

MEMORANDUM

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| DATE | May 25, 2017 |
| TO | Psychology Board Members |
| FROM |  Antonette Sorrick Executive Officer |
| SUBJECT | Communications Plan Update: Agenda Item 17(b) |

Background:

The attached Communications Plan Update will be 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 until 2019.

Action Requested:

No action required.

| Objective | Tools | Timetable |
|--|---|---------------------------------------|
| <i>Provide Excellent Customer Service to Stakeholders</i> | | |
| | 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) | Move to Q3 2017 |
| | 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 |
| <i>Recognition as a Valued Resource</i> | | |
| | 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 |
| <i>Provide Transparent and Easy to Access Information</i> | | |
| | 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 |
| <i>Visibility for the Board and the Industry it Regulates</i> | | |
| | 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 |
| <i>Influence Government, Media, Licensees, Professional Associations, Consumers, and Other Audiences</i> | | |
| | Campaign Information (e.g. Value of a California License) | As Needed |
| | Legislation/Regulation | As Needed |