



MEMORANDUM

DATE	January 21, 2021
TO	Veterinary Medical Board (Board)
FROM	Jessica Sieferman, Executive Officer
SUBJECT	Agenda Item 18.H. Outreach

Updated Website (Strategic Plan Objective 3.2)

With the assistance of Board Member Jennifer Loreda, RVT, the Board's website homepage was updated into a more user-friendly format. In addition, the Board created a new "Public Actions to Citations and Disciplinary Actions" page and redesigned how the Board reports application processing times. The changes included the following:

Homepage Updates:

- Replaced the six-photo streaming banner with one, stagnant photo.
- Removed duplicative tab links.
- Replaced the paragraph-long content under the "Latest News & Announcements" with hyperlinks to the content on a separate page.
- Moved announcements that were over six months old to the "More News & Announcements" page.
- Added a "Quick Hits" section on the right side of the homepage to quickly navigate to important information.
- Added alphabetized drop-down menus to the navigational tabs at the top.

New "Public Actions to Citations and Disciplinary Actions" page (Strategic Plan Objective 1.3):

- Includes definitions of common enforcement and disciplinary language and links to all actions taken each calendar year.
- Within each calendar year, actions are organized by the type of action and listed in date order.
- To discourage future unlicensed activity, unlicensed practice citations are separated from citations issued to licensees.

Redesigned "Average Processing Times" page:

- Replaced intake processing times (the time between the date the Board receives an application to the date Board staff starts processing the application) with overall average processing times (the time between the date the Board receives the application to the date Board staff approves the application).
- Increased transparency on the Board's overall performance.
- Provides realistic expectations to applicants on how long it will take to receive a license.