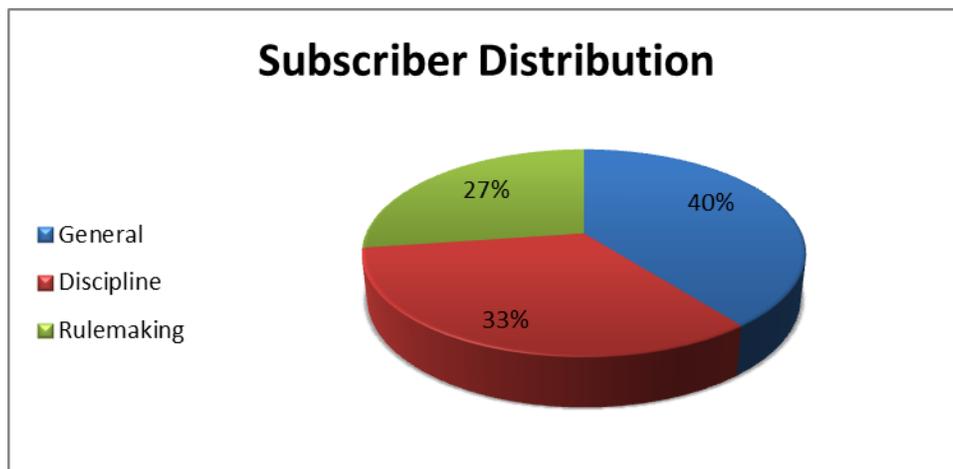


AGENDA ITEM #9

As of June 2011, there were 378 total subscribers to the Board's e-mail lists, which represent less than one percent of the licensee population (active and delinquent). These subscribers may be registered to receive any or all of the following information:

- General E-mail List - *Notifications of Board activities, including meeting agendas, advisory notices and special bulletins*
- Discipline E-mail List - *Citation and disciplinary actions*
- Rulemaking E-mail List - *Information on regulatory changes*

The graph below shows the distribution of subscribers among the Board's three e-mail lists.



One hundred thirty-two subscribers have registered to receive all the above information, which is 35% of the total number of e-mail list subscribers.

There are approximately 291 subscribers to the General e-mail list, 201 subscribers to the Discipline e-mail list, and 246 subscribers to the Rulemaking e-mail list. The charts presented on the next page illustrate the subscription trends for each e-mail list over the last 14 months (April 2010 – June 2011).

As you will notice, the months of April 2010 and May 2011 for each e-mail list exhibit a spike in subscriptions. In April 2010 the Board began using new software, provided by the Department of Consumer Affairs, to maintain its e-mail lists. Prior to the implementation of the new software, subscribers to the old e-mail list were notified the old list would be purged and they were advised they must subscribe to the new e-mail lists to continue receiving Board notifications. In April 2011 the Board's newsletter, which included a notice encouraging licensees to subscribe to the Board's new e-mail lists, was mailed. This notification resulted in a spike of subscribers in May 2011.