



EDUCATION AND OUTREACH SUBCOMMITTEE MEETING MINUTES

**Embassy Suites – San Diego Downtown
Topeka Room
601 Pacific Highway
San Diego, CA 94101
Monday, April 16, 2012**

EDU - 1 Roll Call

The Education and Outreach Subcommittee Chair Cathy DiFrancesco called the meeting to order with roll call at 2:35 p.m. With three subcommittee members present, a quorum was established.

Subcommittee members present: Cathy DiFrancesco, RDH, William Langstaff, DDS (substituting for Rita Chen Fujisawa, Public Member), and Andrew Wong, Public Member.

Subcommittee member absent: Rita Chen Fujisawa, Public Member.

Staff present: Lori Hubble, Executive Officer, Anthony Lum, Administration Analyst, and Traci Napper, Legislation and Regulatory Analyst.

Department of Consumer Affairs' (DCA) legal representative present: Claire Yazigi.

EDU - 2 Public Comment for Items Not on the Agenda:

There was no public comment.

EDU - 3 Chairperson's Report

Ms. DiFrancesco stated that this was the first subcommittee chair position that she has served and is motivated to do the subcommittee's work. She stated that at the full Committee meeting tomorrow, there will be discussion on sponsored healthcare events and she shared that she participated in the Remote Area Medical (RAM) that took place in March and April 2012 in Oakland and Sacramento, respectively. She stated that the program treated almost 8,000 patients in eight days and participants included many dental hygiene schools where their students had an opportunity to give back to the community. She indicated that these events not only provide dental care, but vision and medical care as well.

EDU - 4 Approval of December 12, 2011 Minutes

Ms. DiFrancesco asked for a motion to approve the December 12, 2011 subcommittee meeting minutes.

- **Motion: Andrew Wong moved to approve the December 12, 2011 subcommittee meeting minutes.**

William Langstaff seconded the motion.

Ms. DiFrancesco asked for any comments from the members or the public. There was no comment from the members or public.

Vote: The motion to approve the December 12, 2011 subcommittee meeting minutes passed unanimously (3 – 0).

EDU - 5 Website Statistics

Ms. DiFrancesco thanked Tom Jurach, DHCC staff, who compiled the statistics for the website statistical report. Lori Hubble discussed the volume of website hits per month between December 2011 and February 2012 and in January 2012, the website experienced over 6,000 hits. She indicated that the statistics in the packet also show where most of the website traffic lands and their numbers for the index page, becoming licensed, renewal information, license verification, and exam scheduling. She then touched on global activity and noted that the recent increased Internet traffic is originating mostly from Beijing, China at 44% of the hits as compared to Los Angeles that had 6% of the website hits over the same time period.

Ms. DiFrancesco asked for any public comment on the agenda item. There was no public comment.

EDU - 6 Outreach Events

- a. Upcoming
- b. Attended
- c. Travel Restrictions

Ms. Hubble reported that she was able to attend the California Dental Hygiene Association's (CDHA) Student Regional Conferences in both Northern and Southern California and was well-received by the students. She indicated that of all the outreach events she has participated in, the student conferences were the most beneficial because of the direct communication with the students. She stated that it provided students the opportunity to interact and ask questions about licensure, enforcement, and examination processes.

Ms. Hubble reported that she also attended the California Dental Hygiene Educators' Association Meeting which was a worthy event where she had the opportunity to speak to educators about the application process and was well-received by the educators.

Ms. Hubble reported that the remaining outreach events that were scheduled for 2012 (CDHA Convention and the California Dental Association's Scientific Session) were denied by the DCA. She stated that efforts will continue to submit requests and justifications to attend these types of events for outreach, but with the existing travel restrictions in place, it may be hard-pressed to obtain approval.

Ms. DiFrancesco acknowledged and thanked Ms. Hubble and Committee staff for their efforts to continue pursuing approval for the outreach events to make the Committee more visible and provide knowledge to the dental hygiene community so they are aware of the licensing requirements and any new changes.

Ms. DiFrancesco asked for any comments from the subcommittee members or the public. Joanne Galliano stated that it is important that Ms. Hubble request approval to attend CDHA's House of Delegates Conference. Ms. Hubble stated that she was recently denied the aforementioned reported outreach events and has not had the opportunity to submit a request to attend the CDHA House of Delegates Conference. Ms. Galliano stated that one of the two largest events CDHA sponsors is the House of Delegates and for the Committee to appropriately outreach to numerous members of the dental hygiene community in a single location, this would be one of the prime events. She offered her assistance from CDHA to improve the chances for the Committee's travel request to participate in the House of Delegates to be approved. She inquired as to whether Committee members that reside in Southern California could attend and represent the Committee since they reside close to the meeting location. Ms. Hubble explained that it is the policy of the Committee that staff must be present with a member while attending any event.

Ms. DiFrancesco asked for any further public comment. There was no further public comment.

EDU - 7 Adjournment

The meeting was adjourned at 2:50 p.m.