



Education Program Update

Matt McCallum



2023

- Creation of the Education Program
 - Creation of Education Manager reporting to Cannabis Captain
 - Creation of Noncommissioned Consultant Supervisors (one on the east side of the state, one on the west)
 - Consultants no longer report to commissioned staff
 - Education Specialist and Advertising Coordinator moved under program
 - Increased number of Cannabis Consultants
 - FTE received for social equity licensee work
- Adjusting workflow, policy/procedure
 - Final inspection
 - Tax reporting



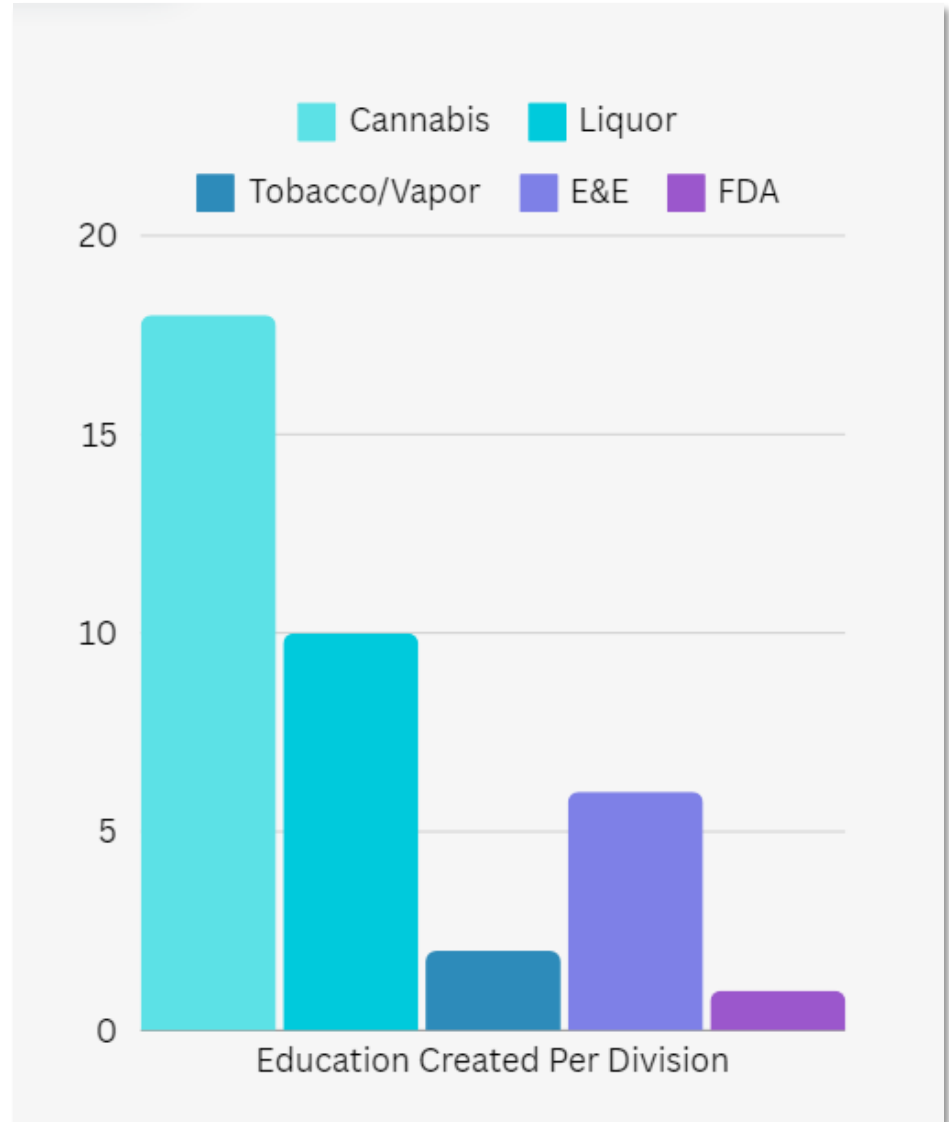
2024

- Reorganization of the Education Program
 - Education Manager reclassified: WMS 1 to WMS 2
 - Education Program moved under DC of Administration
 - FTE received from Cannabis Waste Bill upgraded to a 3rd cannabis Consultant Supervisor
 - Conversion of vacant LEO positions to 4 Liquor Consultant positions (please note 3 MIW consultant positions not included under Education Program)
 - Transfer process was created and utilized for Consultant positions



Education Specialist

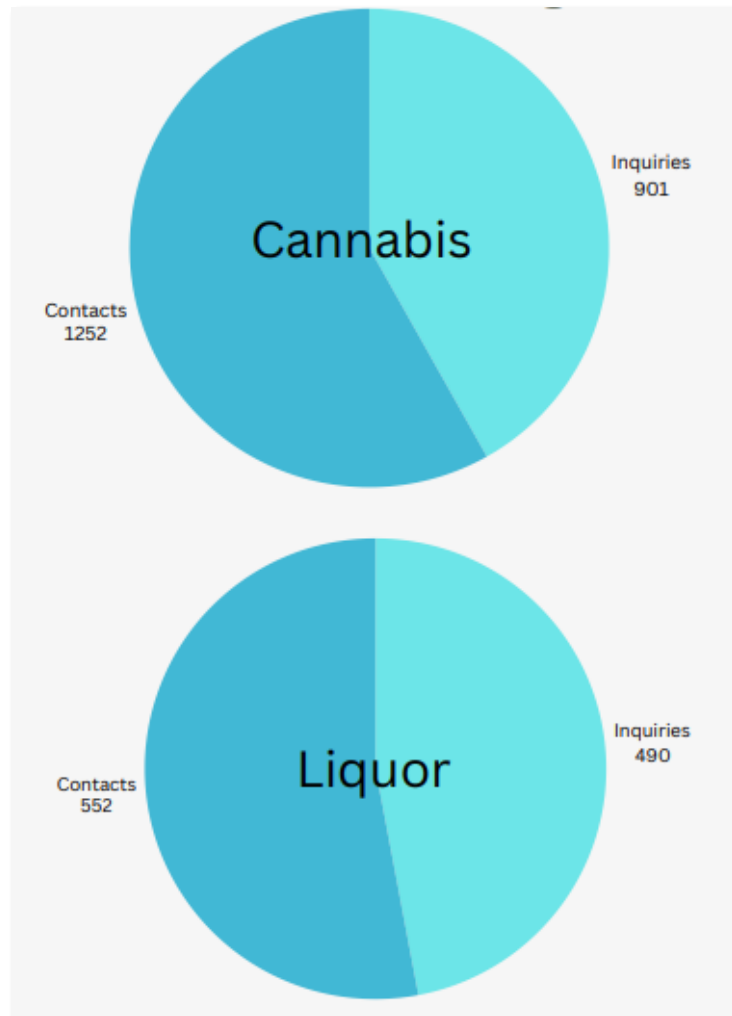
- Creates External Education for Licensees
- Coordinates with other divisions and communications
- Education creation for all Enforcement and Education units
- Examples include:
 - Compliance Guides
 - Enforcement Bulletins
 - Presentations
 - Newsletters
 - Graphics
 - Law and Rule Enforcement Guides





Advertising Coordinator

- Manages MIW inbox
- Liquor Sweepstakes proposals
- Liquor Rebate proposals
- Appealing to youth complaints
- Signage issues
- General advertising inquiries and complaints
- Works closely with licensing on packaging and labeling
- Officer and licensee inquiries
- SME for Enforcement's review of proposed legislation on advertising
- Prohibited practice SME
- Investigative packets of media evidence for investigations



Cannabis Consultants

- Cannabis Premises Checks
 - Final Inspections
 - Annual Inspections
 - Alterations Inspections
- Consultation Visits
- Responsible Sales Classes
- Licensee Support
- Education and Outreach
- Non-public safety complaints
- Tax reporting support
- Notices to Correct (NTC's)
- Daily EN reporting
- Monthly data reporting

FY24

Consultant Data

Notice to Correct	807
Violations Addressed via NTC	1,335
Violations Escalated	31
Annual Inspections	777
Final Inspections	333
Final Inspections Returned to Licensing	29
Premises Checks	3,323

FIELD TO ADMINISTRATIVE TIME





Liquor Compliance Consultants

- Liquor Compliance Consultants will provide technical assistance and education in support of the state's licensed liquor industry.
- Consultants will work with licensees and/or permit holders to understand applicable rules and laws to stay in compliance to avoid potential enforcement action, such as fines or other consequences.
- Initial Duties Include:
 - Stakeholder outreach
 - Responsible Liquor Sales (RLS) training
 - Annual inspections
 - Responsible Vendor Program (RVP) premises checks
 - Identifying liquor licensed locations that have not applied to RVP and providing education on how to enroll
 - Expired licenses
 - NTC's
 - Minor complaint education and assistance
 - Delinquent or missing reports
 - Alteration photos and measurements



Training Process

8 Week field training program:

- One week with supervisor
- Three weeks with commissioned police officers
- Three weeks with experienced compliance consultant
- Final week with supervisor

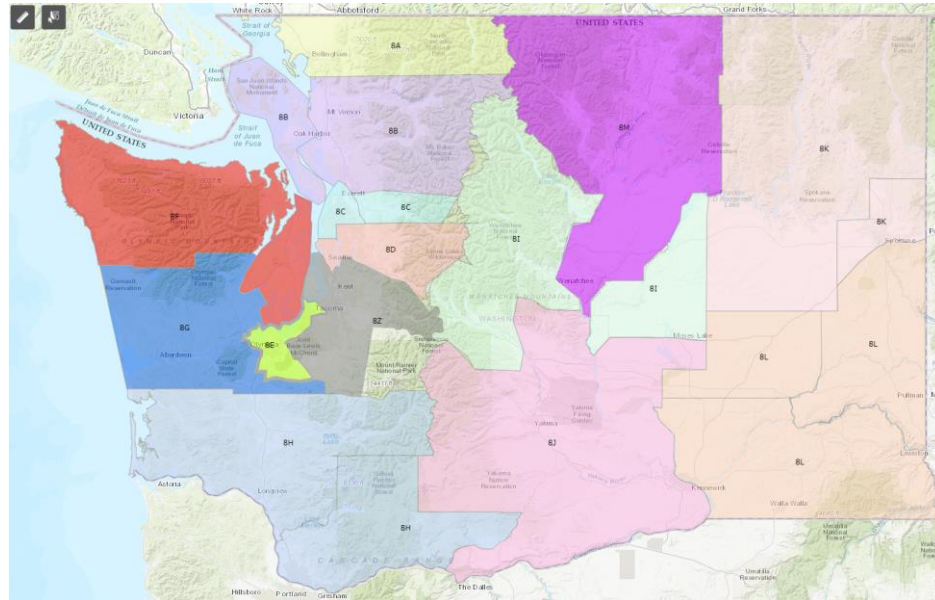
Training reporting:

- Daily observation reports
- Weekly rates of progress
- Training checklist and tests
- Coordination with training team
- Trainer, supervisor, manager, and DC review

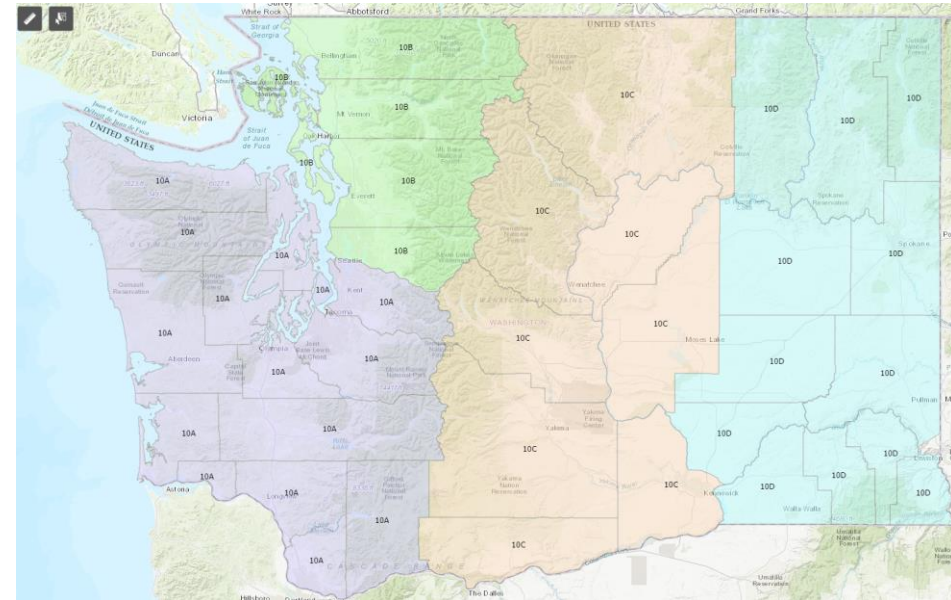


Region Maps

Cannabis Consultant Areas



Liquor Consultant Areas





Notice to Correct

- RCW 69.50.562(1)(a)
- [WAC 314-55-502](#) describes what needs to be included on the NTC form
 - Detailed description of the noncompliant condition
 - The text of the applicable rule
 - A statement of what is needed to achieve compliance
 - The date by which the board requires compliance to be achieved
 - Notice of the means to contact any technical assistance services provided by the board or others
 - Notice of when, where, and to whom a request to extend the time to achieve compliance for good cause may be filed with the board
- Consultants do not write warnings of any kind

The form is titled "Notice to Correct" and includes the following fields and sections:

- Tracking Number: _____
- License Number: _____
- Trade Name: _____
- Business Name: _____
- Email Address: _____
- Address: _____
- City: _____
- State: _____
- License Type: _____
- Phone: _____
- Rule and Title of Offense(s): _____
- WAC/RCW and Description Item #1: _____
- Correction Due Date: _____
- WAC/RCW and Description Item #2: _____
- Correction Due Date: _____
- WAC/RCW and Description Item #3: _____
- Expiration Due Date: _____
- Issued To: Licensee Manager Other Employee
- Signature of Person Served: _____
- Issued By (Print): _____
- Date/Time Served: _____
- Signature (Officer / Compliance Consultant): _____
- Board Statement: _____

WAC 314-55-502



Complaints

Internal Complaints

- Reports from the Finance Audit team
- Monthly tax report from finance
- Expired license report
- Failures in QA testing or Random Sampling that are below “action levels”

External Complaints

- Complaints from licensees that are not public safety related
- Licensees checking with Enforcement about proposals from other licensees or businesses
- Former employees of retail licensees
- Assigned to Education staff
- Determine if complaint has enough information to write an NTC or not
- Visit licensees in person and discuss the complaint
- If clear a violation exists, and NTC is issued
- If unclear education is provided that is identical to what would be with an NTC



Questions?