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

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.

Profession	nal Engineer
Total	
and Tot	al: \$122.50
	al: \$122.50 /GO TO MAIN BOARD WEBSITE





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

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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?

BOARD OF ARCHITECTUR LAND SURVEYING + LAND GEOSCIENCE + INTERIOR IS East 200 Place, Suite 160, St. Paul, MN 55101 Planae (60 2018) TTY: 800 437 5520

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.





Did You Already Re

OTHER RENEWAL MESSAGING

w for 2022-2024

- 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)

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