


MEMORANDUM

DATE	March 22, 2018
TO	Outreach and Education Committee
FROM	 Cherise Burns Central Services Manager
SUBJECT	Item #12 – Update on Outreach Plan for High Schools, Community Colleges, and State and University System to Increase Licensing Population

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 (Outreach Plan), which was presented to the Committee at its' meeting held on October 4, 2016. At the October meeting, the Committee reviewed the draft Outreach Plan and noted that the Outreach 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 Outreach Plan could be expanded to younger students, such as middle school aged students, and second career adults. The Committee decided that the Outreach Plan should be expanded to include other specialties within psychology and as part of a phased implementation, the Outreach 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 Outreach Plan at the November Board meeting.

At the November 2016 Board Meeting, staff presented an expanded draft Outreach Plan including other specialties within psychology and a phased implementation. Board Members expressed the following concerns regarding the Outreach 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 Outreach 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 Outreach Plan and asked staff to continue working on the Outreach Plan and developing partnerships with professional associations, the goals and direction of the Outreach Plan envisioned by the Committee did not immediately fit with the above suggestions by Ms. Sorrick and Dr. Phillips.

At its March 2017 meeting, the Committee revised the goals and direction of the Outreach Plan with a regulatory perspective in mind, changing how the Outreach Plan would interact with Schools/Colleges, and taking into consideration the staff time and resource limitations that currently exist, including limited external partnership opportunities.

The revised goal of the Outreach Plan is to inform students at the high school and undergraduate levels 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 Outreach Plan would highlight distinctions between what services, diagnostic tests, specialties and employment opportunities that are available to Psychologists that are not available to master's level providers. The Board approved the revised goal and direction at its June 2017 meeting.

Since approval of the revised goal and direction, staff has worked on redesigning the previous draft Outreach Plan and developing an implementation plan with deliverables and timelines for Board consideration (see Attachment A).

Action Requested:

Staff requests the Committee review and recommend for Board approval the draft Outreach Plan (Attachment A), including the specified deliverables and timeline.

Attachment A: Draft Outreach Plan for High Schools, Community Colleges, and State and University System to Increase the Licensing Population and Access to Care

Draft Outreach Plan for High Schools, Community Colleges, and State and University System to Increase the Licensing Population and Access to Care

Outreach Plan Goal: Inform students at the high school and undergraduate levels of the broader opportunities and benefits of pursuing a doctoral degree in psychology and licensure as a Psychologist.

Outreach Plan Purpose: This campaign hopes to encourage more students to attain doctoral degrees in psychology and pursue licensure as a Psychologist in order to increase the number of licensed Psychologists in California, particularly in underserved communities, and thus access to mental health care for all Californians.

Outreach Plan Theme: The many doors of opportunity that the education and experience required for licensure as a psychologist can open for you!

Outreach Plan Deliverables: Print and digital materials that highlight the variety of psychological services a doctoral degree and licensure make available along with loan repayment and/or scholarship programs that students can apply for. Specifically, staff envisions the following:

- DCA Printed Brochure(s) (available free to all high schools and colleges, also available online) that would be specific to the target audiences (high school/ community college/ state and university).
- Multiple Short Videos (available online) that can be retooled and targeted to different audiences.

Outreach Plan Implementation Timeline: Approximately 3.5 years

- Planning and Development Phase (Year 1 – Year 2): Develop materials that link the degree and licensure requirements to employment opportunities for licensed psychologists. Collect diverse and unique personal stories from licensees highlighting the opportunities they had and the type of psychological services they provide. Reach out to different psychological specialties and their professional associations as potential partners in the development of content for the brochure and videos. Reach out to High School and College career counselors on how information might best be conveyed for each audience and create partnerships for implementation phase. Prepare video scripts and agree on layout for printed materials.
- Production Phase (Year 2 – Year 3): Production of brochure materials and videos in coordination with DCA and applicable partners.

- Implementation and Partnership Engagement Phase (Year 3 and ongoing): Finalizing deliverables while solidifying partnerships for the delivery of these items to the intended audiences.
- Retooling Deliverables for Different Audiences (Beyond Year 3): Evaluate the viability of retooling existing materials for younger audiences and assessing the additional staff workload required for any retooling efforts.

Outreach Plan Potential Messaging and Content:

- 1) Personal benefits from pursuing a career in psychology
 - a) Median income for licensed psychologists in different areas of practice in comparison to their Master's level counterparts:

<i>Occupation</i>	<i>2016 Median Annual Wages</i>
Psychologists, all other	\$95,710
Industrial-Organizational Psychologists	\$82,760
Clinical, Counseling, and School Psychologists	\$73,270
Marriage and Family Therapists State Government, Excluding Education and Hospitals	\$72,180
Social Workers, all others	\$60,230
Healthcare Social Workers	\$53,760
Marriage and Family Therapists Outpatient Care Centers	\$48,900
Marriage and Family Therapists Individual and Family Services	\$44,560
Child, Family, and School Social Workers	\$43,230
Mental Health and Substance Abuse Social Workers	\$42,700
Source: US Department of Labor, Bureau of Labor Statistics, Occupational Outlook Handbook	

- b) Financial aid and assistance, loan repayment, tuition reimbursement programs available
- c) Focus on interpersonal motivation and how psychologists help people in their everyday lives.
 - (1) "Are you passionate about helping others?"

- (2) Are you interested in the impacts human emotions and behavior have on the environment, politics, advertising, personal health?
 - d) Detail examples of the various specialties within the field of psychology (environmental, industrial, and political) and the many occupational fields and businesses that employ psychologists.
 - e) Discuss areas of growth within the field of psychology, such as Behavioral Health Treatment and helping people with Pervasive Developmental Disorder (PDD) or Autism Spectrum Disorder (ASD)
- 2) Societal benefits that psychologists provide:
- a) Aiding medical professionals and researchers to understand how emotional and behavioral factors contribute to disease progression, prevention and treatment
 - b) Aiding people through the recovery process from substance abuse, post-traumatic stress, and traumatic life events including physical and mental abuse
 - c) Creating surveys and running focus groups to optimize the message and image projected by political campaigns
 - d) Designing instrument panels to reduce distractions/confusion in high stress situations (NASA shuttle cockpit instrument panels)
 - e) Helping families to resolve conflicts in their relationships
 - f) Helping police and other first responders in crisis interventions, including negotiations and de-escalation of crisis situations
 - g) Inventing devices like the first artificial heart and creating programs like the Davis Farmers Markets that improve people's health and wellbeing
 - h) Providing treatment for people with suicidal thoughts and depression
 - i) Teaching lifestyle and healthy living principles, including how to lead a balanced life, eat healthy, and stay mentally and physically healthy
 - j) Teaching patients coping mechanisms to reduce stress and anxiety in today's fast paced society
 - k) Treating mental and behavioral health disorders, allowing people to live happier more productive lives
 - l) Using knowledge of human emotions and behaviors to explain workplace and societal structures and organizations, trends and phenomena
 - m) Using principles of human behavior to design workplace environments in order to optimize employee performance
- 3) Detail how the field of psychology has a shortage of providers and how that hurts our communities and society

Outreach Plan Potential Partnership Opportunities:

- 1) Reach out to statewide organizations for high schools, community colleges (Association of Community College Administrators) and state/university system.
 - a) High Schools – California School Boards Association, Association of California School Administrators, California Association of School Psychologists, California Career Development Association; Alliance of Career Resource Professionals
 - b) Community Colleges – Association of California Community College Administrators, Faculty Association of California Community Colleges; Academic and Career Counselors (focusing on liberal arts and undecided majors), Transfer Counselors, Heads of Psychology Departments
 - c) CSU/UC – California Faculty Association, Council of UC Faculty Associations, Deans of Schools of Psychology
 - d) Private Colleges – Academic and Career Counselors, Deans of Schools of Psychology
- 2) Reach out to Psychological Professional Associations
 - a) Different psychological specialties and their professional associations, e.g. American Academy of Forensic Psychology, Society for Industrial and Organizational Psychology, and others
 - b) American Psychological Association
 - c) Asian American Psychological Association
 - d) Association of Black Psychologists
 - e) California Psychological Association
 - f) National Latina/o Psychological Association
 - g) Society of Indian Psychologists
- 3) Reach out to other Departments/Entities
 - a) California Department of Education
 - b) Association of Independent California Colleges and Universities

Future Expansion to Middle School Aged Students and Second Career Adults:

After successful completion of the Outreach Plan, evaluate the viability of retooling existing materials for younger audiences and assessing the additional staff workload required for any retooling efforts. Specifically evaluate:

- 1) Needs of middle school students including focusing on the types of curriculum that should be pursued in high school in order to get into college and pursue a career in Psychology
- 2) Needs of second career adults including focusing on how to make a successful career transition, navigating entry into doctoral programs, and meeting the supervised professional experience requirements