


MEMORANDUM

DATE	June 2, 2017
TO	Board of Psychology
FROM	 Cherise Burns Central Services Manager
SUBJECT	Item #17(f) – Board Meeting Statistics – How Should the Committee Report to the Full Board

Background:

At each Board Meeting the Outreach and Education Committee (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 asked the Committee to discuss the merits of the current format for Board website statistics reports versus alternative methods for reporting website statistics at its March meeting.

During the March meeting, Committee Members discussed the merits of tracking particular webpages overtime while also receiving top 5 web pages snapshot at each Board Meeting. Committee Members determined that the staff recommendation to monitor and report quarterly usage information overtime for the web pages and information listed below would make the best use of limited staff resources and garner more useful information on the Committee's outreach and education efforts.

The Committee determined that the following web pages and information should be monitored and reported on at Board Meetings and is included below:

1. The Board's Quarterly Newsletter
2. Continuing Education Page
3. Verify a License Page (this page is controlled by DCA and therefore no numbers are available)
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:

No action is required; this item is for informational purposes only.

