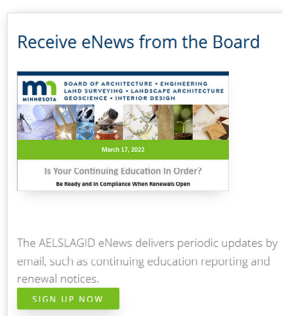


■ CURRENT EMAIL SERVICE

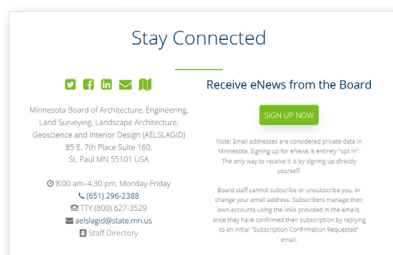
- Established 2017
- Voluntary - no one forced to disclose or provide private data not necessary for Board operations, in keeping with the Data Practices Act ([M.S. 13.05, Subd. 3](#)).
- Public - Not restricted to licensees. Admin assistants, compliance officers, societies, general public can subscribe.
- Includes renewal reminders, continuing education reminders, rulemaking notices, and other vital information regarding Board work.
- Controlled by subscriber: They decide to subscribe/unsubscribe, chose which email address(es) to provide. They control this piece of private data, including whether they choose to provide it to the Board.

■ PROMOTION OF EMAIL SERVICE

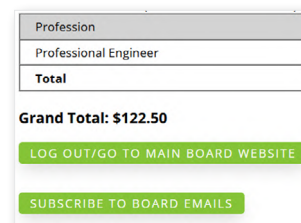
- Permanent news article on website homepage as well as a dedicate page for subscribing to this and the Board's social media accounts.



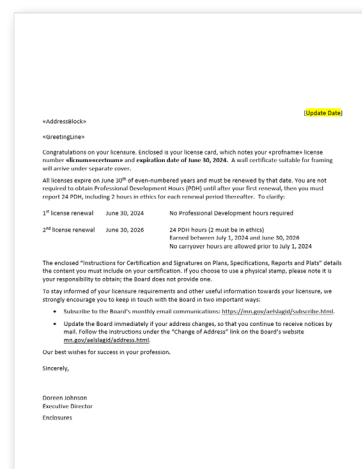
- Signup on every website page.



- Since 2020, when existing renewals systems, licensees are presented with link to subscribe to email service.



- Since 2019, all new licensees “strongly encouraged” to sign up for Board emails as part of official congratulations letter and mailing of license card.



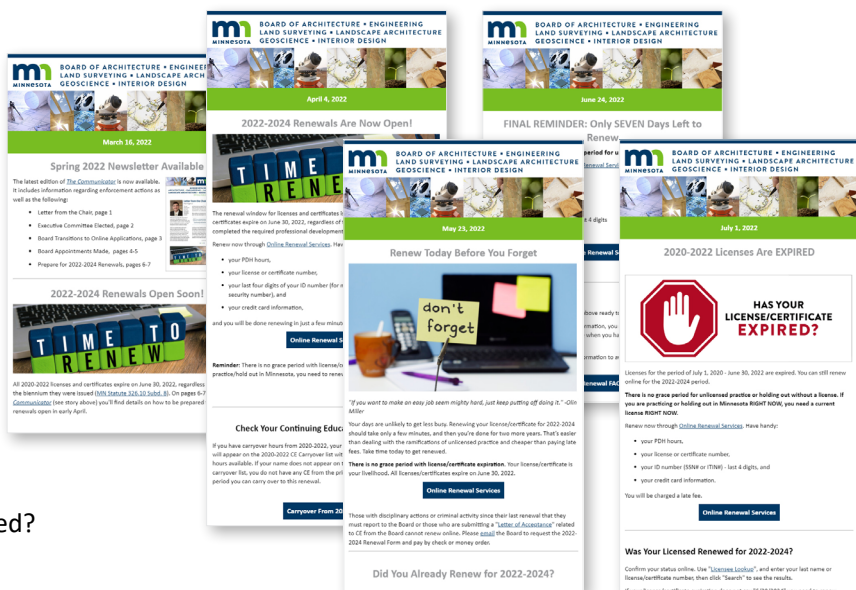
BOARD OF ARCHITECTURE ▪ ENGINEERING
LAND SURVEYING ▪ LANDSCAPE ARCHITECTURE
GEOSCIENCE ▪ INTERIOR DESIGN



■ CURRENT RENEWAL EFFORTS (2022-2024 RENEWALS AS EXAMPLE OF EFFORTS AND TIMING)

■ BY EMAIL

- March 16, 2022 – renewals opening soon (preparation info/FAQs)
- April 4, 2022 – renewals are open
- May 23, 2022 – reminder licenses expire 6/30
- June 24, 2022 – reminder only a few days left to renew
- July 1, 2022 – is your license expired?



■ BY MAIL

- Oversized (6 x11) postcard when renewals open to all licensee/certificate holders.
- Expired notice postcards to those who have not renewed sent early July.



■ OTHER RENEWAL MESSAGING

- Website renewal notices
 - Beginning around January - heads up on CE and upcoming renewal – see current: <https://mn.gov/aelslagid/#news>
 - Once renewals open until well after June 30, renewals are the top news story on homepage, a top-of-screen “pop-up” calls attention to renewals
- Posts on Board social media accounts

■ LICENSE RENEWAL WINDOW: OVER 80 DAYS (NEARLY 3 FULL MONTHS)



BOARD OF ARCHITECTURE ■ ENGINEERING
LAND SURVEYING ■ LANDSCAPE ARCHITECTURE
GEOSCIENCE ■ INTERIOR DESIGN