California Board of
PSYCHOLOGY

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MEMORANDUM

DATE	May 5, 2016
TO	Board Members
FROM	Antonette Sorrick Executive Officer
SUBJECT	**Communications Plan Update: Agenda Item 15**

Background:
The attached Communications Plan Update will be updated and provided as a report to the Outreach and Education Committee and to the Board at its quarterly meetings. The plan will guide the Board's outreach and education efforts over the next five years.

Action Requested:
No action required.

Objective	Tools	Timetable
Provide Excellent Customer Service to Stakeholders		
	Meeting information (Board, Committee Meetings)	As Scheduled
	Regulatory Hearing Information	As Scheduled
	Publications (e.g. Newsletter)	Quarterly
	Changes to statutes/regulations	As Published
	Create and Maintain Targeted E-mail Lists (Diversity, Geographic, Schools, Consumer Groups) to Communicate Legislative, Regulatory, and Process Changes Within the Board's Operations)	As Needed
	Provide Information Regarding the Application, Renewal, and Complaint Process that is User-Friendly, Transparent, and Accountable to Stakeholders	As Needed
	Board Staff will Provide Updates to Board Members on Meeting Items between Meetings	As Needed
Recognition as a Valued Resource		
	Posting of Local, State, and Federal Law Changes, Proposed Legislation, and Regulations	As Needed
	Provide Research Papers, Articles, and other Newsworthy Items on Board's Social Media Pages	As Needed
Provide Transparent and Easy to Access Information		
	Annual Reports to the Legislature	Annually
	Practice Act Update	Annually
	Sunset Review Report	1-Dec-15
	Department of Consumer Affairs' Reports - Performance Measures (Enforcement)	Quarterly
	Provide Updates to Applicants Regarding Licensing Process, Timeframes, Fees, and Requirements	As Needed
	Educate Licensees Regarding Benefits of New Continuing Education and Competency Requirements (E-mail, Website, Newsletter, Leverage Partnerships with Stakeholders, Physical Attendance at Organization Meetings (e.g. California Psychological Association)	Before CE Regulation Goes into Effect
	Provide Up-to-Date Enforcement Statistics and Information Regarding the Complaint and Enforcement Process (E-mail, Website, Newsletter, Leverage Partnerships with Stakeholders, Physical Attendance at Organization Meetings (e.g. California Psychological Association)	As Needed
	Provide Legislative and Regulatory Digest in Each Newsletter	Quarterly
	Update Board's Website for Ease of Use	As Needed
Visibility for the Board and the Industry it Regulates		
	Campaign Information (e.g. Value of a California License)	As Needed
	Attendance at Conferences and Public Events (Create Proactive Agendas to Increase Likelihood of Approval to Attend)	As Needed
	Increase Visibility of Board by Conducting Board Meetings at Schools	1-2 times per year
Influence Government, Media, Licensees, Professional Associations, Consumers, and Other Audiences		

	Campaign Information (e.g. Value of a California License)	As Needed
	Legislation/Regulation	As Needed