


MEMORANDUM

DATE	March 12, 2017
TO	Outreach and Education Committee
FROM	 Cherise Burns Central Services Manager
SUBJECT	Item #8 (b) – Board Meeting Statistics – How Should the Committee Report to the Full Board

Background:

At each Board Meeting the Outreach and Education Committee reports to the full Board on website statistics, which focuses exclusively on the most viewed/ accessed web pages overtime. However, reporting statistics for the most popular web pages only provides the Board with a snapshot of what people access and not whether specific information of importance to the Board that was disseminated to educate licensees and the public is being accessed. For this reason, staff would like Committee Members to help determine the web pages and information the board should be monitoring and expending effort to track overtime. This would not preclude staff from reporting the top 5 web pages snapshot at each Board Meeting.

For the Committees discussion, staff offers the following potential suggestions for items/sites to be monitored:

1. The Board's Quarterly Newsletter
2. Continuing Education Page
3. Verify a License Page
4. Laws and Regulations Page
5. Filing a Complaint Page
6. Applicant Information Page
7. Disciplinary Actions Page
8. Other special focuses of the Committee, other Committees, or the Board
 - o Pathways Regulatory Package
 - o Psychological Assistant Supervision Information
 - o New Pages – Military/Military Spouse Information

Action Requested:

Staff asks that the Committee recommend to the Full Board which web pages staff should monitor and report statistical information on overtime in future Board reports.