



BUSINESS, CONSUMER SERVICES, AND HOUSING AGENCY • GOVERNOR EDMUND G. BROWN JR.  
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DATE: May 2, 2016

TO: Board Members

FROM:   
Karneka Brown, PhD, MBA, NP  
Executive Officer

SUBJECT: PR/Communications

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Several initiatives have commenced to rebrand the Board with internal and external stakeholders. Partnering with DCA Communications, we have begun a coordinated Communications plans that includes targeted messaging to consumer stakeholders, internal audiences as well as external partners. With each group provides unique messaging.

**Consumer stakeholders:** Overview of Board, Licensing, and Enforcement – New brochures, on-demand website videos, increased Twitter activity, “I’m A VN/PT” testimonials, retooling website

**Internal Audiences:** Overview of Board, *Consumer Connections* Q&A, Stakeholder Meet and Greets

**External Audiences:** Overview of Board, Board Member – Meet your Legislator, retooling website, regional conference participation