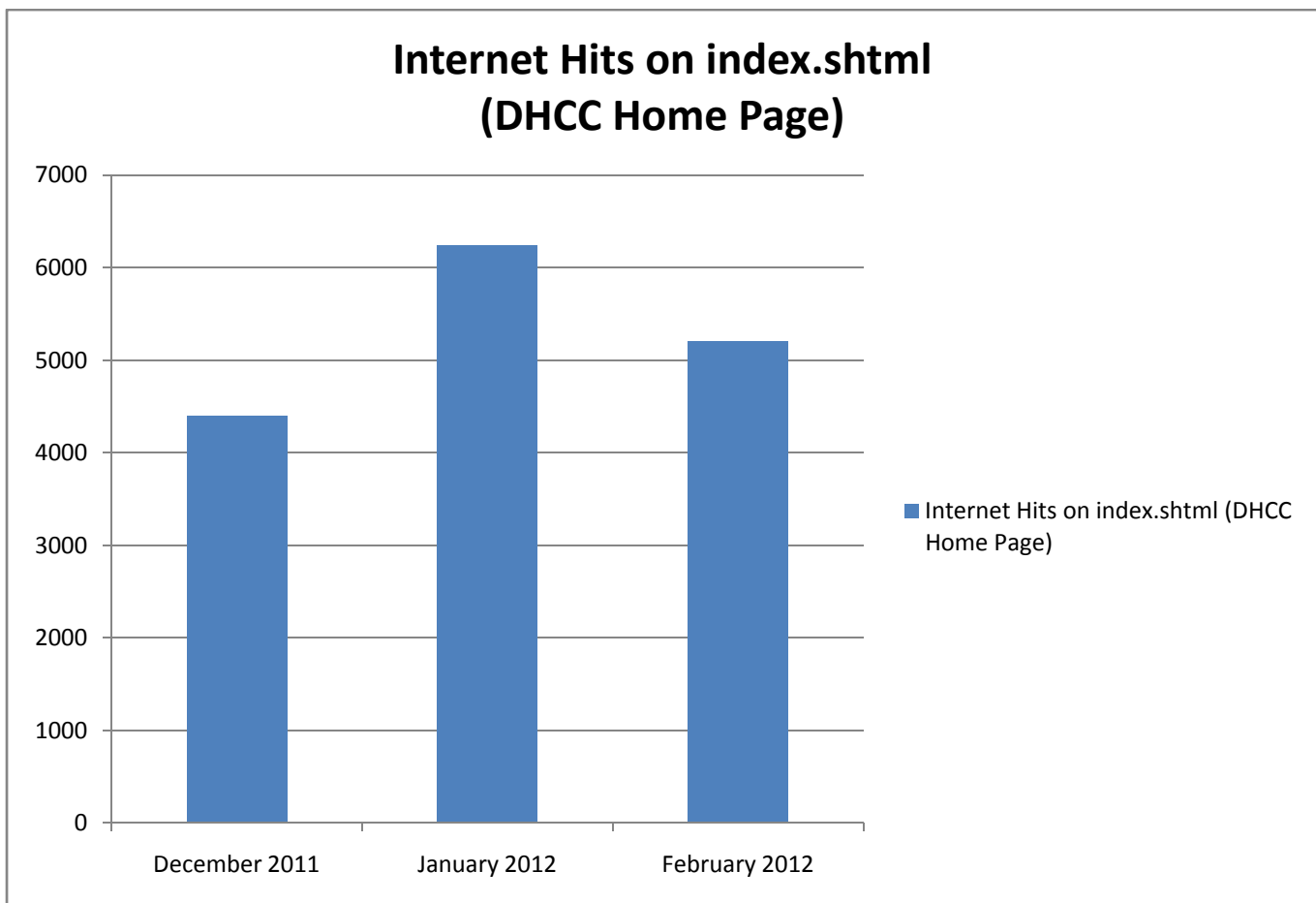
**Education/Outreach Subcommittee Meeting**  
**Agenda Item 5**

Website Statistics



<b>DATE</b>	April 16, 2012
<b>TO</b>	Dental Hygiene Committee of California Education and Outreach
<b>FROM</b>	Tom Jurach, Administrative Analyst
<b>SUBJECT</b>	<b>Agenda Item 5</b> <b>DHCC Web Site Statistics December 2011 – February 2012</b>

**Internet Hits on: /index.shtml**



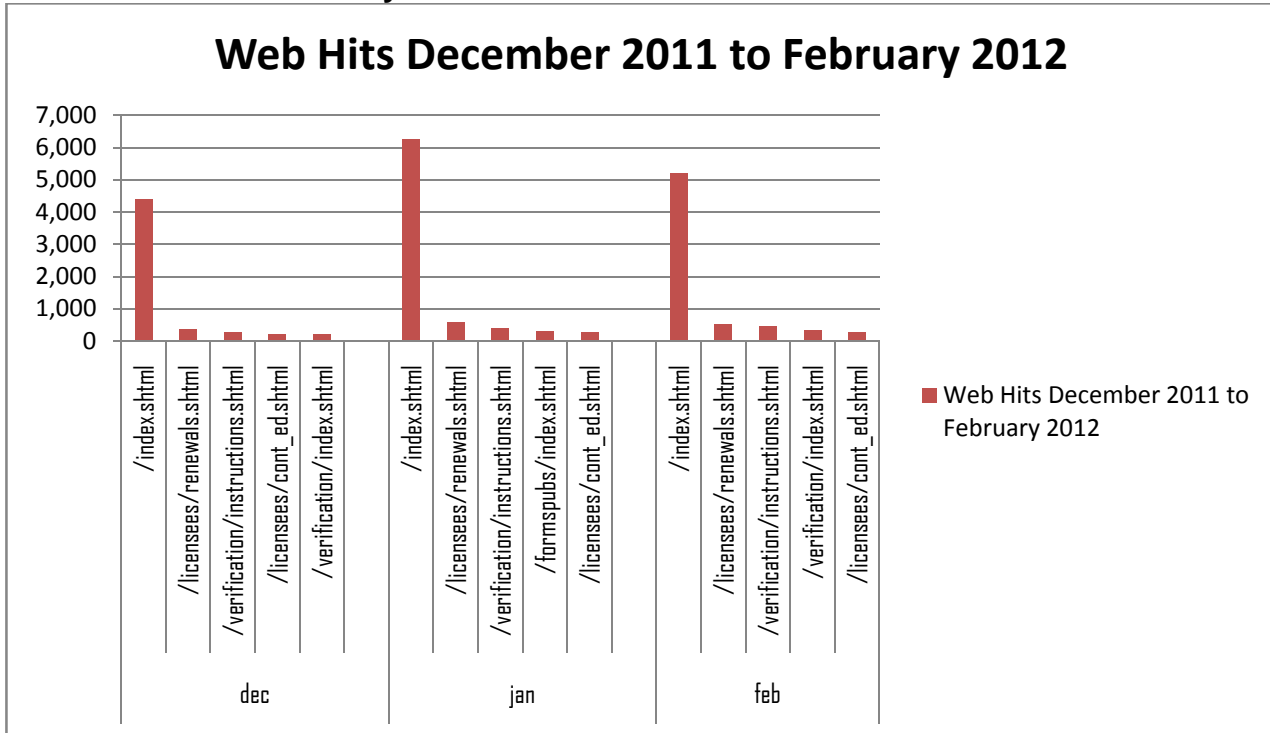
“Hits” identifies the total number of visitors viewing the DHCC home page (index.shtml).





## Agenda Item 5 – Web Site Statistics

### Top 5 DHCC Web Page Hits and Quantity of Hits per Month per Page December 2011-February 2012

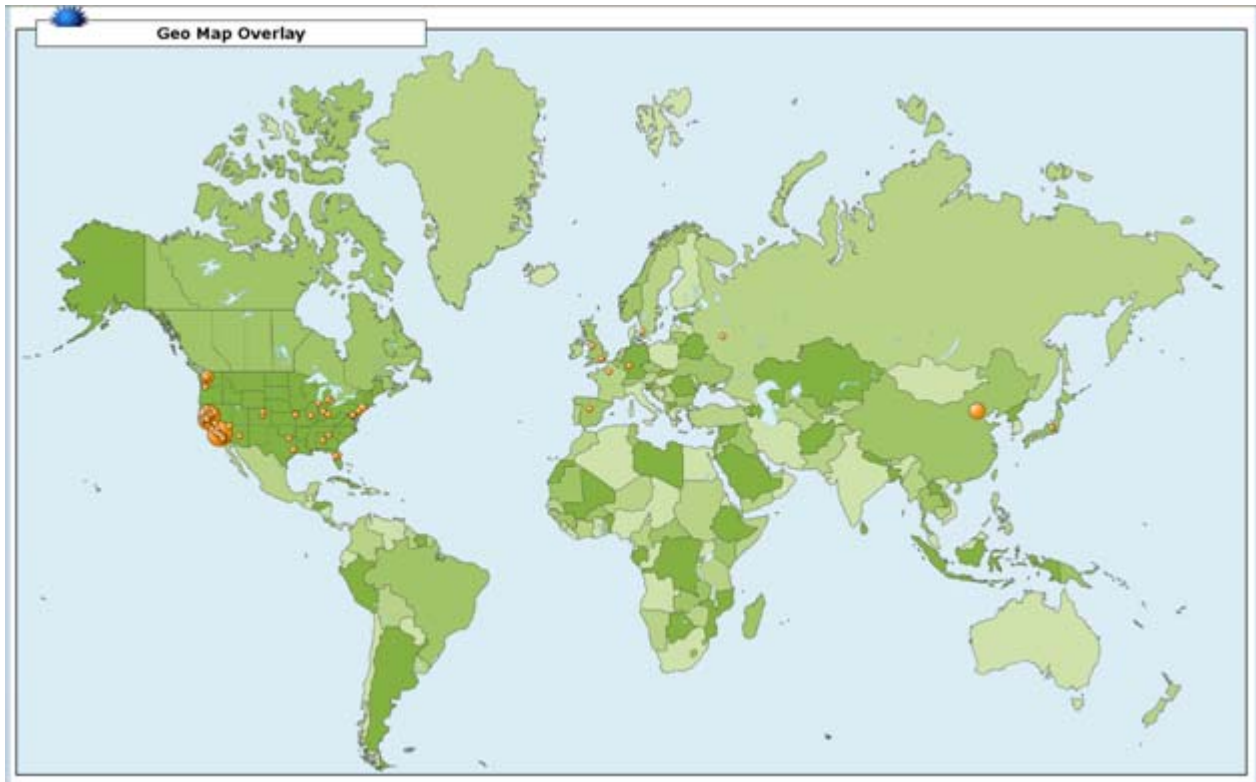


<b>/index.shtml</b>	DHCC home page
<b>/applicants/becomelicensed.shtml</b>	This hosts licensing information
<b>/licensees/renewals.shtml</b>	This hosts license renewal information
<b>/verification/instructions.shtml</b>	Instructions for license verification
<b>/formspubs/examsch.pdf</b>	This hosts the DHCC exam schedule for the year
<b>/verification/index.shtml</b>	The page to verify an RDH, RDHAP, RDHEF license
<b>/applicants/becomelicensed_rdh_lbc.shtml</b>	How to become licensed: LBC
<b>/applicants/becomelicensed_rdh_calgrad.shtml</b>	How to become licensed: CA graduate
<b>/contact_us.shtml</b>	How to contact DHCC
<b>/licensees/cont_ed.shtml</b>	Continuing Education requirements
<b>/formspubs/index.shtml</b>	Our main page hosting forms for correspondence
<b>/lawsregs/index.shtml</b>	The DHCC home page for researching laws and regulations
<b>/formspubs/app_rdh</b>	Application for RDH license
<b>/formspubs/form_livescan_rdh</b>	LiveScan submission form for RDH Applicant
<b>/formspubs/candidate_handbook.pdf</b>	PSI Candidate Handbook
<b>/verification/license_status.shtml</b>	License verification page
<b>/formspubs/form_livescan_rdh_ren.pdf</b>	LiveScan submission form for RDH Renewal



## Agenda Item 5 – Web Site Statistics

**Global Activity:** December 2011 – February 2012. The size of the orange dot indicates the activity from each locale. The larger the dot, the greater the activity. Web activity is based upon the DHCC homepage (/index.shtml).



Interesting to note is the dramatic increase in activity from Beijing, China. Beijing averaged nearly 4% of total traffic. Los Angeles, for comparison, averaged nearly 6% over the same time.



**Monday, April 16, 2012**

**Dental Hygiene Committee of California**

**Education/Outreach Subcommittee Meeting**

**Agenda Item 6**

Outreach Events



<b>DATE</b>	April 16, 2012
<b>TO</b>	Dental Hygiene Committee of California Education and Outreach
<b>FROM</b>	Tom Jurach, Administrative Analyst
<b>SUBJECT</b>	<b>Agenda Item 6</b> <b>2011 Calendar of Outreach Events</b>

**Attended:**

- CDHA Student Regional Conference** .Concord, CA..... March 3, 2012
- CDHA Student Regional Conference** .Los Angeles, CA..... March 4, 2012
- CDHEA Meeting** .....San Jose, CA..... Feb 11-12, 2012

**Outreach Events Scheduled to Attend in 2012:**

- CDHEA Meeting** .....San Jose, CA..... Feb 11-12, 2012
- CDA Convention** .....Anaheim, CA ..... May 3-5, 2012
- CDHA Scientific Session** .....Anaheim, CA ..... May 4, 2012
- CDHA House of Delegates Meeting** ...Santa Clara, CA..... June 1-3, 2012
- ADHA Annual Session** .....Phoenix, AZ..... June 13-19, 2012

**Travel Restrictions:** The above events will not be attended unless the current travel restrictions are lifted by the Governor or an exemption is granted.