


MEMORANDUM

DATE	June 8, 2017
TO	Board of Psychology
FROM	 Cherise Burns Central Services Manager
SUBJECT	Item #17(i) – Update on Draft Outreach Plan for High Schools, Community Colleges and University System to Increase Licensing Population – Access to Mental Healthcare Campaign

Background:

At the Outreach and Education Committee (Committee) meeting held on January 15, 2016, the Committee discussed the merits of doing outreach to high schools and community colleges to increase access to mental healthcare. The Committee assigned Board Member Lucille Acquaye-Baddoo and Executive Officer Sorrick to draft an outreach plan for the Committee to consider at a future meeting.

Ms. Sorrick, along with Cherise Burns, Central Services Manager, and Konnor Leitzell, student assistant, developed the Draft Outreach Plan for High Schools, Community Colleges and University System to Increase Licensing Population (Plan), which was presented to the Committee at its' meeting held on October 4, 2016. At the October meeting, the Committee reviewed the Plan and noted that the Plan focuses on clinical psychology but was missing examples of other areas of professional psychology, such as industrial and environmental psychology, noting that psychologists do a lot of consulting and helping businesses. The Committee also suggested that the Plan could be expanded to younger students, such as middle school aged students, and second career adults. The Committee decided that the Plan should be expanded to include other specialties within psychology and as part of a phased implementation, the Plan would first focus on high school and college students and then be expanded to middle school aged students and second career adults. The Committee asked staff to work with Dr. Horn to expand the Plan to include other specialties within psychology before presentation of the Plan at the November Board meeting.

At the November 2016 Board Meeting, staff presented an expanded Draft Plan including other specialties within psychology and a phased implementation. Board Members expressed the following concerns regarding the Plan:

- There were concerns that this could be an unnecessary duplication of effort since the American Psychological Association already has a campaign and toolkit for psychologists to use to encourage students to enter the field of psychology, and the creation of curriculum and toolkits would be time consuming.
- There were concerns that this campaign needs to come from a regulatory prospective/standpoint and not from that of a professional association or guild.

Ms. Sorrick suggested that the plan could focus on communicating reasons why people should be interested in the profession, inform people of the general educational costs, application costs and timeframes, and typical salaries of licensed psychologists. More generally, Dr. Phillips stated that the Board's goal in this campaign should be to promote the profession as a way to increase access to mental health care for California consumers. While the Board accepted the Plan and asked staff to continue working on the Plan and developing partnerships with professional associations, the goals and direction of the plan envisioned by the Committee did not immediately fit with the above suggestions by Ms. Sorrick and Dr. Phillips.

At its March meeting, the Committee discussed revising the goals and direction of the Plan with a regulatory perspective in mind, and changing the direction of the Plan, how the Plan would interact with Schools/Colleges, while considering the staff time and resource limitations that currently exist, including limited external partnership opportunities.

Per the Committee's direction, the revised goal of the campaign for consideration by the Board would be to inform students of the broader opportunities and benefits of pursuing a doctoral degree in psychology and eventually licensure as a Psychologist. This would include highlighting the reasons that students should continue their education past a master's degree and the limitations that come with licensure as a Licensed Marriage and Family Therapists, Licensed Clinical Social Workers, Licensed Educational Psychologists, or Licensed Professional Clinical Counselors. In particular, the campaign would highlight distinctions between what services, diagnostic tests, specialties and employment opportunities are available to Psychologists that are not available to master's level providers. The Committee discussed that for many individuals outside of the profession, this distinction may not be clear and thus the benefits of pursuing a doctoral degree and licensure as a psychologist may not be as well known.

Upon approval of the new goal and direction for the Outreach Plan, staff will work on redesigning the previous draft Outreach Plan with the new goals and direction, including reaching out to different psychological specialties and their professional associations as potential partners, and will develop an implementation plan with deliverables and timetables for Board consideration.

Action Requested:

The Committee requests that the Board approve the new goal and direction of the Plan and delegate staff to begin development of the specific provisions of the Plan and associated implementation timeline, which will be presented for approval at a later Board Meeting.