



***Dental Hygiene Committee of California  
Education/Outreach Subcommittee Meeting***

*Department of Consumer Affairs  
2005 Evergreen Street  
Sacramento, CA 95815*

**September 27, 2010**

**1. *Roll Call/Establishment of Quorum***

Members Present

Rita Chen Fujisawa – Chair  
Cathy DiFrancesco, RDH  
Michelle Hurlbutt, RDH

Staff Present

Lori Hubble, EO  
Tom Jurach  
Traci Napper

The meeting began at 9:11 a.m.

Members introduced themselves for roll call. Andrew Wong was not present and Cathy DiFrancesco was appointed in his place.

**2. *Public Comment***

There was no public comment.

**3. *Approval of Minutes***

M/s/c (Ms. Hurlbutt/Ms. DiFrancesco) to approve March 22, 2010 Education and Outreach subcommittee meeting minutes as submitted. Motion passed unanimously.

**4. *Report on Attended Outreach Events***

Traci Napper, DHCC, briefed the subcommittee about outreach events attended by DHCC and explained that the budget largely dictated cancellation of the consumer events. She provided background about outreach expenditures and information DHCC promotes. Ms. Hubble explained that we share “what we do” and the “benefits of DHCC;” but a greater benefit is the one-on-one time with attendees at associated public events.

Ms. Hurlbutt added that she has been invited to attend two outreach events and would like DHCC to attend to speak about function and purpose of DHCC.

Action: Ms. Hubble requested that outreach events be submitted to her and she will discuss them with the president of DHCC to approve or not.

Ms. DiFrancesco explained the DHCC role at the recent CDA convention in San Francisco. Ms. Hubble commented that she has received letters of appreciation about the DHCC's participation at the event and the value which was provided. The subcommittee complimented DHCC staff on their outreach efforts and reiterated the importance of the one-on-one experience in meeting with DHCC's constituents.

Public Comment: Katie Dawson brought forth that the CDHEA meeting is scheduled in January 2011 in Long Beach, CA.

Ms. Chen Fujisawa suggested that consumer materials (such as the Consumer Information Pamphlet) be less "regulatory" in language and more reader-friendly for the general public. Ms. Hubble suggested that the subcommittee can have an opportunity to proof copy before finalization.

Action:

- Provide subcommittee with a copy of all materials being distributed to the public.
- Include outreach events on the DHCC calendar online showing when DHCC will be participating and what the content of our participation will be.

## **5. *Upcoming Scheduled Outreach Events***

There are no upcoming scheduled outreach events for this year.

Action: A 2011 outreach schedule will be provided to the DHCC at a future meeting.

## **6. *Information on Web Site***

The subcommittee recognizes the importance and benefit of the DHCC web site and would like to strategize it as the hub of DHCC's outreach information. Subcommittee members inquired about analytical information regarding web site and page hits, volume, frequency, etc. Tracking search words on the DHCC web site would help identify which parts of the site are being used the most, what kinds of information users are looking for, and how people are using the web site.

Action: Staff will look into the availability of web site statistics.

The FAQ section is being addressed as an immediate focus for developing the site. Ms. Hubble stated that Tom Jurach has assembled a working list of FAQs and the DCA process of approving them before posting has begun. She also expressed that modifying the FAQs is a larger task than the Committee originally anticipated and progress is, in fact, being made. Ms. Hurlbutt inquired if the DHCC can place a link for fingerprint modifications on the list on the left of the DHCC home page.

Action:

- Ms. Hubble indicated that the retroactive fingerprinting requirements could be added to the "Quick Hits" list, and a notification can be placed "front and center" on the page.

- Draft news release to send to local dental hygiene schools and associations highlighting new fingerprinting regulations to be used in their publications.
- To continue focusing traffic to the DHCC web site as a hub, ensure that the URL: "[www.dhcc.ca.gov](http://www.dhcc.ca.gov)," is included on all promotional and marketing collateral.

The subcommittee inquired about how DHCC currently collects email addresses and how the website subscriber list can be increased. Subcommittee members explored whether DHCC could purchase email lists for marketing purposes or require that an email address be included with license application and renewal process. It was also suggested that an email address card or asking participants to sign up to the DHCC subscriber list be submitted before they play "Plinko," one of the DHCC booth games used during outreach events. Ms. Hubble explained that the DHCC cannot require email information from constituents and that currently any email addresses collected must be entered manually. However, she added that emails will be required for the future DHCC online billing system and that we can access that in the future.

Action: Initiate a news release procedure to broadcast to a distribution list to aid in disseminating relevant DHCC information, such as promoting the web site as a resource and to sign up for the subscriber list.

As an example of making materials available through the web site electronically Ms. Hubble also stated that Tom Jurach assembled the meeting packets and posted them on the website in their entirety.

Public Comment: Ms. Dawson, California Dental Hygiene Association, appreciated making the latest information digitally available.

## **7. Future Agenda Items**

Future agenda items identified include the collection of email addresses; Webcast/videoconference Committee meetings live and then stream from DHCC website; placing student materials on the web site concerning the function and purpose of the DHCC; developing a PowerPoint presentation for DHCC members to use for outreach; creating a DHCC newsletter to post on the website.

## **8. Adjournment**

There being no further business, the subcommittee meeting was adjourned at 9:55 am.