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DEPARTMENT OF CONSUMER AFFAIRS

BUSINESS, CONSUMER SERVICES, AND HOUSING AGENCY • GOVERNOR EDMUND G. BROWN JR.
Medical Board of California
BOARD OF PODIATRIC MEDICINE
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**PUBLIC EDUCATION COMMITTEE**
**MAY 21, 2015**

**SUBJECT:** **BOARD OF PODIATRIC MEDICINE ("BPM") QUARTERLY NEWSLETTER** **20**

**ACTION:** **CONSIDER AND DISCUSS RESUMING BPM QUARTERLY NEWSLETTER**

## RECOMMENDATION

Consider and discuss proposed BPM quarterly newsletter publication.

## ISSUE

The development and publication of a BPM quarterly newsletter has been identified as an action item for achieving Board objectives of increasing outreach to consumers, stakeholders and licensees in order to strengthen confidence in the effectiveness of the Board, provide greater transparency and relatively full information on BPM topics of interest.

## DISCUSSION

As a result of Board adoption of the 2015-2018 Board of Podiatric Medicine ("BPM") Strategic Plan at the March 6, 2015 meeting of the Board and subsequent action planning efforts undertaken by staff in consultation with SOLID Planning Solutions ("SOLID") professionals during a March 13, 2015 planning meeting, a quarterly newsletter is proposed for development and publication.

In the past, BPM had previously produced and distributed a periodic agency newsletter on a more or less twice yearly schedule. However, print publication ceased sometime in 2013. Staff believes resuming a board newsletter with a quarterly publication schedule would go far to achieve objective numbers one (1) and two (2) under Goal Area five (5) for Organizational Relationships as identified in the 2015-2018 Strategic Plan. There are a number of additionally identified benefits for resuming a quarterly periodical not including providing a platform for targeted messaging among other things.

Preliminary meetings with the Department of Consumer Affairs ("DCA") Publication Design and Editing ("PD&E") have been completed. As a result, a very rough outline prototype has been designed consisting of "evergreen" items that indicate the type of material that will be included in each newsletter based on staff input of issues routinely encountered at BPM. The aim of the newsletter overall is to highlight important developments and cover a limited number of significant areas in a systematic fashion

over a period of time throughout the year. Accordingly, the following evergreen items will be included in the re-inaugural publication of the BPM newsletter and are expected to continue throughout each quarterly cycle:

1) President's Message
2) Mission Statement
3) Board Member Roster
4) Board Meeting Calendar
5) Board Member Spotlight Piece
6) BPM Logo/Address/Phone/Email
7) Frequently Asked Questions (Subjects TBD and on rotational schedule)
8) Licensing & Enforcement Summary and Statistics
9) Send us your Feedback

In addition, staff is proposing that the Committee on Public Education also consider, explore and discuss prospective ideas, concepts and other topical areas that should be covered by the Board's newsletter. These ideas will in turn be adopted and implemented by staff for inclusion and publication.

1) Are there other specific areas the committee desires to be covered?
2) Should some areas receive greater coverage than others?
3) Does it please the Board to appoint a member of the body to contribute a quarterly article on subjects important to the Board?

## NEXT STEPS

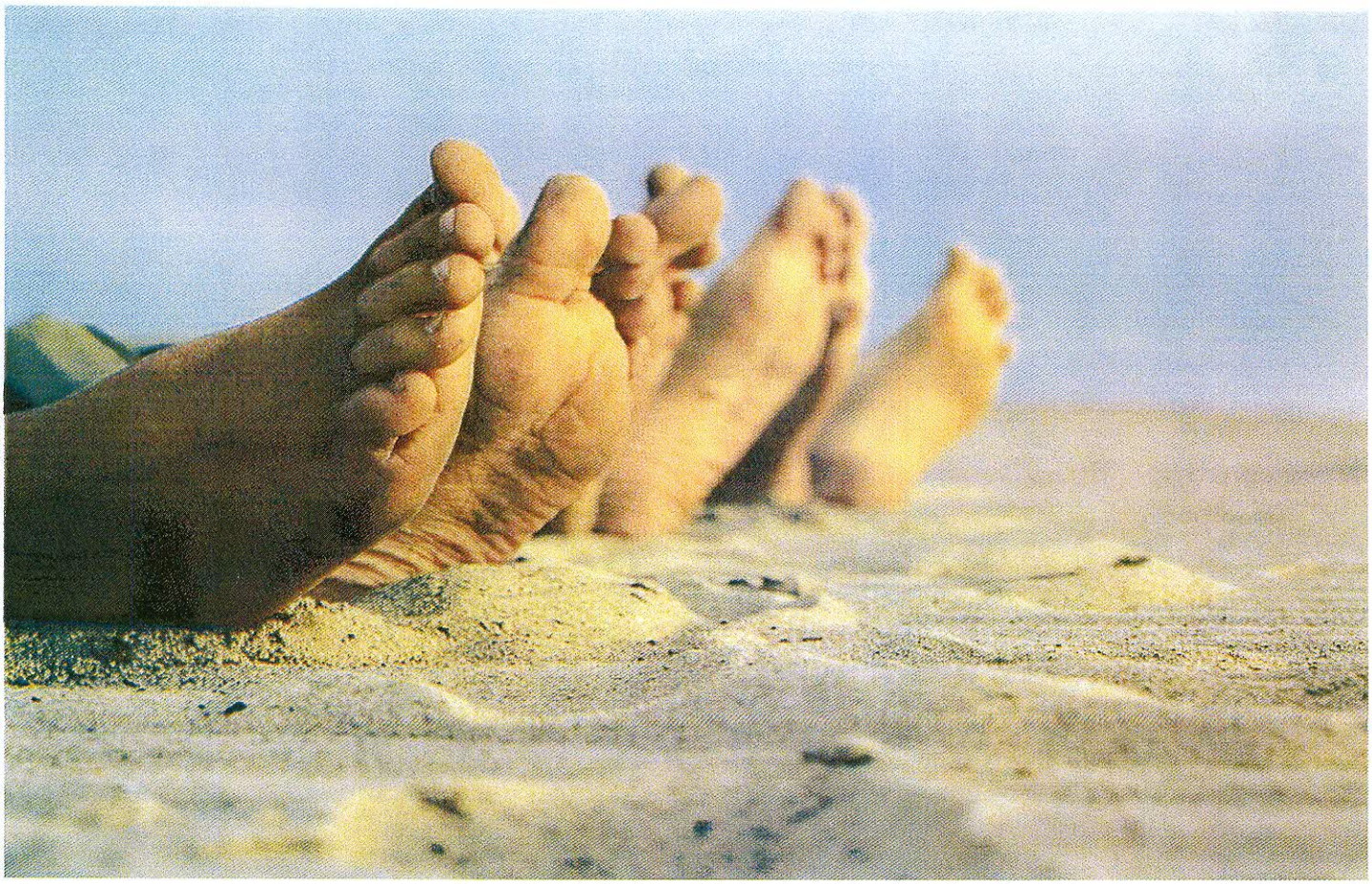
Staff has undertaken the initial and preliminary action for development of the quarterly publication. Committee ideas generated through consensus can be incorporated. Continued updates will be provided to the Board for progress updates. It is estimated that the re-inaugural publication of the board's newsletter will be finalized, ready for release and distribution by Q2 FY 15/16 as the BPM Winter Quarterly.

## ATTACHMENTS

A. BPM Strategic Plan 2015-2018 – Organizational Relationships Goal Areas

Prepared by: Jason S. Campbell, JD, Executive Officer

Jason S. Campbell, JD
Executive Officer

# Organizational Relationships Objectives

1. Increase outreach to Doctors of Podiatric Medicine (DPMs) and stakeholders to strengthen cooperation, answer questions, and provide transparency.
2. Increase outreach to consumers to strengthen consumer confidence in the effectiveness of the Board of Podiatric Medicine (Board), answer questions, and provide transparency.
3. Increase the Board's and DPM's presence at other Department of Consumer Affairs professional board meetings and events to establish the Board's position with stakeholders, and mitigate organizational, administrative, and/or governmental biases in an effort to further the Board's mission.