California Board of
PSYCHOLOGY

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MEMORANDUM

DATE	June 2, 2017
TO	Board of Psychology
FROM	*[signature]* Cherise Burns Central Services Manager
SUBJECT	Item #17(e) – Update on Focus Groups on User-Friendliness of the Board's Website

Background:

At the Outreach and Education Committee meeting held on October 4, 2016, the Committee had a discussion with Mr. Dennis Zanchi, Planning Manger from the Department of Consumer Affairs, SOLID Training and Planning Solutions Unit (SOLID), on the options available to the Board for SOLID to help evaluate the user friendliness of the Board's website through the use of website data, surveys, and facilitated focus groups of licensees, applicants, and the public.

After discussion with Mr. Zanchi, the Committee determined that SOLID would work with Board staff in 2017 to determine the most frequented areas of the website by utilizing Google Analytics, as well as emailing licensees and stakeholders a survey for usage trends. After collecting the preliminary information, SOLID would work with Board staff to establish benchmarks for success and would gather a group of no more than 40 stakeholders to discuss specifically the who, what, where, when and why, for what stakeholders want to see on the Board's website. The Committee requested, and Mr. Zanchi agreed, that the project would include two stakeholder groups, one in northern California and one in southern California.

Board staff met with SOLID staff in March 2017 to discuss the Board's two stakeholder input/focus group projects, the Licensing Committee's Pathways to Licensure Legislative/Regulatory Review project and the Outreach and Advocacy Committee's User-Friendliness of the Board's Website project. Due to resource limitations of Board staff and the SOLID team and the robustness and urgency of the Pathways to Licensure Legislative/Regulatory Review project, it was determined that the User-Friendliness of the Board's Website project would have to be postponed until 2018. Upon the conclusion of the focus groups for the Pathways to Licensure Legislative/Regulatory Review project, Board staff will meet with SOLID to determine when to begin the User-Friendliness of the Board's Website project.

Action Requested:

This information is for informational purposes only. No action is required.