



MEMORANDUM

DATE	July 2, 2026
TO	California Veterinary Medical Board (Board)
FROM	Justin Sotelo, Policy Specialist
SUBJECT	Agenda Item 15.D. Outreach

Subject Matter Expert (SME) Recruitment

On April 3, 2026, the Board launched a SME recruitment campaign through social media and targeted email blasts to qualified veterinarian candidates. The Board developed weekly social media content tailored to why other veterinarians would want to become a SME. The content will continue to be posted through August, and then periodically throughout each year.

As a result of this campaign, the Board received over 40 emails from veterinarians interested in learning more about becoming a SME and over half of those have been contracted. Prior to the campaign launch, the Board had less than 50 contracted SMEs.

2026 California Veterinary Medicine Practice Act

On April 7, 2026, the Board distributed an announcement to its email subscribers informing them that the 2026 Practice Act was posted on the Board’s website and available for purchase from [LexisNexis](#).

American Association of Veterinary State Boards (AAVSB) Affiliate Members’ Spring Summit and Board Basics & Beyond Meeting

On April 22-25, 2026, the Board’s Executive Officer (EO) participated in AAVSB’s Affiliate Members’ Spring Summit and Board Basics & Beyond meeting. Each year, the Spring Summit brings together the affiliate members¹ from all 62 jurisdictions for strategic discussions, sharing best practices and strengthening inter-board connections. These sessions support the AAVSB’s commitment to empowering Member Boards through education, connection, and innovation.

As co-chair of the Affiliate Member Advisory Committee, the Board’s EO helped craft the summit agenda and facilitated key regulatory discussions throughout the Summit.

¹ “Affiliate member” means the current Executive Director/Executive Officer/Administrator/Registrar or other individual who holds a similar title or position with a Member Board.

Board Monthly Update—May 2026

On May 12, 2026, the Board distributed a monthly update to its email subscribers informing them about: the appointment of new Registered Veterinary Technician Board member, Marie Ussery; business and actions from the April 2026 Multidisciplinary Advisory Committee (MDC) and Board meetings; Board inspector recruitment; and the upcoming 2026 MDC and Board meeting dates.

Inspector Recruitment

On May 19, 2026, the Board distributed a targeted announcement to email subscribers in the Bay Area regarding recruitment of inspectors in that area.

International Council for Veterinary Assessment (ICVA) Practice Analysis

On May 22, 2026, the Board distributed an announcement to its email subscribers regarding the ICVA Practice Analysis study. Recipients were informed about the purpose of the study and asked to help validate proposed updates to the North American Veterinary Licensing Examination and provide information on any additional core knowledge that should be included in the examination.

California Department of Food and Agriculture (CDFA) Letter Regarding Detection of New World Screwworm (NWS)

On June 8, 2026, the Board distributed an announcement to its email subscribers regarding the [recent detection of NWS in Texas](#). On June 9, 2026, announcements regarding NWS were also posted on the Board's website and social media platforms.

AAVSB Board of Directors Meeting

On June 11-13, 2026, the Board's EO virtually attended AAVSB's Board of Directors Meeting. The agenda of covered topics can be found [here](#).

California Veterinary Medical Association (CVMA) Board of Governors Meeting

On June 17-18, 2026, the Board's EO attended CVMA's joint Board of Governors and House of Delegates meeting in Sacramento. An overview of Board activities since the last quarterly meeting was provided, as well as information on topics the Board would be addressing at its July 2026 meeting.

Pacific Veterinary Conference 2026 (PacVet 2026)

On June 19-21, 2026, Board staff participated in [PacVet 2026](#) in Sacramento. The Board had a booth with information about becoming a SME and inspector. Board staff also distributed magnets with a QR code to the updated [Minimum Standards Self-Evaluation Inspection Checklists](#).

The Board's EO also provided [three lectures](#) on June 21 to PacVet attendees. MDC Outreach Subcommittee Member, Kathy Bowler, joined the first lecture, "Complaint Received...Now What? Understanding the Process and Preventing Top Violations." Dr. Ken Pawlowksi helped lead discussions in the second lecture, "Protecting Pets, Supporting Vets: How Spectrum of Care Upholds the Standard of Care." Dr. James

Howard joined the EO for the third lecture, “Behind the Clipboard: Understanding Inspections and the Misbranding Mistakes We See Most.”

Overall, the Board received positive feedback about the booth participation and the lectures, and the Board was invited back to participate in next year’s PacVet event in San Diego. The Board’s EO has also received subsequent requests from other local associations for similar lectures.

CDFA Update Regarding NWS

On June 19, 2026, the Board distributed an announcement to its email subscribers regarding an [updated notification](#) about the detection of NWS. This announcement was also posted on the Board’s website and social media platforms.

Minimum Standard Self-Evaluation Inspection Checklists

On June 30, 2026, the Board distributed an announcement to its email subscribers regarding the new Minimum Standards Self-Evaluation Inspection Checklists.

Strategic Plan Updates

Minimum Standards Self-Evaluation Inspection Checklists (Strategic Plan Objective 3.7)

On June 17, 2026, the new Minimum Standards Self-Evaluation Inspection Checklists were published on the Board's website. As noted, the following four new checklists are intended to align with the new minimum standards for alternate veterinary premises regulations: [Veterinary Premises](#); [Small Animal Fixed Veterinary Premises](#); [Mobile Veterinary Premises](#); and [Animal Vaccination Veterinary Premises](#). The checklists were developed by the Board and the MDC with input from the public and profession to assist Licensee Managers and office managers in reviewing veterinary premises for compliance with the law. Board staff worked with DCA's PDE team on the design of the checklists.

Unlicensed Veterinary Practice Outreach Related to Canine Reproductive Services (Strategic Plan Objective 5.1)

The Outreach Subcommittee worked on drafting materials for consumer education and dog show organizers. Materials (booklet, flyer, and social media content) regarding canine reproduction services were created by the DCA's PDE team for the Board's website and social media platforms. On March 25, 2026, the Board launched a multi-week social media campaign on the topic of canine reproductive services and how breeding programs can be protected. The weekly social media campaign continued through May 13, 2026.

Demonstration Video Regarding Filing a Complaint with the Board (Strategic Plan Objective 5.4)

In April, Board staff created a draft script for a demonstration video regarding how to file a complaint with the Board. The draft script was submitted to DCA's Office of Public Affairs for review. The intent of the video is to improve the public's understanding of the complaint process. Board staff will next meet with DCA's OPA staff to move forward with the video project. Once completed, the video will be posted on the Board's website and social media platforms.

Demonstration Video Regarding Inspection Process (Strategic Plan Objective 5.5)

Board staff are working on a draft script for a demonstration video regarding the Board's inspection process. The intent of the video is to improve licensee understanding of the process and to improve compliance. Board staff will next meet with DCA's OPA staff to move forward with the video project. Once completed, the video will be posted on the Board's website and social media platforms.

Unlicensed Veterinary Practice Outreach Related to Racetrack/Horse Shows (Strategic Plan Objective 5.8)

On March 26, 2026, the MDC's Unlicensed Practice Subcommittee (UPS) visited the Desert International Horse Park in Thermal, CA – one of the largest horse show facilities in the U.S. After this visit and meetings with other polo and horse show management earlier this year, they have agreed to host Board booths at their locations during the horse show season. As part of this objective, the UPS will next be meeting

with the California Horse Racing Board to further discuss how consumers can be better educated on unlicensed practice.