

## MEMORANDUM

DATE	March 20, 2018
то	Outreach and Education Committee Members
FROM	Antonette Sorrick Executive Officer
SUBJECT	Communications Plan Update: Agenda Item 7

## **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.

Regulatory Hearing Information Scheduled Publications (e.g. Newsletter) Quarterly Changes to statutes/regulations Create and Maintain Targeted E-mail Lists (Diversity, Geographic, Schools, Consumer Groups) to Communicate Legislative, Regulatory, and Process Changes Within the Board's Operations) Provide Information Regarding the Application, Renewal, and Complaint Process that is User-Friendly, Transparent, and Accountable to Stakeholders Board Staff will Provide Updates to Board Members on Meeting Items between Meetings As Needec Resource Posting of Local, State, and Federal Law Changes, Proposed Legislation, and Regulations Provide Research Papers, Articles, and other Newsworthy Items on Board's Social Media Pages Provide Transparent and Easy to Access Information Annual Reports to the Legislature Annually Practice Act Update Sunset Review Report Department of Consumer Affairs' Reports - Performance Measures (Enforcement) Provide Updates to Applicants Regarding Licensing Process, Timeframes, Fees, and Requirements Educate Licensees Regarding Benefits of New Continuing Education and Competency Requirements (F-mail, Website, Newsletter, Leverage Partnerships with Stakeholders, Physical Attendance at Organization Meetings (e.g. California Psychological Association) Provide Legislative and Regulatory Digest in Each Newsletter Update Board's Website for Ease of Use  Visibility for the Board and the Industry it Regulates Campaign Information (e.g. Value of a California License) Influence Government, Media, Licensees, Professional Associations, Consumers, and Other Audiences Campaign Information (e.g. Value of a California License) Campaign Information (e.g. Value of a California License) As Needec	Objective	Tools	Timetable
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