

## Outreach and Education Committee Notice & Agenda

Department of Consumer Affairs  
1625 N. Market Blvd., El Dorado Room (Second Floor, Room 220)  
Sacramento, CA 95834  
(916) 574-7720

### **Committee Members**

Alita Bernal, Chair  
Lea Tate, PsyD  
VACANT

### **Legal Counsel**

Norine Marks

### **Board Staff**

Antonette Sorrick, Executive Officer  
Jeffrey Thomas, Assistant Executive Officer  
Cherise Burns, Central Services Manager  
Stephanie Cheung, Licensing Program Manager  
Sandra Monterrubio, Enforcement Program Manager  
Jason Glasspiegel, Central Services Coordinator

Links to agenda items with attachments are available at [www.psychology.ca.gov](http://www.psychology.ca.gov), prior to the meeting date.

**Friday, May 17, 2019**

### **10:00 a.m. to – 4:00 p.m.**

Unless noticed for a specific time, items may be heard at any time during the period of the Committee meeting.

*The Committee welcomes and encourages public participation in its meetings. The public may take appropriate opportunities to comment on any issue before the Board at the time the item is heard. If public comment is not specifically requested, members of the public should feel free to request an opportunity to comment.*

1. Call to Order/Roll Call/Establishment of a Quorum
2. Chairperson Welcome
3. Public Comment for Items not on the Agenda. Note: The Committee may not discuss or take action on any matter raised during this public comment section, except to decide whether to place the matter on the agenda of a future meeting [Government Code Sections 11125 and 11125.7(a)]
4. Approval of the Outreach and Education Committee Minutes: April 6, 2018
5. Review and Consideration of Revisions to the Goal of the Outreach and Education Committee – Recommendations to the Board

6. Strategic Plan Update
  - a. Review and Discussion of Outreach and Education Goals
  - b. Strategic Plan Action Plan Update
7. Review and Potential Action on User-Friendliness Website Focus Group Notes – Recommendations to the Board
8. Discussion and Possible Action on Best Practices for Licensees Using Social Media – Recommendations to the Board
9. Communications Plan Update
10. Board’s Social Media Update
11. Website Update
12. Update on Newsletter
13. Outreach Activities Update
14. Updates on Communications and/or Activities of the Association of State and Provincial Psychology Boards (ASPPB)
15. DCA Brochure “Professional Therapy Never Includes Sex” – Update
16. Recommendations for Agenda Items for Future Committee Meetings. Note: The Committee may not discuss or take action on any matter raised during this public comment section, except to decide whether to place the matter on the agenda of a future meeting [Government Code Sections 11125 and 11125.7(a)]

## **ADJOURNMENT**

*Except where noticed for a time certain, all times are approximate and subject to change. The meeting may be canceled or changed without notice. For verification, please check the Board’s Web site at [www.psychology.ca.gov](http://www.psychology.ca.gov), or call (916) 574-7720. Action may be taken on any item on the agenda. Items may be taken out of order, tabled or held over to a subsequent meeting, for convenience, to accommodate speakers, or to maintain a quorum.*

*Meetings of the Board of Psychology are open to the public except when specifically noticed otherwise in accordance with the Open Meeting Act. The public may take appropriate opportunities to comment on any issue before the Board or its committees, at the time the item is heard, but the President or Committee Chair may, at his or her discretion, apportion available time among those who wish to speak. Board members who are present who are not members of the Committee may observe, but may not participate or vote.*

*The meeting is accessible to the physically disabled. A person who needs a disability-related accommodation or modification in order to participate in the*

*meeting may make a request by contacting Antonette Sorrick, Executive Officer, at (916) 574-7720 or email [bopmail@dca.ca.gov](mailto:bopmail@dca.ca.gov) or send a written request addressed to **1625 N. Market Boulevard, Suite N-215, Sacramento, CA 95834**. Providing your request at least five (5) business days before the meeting will help ensure availability of the requested accommodation. Links to agenda items, with exhibits are available at [www.psychology.ca.gov](http://www.psychology.ca.gov), prior to the meeting date.*

*The goal of the Outreach and Education Committee is to provide critical information to all Californians regarding the evolving practice of psychology, relevant and emerging issues in the field of psychology, and the work of the Board.*

## MEMORANDUM

<b>DATE</b>	May 6, 2019
<b>TO</b>	Outreach and Education Committee
<b>FROM</b>	Jason Glasspiegel Central Services Coordinator
<b>SUBJECT</b>	Agenda Item #4 - Approval of Minutes: April 6, 2018

**Background:**

Attached is the draft minutes for the April 6, 2018 Outreach and Education Committee Meeting.

**Action Requested:**

Approve the attached minutes for the April 6, 2018 Outreach and Education Committee Meeting.

Attachment: Draft minutes of the April 6, 2018 Outreach and Education Committee Meeting.

1                   **Outreach and Education Committee Teleconference Meeting**  
2                                           **Minutes**

3  
4                                   Department of Consumer Affairs  
5                   1625 N. Market Blvd., El Dorado Room (Second Floor, Room 220)  
6                                   Sacramento, CA 95834

7  
8                                   Bureau of Automotive Repair  
9                                   6001 Bristol Pkwy, Suite 100  
10                                  Culver City, CA 90230

11  
12                                  Los Angeles Harbor College  
13                   1111 Figueroa Place, Suite NEA147  
14                                  Wilmington, CA 90744  
15                                  (310) 223-4069

16  
17                                  3010 I Street, #5  
18                                  Sacramento, CA 95816  
19                                  (916) 447-8783

20 **Friday, April 6, 2018**

21  
22 Alita Bernal, Committee Chair, called the meeting or order at 11:16 a.m. A quorum was  
23 present and due notice had been sent to all interested parties.

24  
25 **Members Present:**

26 Alita Bernal, Chair  
27 Lucille Acquaye-Baddoo  
28 Jacqueline Horn, PhD

29  
30 **Others Present:**

31 Antonette Sorrick, Executive Officer  
32 Jeffrey Thomas, Assistant Executive Officer  
33 Cherise Burns, Central Services Manager  
34 Stephanie Cheung, Licensing Program Manager  
35 Sandra Monterrubio, Enforcement Program Manager  
36 Jason Glasspiegel, Central Services Coordinator  
37 Konnor Leitzell, Student Assistant  
38 Elizabeth Winkelman, Ph.D., California Psychological Association

39  
40 **Agenda Item #2: Chairperson's Welcome**

41  
42 Ms. Bernal welcomed those in attendance.

43  
44 **Agenda Item #3: Public Comment for Items not on the Agenda.**

45  
46 No public comment was received.  
47

48 **Agenda Item #4: Approval of the Outreach and Education Committee Minutes: March**  
49 **21, 2017**

50  
51 Dr. Horn asked if staff are supposed to be providing the Google Analytics monthly and  
52 quarterly statistics at each Outreach and Education Committee Meeting. Mr. Glasspiegel  
53 clarified that monthly statistics will be provided at each Outreach and Education Committee  
54 Meeting and Board meeting. Dr. Horn asked that lines 102 and 103 of the minutes be  
55 clarified to reflect this.

56  
57 Dr. Horn also asked staff to capitalize the word “committee” after adjournment at the end of  
58 the minutes.

59  
60 It was M(Horn)/S(Acquaye-Baddoo)/C to approve the minutes as amended.

61  
62 No public comment was received.

63  
64 Vote: Aye – 3 (Acquaye-Baddoo, Bernal, Horn) No – 0

65  
66 **Agenda Item #5: Examination Subject Matter Experts Presentation**

67  
68 Ms. Sorrick and Ms. Snyder gave an overview of how examination subject matter experts  
69 (SME) are selected and the recruitment materials used in this process.

70  
71 Discussion ensued regarding different aspects of the program, such as SME qualifications,  
72 the restriction on SME’s involvement in the process of preparing or coaching candidates to  
73 take any Board exam examination, and special requirements for government employees.  
74 Ms. Snyder then discussed the selection and assignment process and provided the SME  
75 statistics and demographics for 2017.

76  
77 Discussion ensued regarding the gender makeup of the SMEs utilized by the Board and the  
78 ratio of women versus men that are licensed as psychologists.

79  
80 Ms. Bernal commented on the limited number of ethnicities available when completing the  
81 demographic information in the survey. Ms. Sorrick advised that she has asked the Office of  
82 Professional Examination Services to use the broader list of ethnicities utilized by the  
83 Department of Finance.

84  
85 Discussion ensued regarding the representation of different demographic groups within the  
86 SME pool and how it reflects our licensee population, but not the general population of  
87 California.

88  
89 Ms. Burns confirmed that we can have a better sense of the ethnic makeup of the SMEs  
90 once the new list of ethnicities is implemented.

91  
92 Dr. Horn advised that the Licensing Committee reviewed and offered changes to the SME  
93 recruiting materials. Ms. Snyder confirmed that the updated materials will be brought back  
94 to the next Licensing Committee later this month.

95  
96 Ms. Sorrick commented that once the Licensing Committee reviews the new recruiting  
97 materials, the Outreach and Education Committee may want to create a cover letter

98 addressed to some of the ethnicity-based membership organizations in CA, such as the  
99 Latino Psychological Association.

100  
101 Ms. Bernal advised that she will go to the Latino Psychological Association to deliver the  
102 materials.

103  
104 Dr. Horn agreed with Ms. Sorrick and thinks it's great when a Board member can make a  
105 personal contact.

106

107 **Agenda Item #6: Strategic Plan Update**

108

109 **Agenda Item #7: Communications Plan Update**

110

111 Ms. Sorrick combined agenda items #6 and #7 and advised that there are no changes to  
112 the Strategic Plan or Communications Plan since the last time it was presented to the  
113 Board.

114

115 No public comment was received.

116

117 **Agenda Item #8 Social Media Update**

118

119 Ms. Burns provided the Committee with the updated social media statistics. She advised  
120 that staff has begun to look at pieces of the licensing videos to see if they can be used in  
121 the new videos.

122

123 Ms. Sorrick indicated that she thinks it would be helpful to track the number of views of the  
124 2018 webcasted committee meetings. She is curious to see how many people are watching.

125

126 **Agenda Item #9: Website Update**

127

128 Ms. Burns presented the website update. She advised that a monthly breakdown will be  
129 provided at the next committee meeting.

130

131 Dr. Horn asked about reporting the top five webpages viewed and why the home page  
132 statistics are being reported. Mr. Glasspiegel discussed reporting the top five without the  
133 homepage in the future.

134

135 Ms. Burns presented on the website user-friendliness review, and advised that staff will  
136 begin planning for this in May.

137

138 No public comment was received.

139

140 **Agenda Item #10: Update on Newsletter**

141

142 Ms. Sorrick advised the most recent journal is included in the meeting materials. She  
143 reminded the Committee of the change currently in process to release the journal at the  
144 beginning of the season versus the end.

145

146 No public comment was received.

147

148 **Agenda Item #11: Outreach Activities Update**

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Ms. Sorrick advised that she would be attending the Association of State and Provincial Psychology Board’s mid-year meeting in Savannah GA, and would be presenting on Fairness in the Licensing Process.

No public comment was received.

**Agenda Item #12: Update on Outreach Plan for High Schools, Community Colleges, and State and University System to Increase Licensing Population**

Ms. Acquaye-Baddoo introduced Ms. Burns who discussed this agenda item, reminding the Committee members of the revised goal and direction of the Outreach Plan. She confirmed that the Board approved these goals at the June 2017 Board meeting. She advised that staff created a timeline for the Committee which was provided in the meeting packets. She stated that we can provide brochures and short videos to target information for specified audiences. She advised that this would be a three-and-a-half-year campaign with the first phase being planning and development, then production in years two and three. The remainder of the time would be spent finalizing deliverables and partnerships.

Discussion ensued regarding whether to provide the average annual wage of psychologists along with the median wage, and additional non-technical changes to the examples provided within the Social Benefits section of the plan.

No public comments were received.

It was M(Acquaye-Baddoo)/S(Horn)/C to accept the draft outreach plan as amended.

Vote: Aye – 3 (Acquaye-Baddoo, Bernal, Horn) No – 0

**Agenda Item #13: Two-Year Outreach and Education Campaign Update**

Ms. Burns discussed the Enhancing Diversity and Cultural Competency campaign, and how this will follow our current campaign from January 2021 – December 2022.

Discussion ensued regarding the order of the two proposed campaigns and whether it would be more beneficial to have this campaign before the Outreach Plan campaign. It was noted that the American Psychological Association’s Education Committee has stated this is a big issue in the field of psychology in the United States.

The Committee came to a consensus that staff would incorporate some targeted outreach to underrepresented populations to focus on the diversity enhancement goals within the Outreach Plan to high school and colleges campaign, while leaving the two campaigns separate and following each other.

No public comment was received.

**Agenda Item #14: DCA Brochure “Professional Therapy Never Includes Sex” – Update**

Ms. Sorrick provided an update on the status of the brochure. She advised that the brochure was updated and provided to the board in February, and then given to the



200 Osteopathic Medical Board. After their review, the brochure was given to the Department of  
201 Consumer Affairs pending legislative change in AB 2968 (Levine).

202  
203 No questions or public comment received.

204  
205 **Agenda Item #15: Recommendations for Agenda Items for Future Committee**  
206 **Meetings.**

207  
208 Ms. Sorrick will add best practices for social media use for the next meeting agenda, and  
209 will speak to Ms. Marks for guidance. Ms. Sorrick also asked if the Committee wants to work  
210 with other allied health boards on this. The consensus of the Committee was that they did  
211 want to work with other allied health boards on this issue.

212  
213 **ADJOURNMENT**

214  
215 The Committee adjourned at 12:49 p.m.

216  
217  
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**Chair** **Date**

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## MEMORANDUM

<b>DATE</b>	May 3, 2019
<b>TO</b>	Outreach and Education Committee
<b>FROM</b>	Cherise Burns Central Services Manager
<b>SUBJECT</b>	Agenda Item #5 – Review and Consideration of Revisions to the Goal of the Outreach and Education Committee – Recommendations to the Board

### **Background:**

Considering the recent Strategic Planning process completed by the Board of Psychology (Board), each Board committee will be reviewing their committee's Goal and recommend any changes to their Goal to the full Board at its next Board Meeting.

The Outreach and Education Committee's (Committee's) current Goal is as follows:

The goal of this committee is to provide critical information to all Californians regarding the evolving practice of psychology, relevant and emerging issues in the field of psychology, and the work of the Board.

### **Action Requested:**

Review the Outreach and Education Committee Goal and recommend any changes to the full Board at its next meeting.

## MEMORANDUM

<b>DATE</b>	April 22, 2019
<b>TO</b>	Outreach and Education Committee
<b>FROM</b>	Antonette Sorrick, Executive Officer
<b>SUBJECT</b>	<b>Strategic Plan Update: Agenda Item 6</b>

**Background:**

The Board convened for Strategic Planning on December 3-4, 2018. The Board ratified the 2019-2023 Strategic Plan (Plan) at the February 2019 Board Meeting.

The Committee should review and discuss the Outreach and Education Goals listed in the Plan.

**Attachments:**

1. Strategic Plan 2019-2023
2. Strategic Plan Action Plan

**Action Requested:**

No action required.

# The California Board of Psychology

## STRATEGIC PLAN 2019–23

Prepared by SOLID Planning Solutions

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### Message from the Board President

As president of the California Board of Psychology (board), it is my honor to introduce the *2019–23 Strategic Plan* and to express appreciation for the work and contribution of the board members and staff in developing our current *Strategic Plan*, which includes multiple areas of increased emphasis and change in the years to come.

The board will continue to primarily focus on the following areas:

- Protecting the health, safety, and welfare of consumers of psychological services.
- Advocating for the highest standards of professional psychology.
- Empowering consumers and licensees through public and professional education.

In addressing these areas, the board intends to protect and empower the consumers of psychological services while advocating for the highest standards for, and the continuing competency of, the profession. Additional areas of focus include:

- Continuing emphasis on reducing licensing times, increasing transparency about the disciplinary process to the extent legally permissible, and effecting outreach and education to licensees, stakeholders, and the public.
- Completing the process of developing, adopting, and implementing regulations on telepsychology.
- Continuing involvement in the legislative process with proactive advocacy as to issues affecting the board, the field of psychology, and consumers of psychological services.
- Completing the regulatory approval process for, and implementation of, new regulations concerning continuing professional development, retired status, and the pathways to licensure.
- Providing excellent customer service in all we do.

The board would like to thank the readers of the *Strategic Plan* for active consideration of its goals and we look forward to our continued communications over the next five years.

Stephen C. Phillips  
J.D., Psy.D., President  
California Board of Psychology

### **About the Board**

The California Board of Psychology dates back to 1958 when the first psychologists were certified in the state. The Board of Psychology is one of 37 regulatory entities that fall under the organizational structure of the Department of Consumer Affairs.

The board consists of nine members (five licensed psychologists and four public members) who are appointed to the board for four-year terms. Each member may serve a maximum of two terms. The five licensed members and two of the public members are appointed by the governor. One public member is appointed by the Senate Rules Committee, and one public member is appointed by the speaker of the Assembly. Public members cannot be licensed by the Board of Psychology or by any other Department of Consumer Affairs healing arts board.

The board's executive officer is appointed by the board to ensure that the board functions efficiently and effectively, and serves solely in the interests of the consumers of psychological services in California.

The board is funded totally through license, application, and examination fees. The board receives absolutely no tax money from the general revenue fund of the state.

The board exists solely to serve the public by:

- Protecting the health, safety, and welfare of consumers of psychological services with integrity, honesty, and efficiency.
- Advocating the highest principles of professional psychological practice.

Empowering the consumer through education on licensee/registrator disciplinary actions, and through providing the best available information on current trends in psychological service options.

### **Who Does the Board Regulate?**

- Licensed psychologists, who may practice independently in any private or public setting.
- Psychological assistants, who must possess a qualifying master's degree and are registered to provide limited psychological services to the public under the direct supervision of the psychologist or psychiatrist to whom they are registered.
- Registered psychologists, who must possess a doctoral degree that meets licensure requirements and possess at least 1,500 hours of qualifying supervised professional experience are registered to engage in psychological activities at nonprofit community agencies that receive a minimum of 25 percent of their funding from some governmental source. Registered psychologists may not engage in psychological activities outside the approved nonprofit community agency where they are registered.

### **How Does the Board Accomplish Its Mission?**

The board accomplishes its mission by working to ensure that psychologists provide consumers appropriate and ethical psychological services and do not exploit consumers by abusing the power advantage inherent in any psychotherapeutic relationship. The board also works to ensure that:

Those entering the profession of psychology possess minimum competency to practice psychology independently and safely. This is achieved by requiring candidates for a license to possess an appropriate doctorate degree from an approved or accredited university and by requiring the completion of a minimum of 3,000 hours of supervised professional experience. Each license applicant must also pass a national written examination and a California examination. In addition, in order to renew a license, a psychologist must complete 36 hours of approved continuing education every two years.

The board's enforcement efforts are focused on protecting a vulnerable consumer population from exploitative, unscrupulous, and/or otherwise incompetent licensed psychologists.

## **2014–18 Strategic Plan Accomplishments**

The board accomplished the following strategic objectives since the adoption of the 2014–18 *Strategic Plan*:

### **Licensing**

- Performed a process analysis to ensure the board was using and asking for resources necessary to reduce license processing times.
- Submitted a budget change proposal to establish a full-time licensing manager position.
- Provided customer service training to licensing staff to enhance service to stakeholders.
- Reviewed statutes and regulations regarding psychological assistant, supervised professional experience, and exempt settings, and made changes to clarify the initial intent of the law.
- Provided “hard-card” pocket licenses for licensed psychologists and registered psychological assistants.
- Created the statutory authority for a “retired” status for licensed psychologists.

### **Continuing Education**

- Created the statutory authority and initiated the promulgation of continuing education/continuing professional development (CE/CPD) regulations.

### **Policy and Advocacy**

- Created a greater presence in the legislative arena to more proactively address issues affecting the board and the practice of psychology.
- Initiated the promulgation of telepsychology regulations.

### **Enforcement**

- Educated consumers and licensees about enforcement processes and outcomes.
- Modified the board's website to include dedicated information and resources on license probation and to include probationer forms.
- Established standardized training and educational resources for expert reviewers to improve effectiveness and consistency.

### **Outreach**

- Developed and implemented a communications plan—identifying stakeholders, messages to communicate, and communication methods.

## **Organizational Effectiveness**

- Provided professional development for staff to facilitate opportunities for advancement and professional growth.
- Improved board member understanding of staff activities between meetings by implementing a monthly executive officer report.

### **Mission**

The Board of Psychology protects consumers of psychological services by licensing psychologists, regulating the practice of psychology, and supporting the evolution of the profession.

### **Vision**

A healthy California where our diverse communities enjoy the benefits of the highest standard of psychological services.

### **Values**

Transparency

Integrity

Fairness

Responsiveness

Professionalism

## **Strategic Goals**

### **Goal 1: Licensing**

The board establishes pathways to obtain and maintain a license to provide psychological services in California.

**1.1** Implement electronic submission of application and renewal processes to reduce paper and administrative costs.

**1.2** Examine reliability and accuracy of license application and renewal data to reduce unnecessary and duplicative requests to licensees.

**1.3** Implement the “Pathways to Licensure” as approved by the board to reduce barriers to licensure, eliminate confusion, and streamline the process.

**1.4** Create an online system to check application progress for applicants to easily check their application or renewal status.

**1.5** Establish and implement a plan to improve responsiveness to address stakeholder concerns.

**1.6** Implement retired status regulations and ensure board staff and licensees are educated about the new requirements to provide licensees an additional option.

### **Goal 2: Continuing Professional Development**

The board ensures that licensees maintain competency to practice psychology in California.

**2.1** Implement licensed board member continuing professional development (CPD) audits each license renewal cycle for transparency.

**2.2** Create a media presentation for Continuing Education (CE)/CPD process to improve clarity, reduce confusion, and increase stakeholder satisfaction.

**2.3** Create a web page that links to the American Psychological Association, California Psychological Association, Accreditation Council for Continuing Medical Education, Association of Black Psychologists, and their approved providers to assist licensees in selecting available CE courses.

**2.4** Implement CPD regulations and ensure board staff and licensees are educated about the new requirements to broaden licensees' opportunities to maintain professional competence.

### **Goal 3: Policy and Advocacy**

The board advocates for statutes and develops regulations that provide for the protection of consumer health and safety.

**3.1** Conduct landscape analysis of potential partners for legislative advocacy to implement the board's mission and meet its goals.

**3.2** Increase the effectiveness of communication regarding the board's legislative efforts to help stakeholders understand the policy priorities of the board.

**3.3** Implement telepsychology regulations and ensure board staff and licensees are educated about the new regulations to allow licensees to incorporate technology into their practices.

### **Goal 4: Enforcement**

The board investigates complaints and enforces the laws governing the practice of psychology in California.

**4.1** Develop and implement an effective communication process from open to close of a case to better inform complainants and respondents.

**4.2** Educate licensees and consumers about the enforcement process to clarify for stakeholders the roles and responsibilities in the decision-making process.

**4.3** Support DCA's efforts to recruit and maintain investigative staff and resources to reduce investigative time frames.

**4.4** Complete review of the board's existing and proposed enforcement statutes and regulations for clarity, cohesiveness, and effectiveness.

**4.5** Evaluate internal policies and procedures related to evolving enforcement issues, such as child custody evaluations, to ensure a fair and equitable process.

**4.6** Increase pool of qualified enforcement subject matter experts to ensure effective and fair enforcement proceedings.

### **Goal 5: Outreach and Education**

The board engages, informs, and educates consumers, licensees, students, and other stakeholders about the practice of psychology and the laws that govern it.

**5.1** Expand current communication plan and collaborate with entities that work with consumers to increase community outreach.

**5.2** Update instructional videos regarding licensing application to better inform stakeholders.

**5.3** Increase board engagement with schools, training programs, public events, and relevant professional organizations to raise awareness of the board's activities.

**5.4** Analyze resources allocated to outreach and education to maximize outreach and education efforts.

**5.5** Improve communication of the board's activities to an interested parties list to expand understanding of the board's actions.



**5.6** Review, update, and create informational publications to foster effective communication and reduce stakeholder confusion.

**5.7** Develop campaign(s) to communicate what the board is and what it does to promote a better understanding to specific stakeholders of the purpose, activities, and processes of the board.

## **Goal 6: Board Operations**

Board members and staff work together to maintain the resources necessary to implement the board's mission and meet its goals.

**6.1** Strengthen internal culture of customer service to respond to consumers, applicants, and licensees of the board.

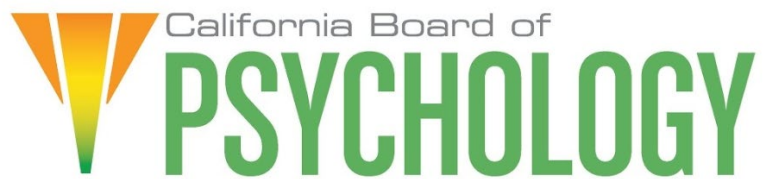
**6.2** Collaborate with DCA to review internal processes and implement recommended improvements to better serve the stakeholders of the board.

**6.3** Advance transition to reduce the use of paper documents to promote environmental friendliness and reduce costs over time.

Prepared by SOLID Planning Solutions  
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Board of Psychology  
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**BOARD OF  
PSYCHOLOGY**  
Action Plan 2019-2023



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## **Board of Psychology of California Members**

Stephen Phillips, JD, PsyD (President)

Seyron Foo, Public Member (Vice President)

Lucille Acquaye-Baddoo, Public Member

Alita Bernal, Public Member

Sheryll Casuga, PsyD

Jacqueline Horn, PhD

Nicole J. Jones, Public Member

Mary Harb Sheets, PhD

Lea Tate, PsyD

Gavin Newsom, Governor

Alexis Podesta, Secretary, Business, Consumer Services, and Housing Agency

Dean R. Grafilo, Director, Department of Consumer Affairs

Antonette Sorrick, Executive Officer

Jeffrey Thomas, Assistant Executive Officer

## About the Board

The California Board of Psychology dates back to 1958 when the first psychologists were certified in the state. The Board of Psychology is one of 30 regulatory entities which fall under the organizational structure of the Department of Consumer Affairs. Historically, the Board has been closely affiliated with the Medical Board of California.

The Board consists of nine members (five licensed psychologists and four public members) who are appointed to the Board for four-year terms. Each member may serve a maximum of two terms. The five licensed members and two public members are appointed by the Governor. One public member is appointed by the Senate Rules Committee, and one public member is appointed by the Speaker of the Assembly. Public members cannot be licensed by the Board of Psychology or by any other Department of Consumer Affairs healing arts board.

The Board's executive officer is appointed by the Board to ensure that the Board functions efficiently and serves solely in the interests of the consumers of psychological services in the State of California.

The Board of Psychology is funded totally through license, application, and examination fees. The Board receives absolutely no tax money from the general Revenue Fund of the State of California.

The Board of Psychology exists solely to serve the public by:

- Protecting the health, safety, and welfare of consumers of psychological services with integrity honesty, and efficiency;
- Advocating the highest principles of professional psychological practice;
- Empowering the consumer through education on licensee/registrant disciplinary actions and through providing the best available information on current trends in psychological service options.

## Who Does the Board Regulate?

- Licensed psychologists may practice independently in any private or public setting.
- Psychological assistants must possess a qualifying master's degree and are registered to a licensed psychologist or to a board-certified psychiatrist as employees who may provide limited psychological services to the public under the direct supervision of the psychologist or psychiatrist to whom they are registered.

- Registered psychologists must possess a doctoral degree which meets licensure requirements and possess at least 1,500 hours of qualifying supervised professional experience.
- Registered psychologists are registered to engage in psychological activities at nonprofit community agencies that receive a minimum of 25% of their funding from some governmental source. Registered psychologists may not engage in psychological activities outside the approved nonprofit community agency where they are registered.

## **How Does the Board Accomplish Its Mission?**

The Board accomplishes its mission by working to ensure that psychologists provide consumers appropriate and ethical psychological services and do not exploit consumers by abusing the power advantage inherent in any psychotherapeutic relationship. The Board also works to ensure that:

- Those entering the profession of psychology possess minimal competency to practice psychology independently and safely. This is achieved by requiring candidates for a license to possess an appropriate doctorate degree from an approved or accredited university and by requiring the completion of a minimum of 3,000 hours of supervised professional experience. Each license applicant must also pass a national written examination and a California examination. In addition, in order to renew a license, a psychologist must complete 36 hours of approved continuing education every two years.
- The Board's enforcement efforts are focused on protecting a vulnerable consumer population from exploitative, unscrupulous, and/or otherwise incompetent licensed psychologists.

## **Mission, Vision, and Values**

### **Mission**

The Board of Psychology protects consumers of psychological services by licensing psychologists, regulating the practice of psychology, and supporting the evolution of the profession.

### **Vision**

A healthy California where our diverse communities enjoy the benefits of the highest standard of psychological services.

### **Values**

Transparency

Integrity

Fairness

Responsiveness

Professionalism

## **Strategic Goal Areas**

### **Goal 1: Licensing**

*The Board of Psychology (Board) establishes pathways to obtain and maintain a license to provide psychological services in California.*

### **Goal 2: Continuing Professional Development**

*The Board ensures that licensees maintain competency to practice psychology in California.*

### **Goal 3: Policy and Advocacy**

*The Board advocates for statutes and develops regulations that provide for the protection of consumer health and safety.*

### **Goal 4: Enforcement**

*The Board investigates complaints and enforces the laws governing the practice of psychology in California.*

### **Goal 5: Outreach and Education**

*The Board engages, informs, and educates consumers, licensees, students, and other stakeholders about the practice of psychology and the laws that govern it.*

### **Goal 6: Board Operations**

*The Board Members and Staff work together to maintain the resources necessary to implement the Board's mission and meet its goals.*



## **Acronyms**

AEO – Assistant Executive Officer

CE – Continuing Education

CERC – Continuing Education and Renewals Coordinator

CPD – Continuing Professional Development

CSC – Central Services Coordinator

CSM – Central Services Manager

DCA – Department of Consumer Affairs

DOI – Department of Investigation

EO – Executive Officer

EPM – Enforcement Program Manager

LBC – Licensing and BreEZe coordinator

LM – Licensing Manager

OAG – Office of the Attorney General

OAH – Office of Administrative Hearings

OCM – Organizational Change Management

OEC – Outreach and Education Committee

## Goal 1: Licensing

1.1 Implement electronic submission of application and renewal processes to reduce paper and administrative costs.

Start Date: Q2 2019		End Date: Q4 2023	
Success Measure: Increase percentage of applications received online.			
Major Tasks	Responsible Party	Completion Date	Status
Conduct organizational change management process to review application and renewal procedures for paper lite in both Central Services and Licensing Units.	CSM and LM	Q2 2019	On Schedule
Implement recommendations from OCM.*	LBC and CERC	Q2 2020	On Schedule
Outreach and education regarding paper lite processes.	All Staff	Q2 2020 (ongoing)	On Schedule

1.2 Examine reliability and accuracy of license application and renewal data to reduce unnecessary and duplicative requests to licensees.

Start Date: Q2 2019		End Date: Q1 2021	
Success Measure: Decrease unnecessary and duplicative requests.			
Major Tasks	Responsible Party	Completion Date	Status
Collaborate with OCM to address issue.	CSM and LM	Q2 2019	On Schedule
Implement recommendations from OCM.*	BC and CERC	Q1 2021	On Schedule

\*Implementation includes training

1.3 Implement the “Pathways to Licensure” as approved by the Board to reduce barriers to licensure, eliminate confusion, and streamline the process.

<b>Start Date: Q4 2019</b>		<b>End Date: Q3 2023</b>	
<b>Success Measure:</b> Decrease in phone calls and emails regarding the licensure process and processing times.			
<b>Major Tasks</b>	<b>Responsible Party</b>	<b>Completion Date</b>	<b>Status</b>
Draft legislative proposals 1 Substantive changes 2 Non-substantive changes	CSM	Q4 2019	On Schedule
Create advisories to applicants, licensees and supervisors regarding statutory changes.	CSC and LBC	Q1 2021	On Schedule
Implement statutory changes.*	CSC and LBC	Q1 2021	On Schedule
Draft regulatory proposal.	LM and AEO	Q3 2021	On Schedule
Create advisories to applicants, licensees and supervisors regarding regulatory changes.	CSC and LBC	Q3 2023	On Schedule
Implement regulatory changes.*	CSC and LBC	Q3 2023	On Schedule

1.4 Create an online system to check application process for applicants to easily check their application or renewal status.

<b>Start Date: Q1 2022</b>		<b>End Date: Q1 2023 (ongoing)</b>	
<b>Success Measure:</b> Increase applicant and licensee autonomy regarding the application status.			
<b>Major Tasks</b>	<b>Responsible Party</b>	<b>Completion Date</b>	<b>Status</b>
Identify BreEZe enhancements.	LBC and CERC	Q1 2022	On Schedule
Request BreEZe enhancements.	LBC and CERC	Q2 2022	On Schedule
Educate licensees and applicants regarding new functionality.	Licensing and Central Services Staff	Q1 2023 (ongoing)	On Schedule

1.5 Establish and implement a plan to improve responsiveness to address stakeholder concerns.

<b>Start Date: Q2 2019</b>		<b>End Date: Q3 2023</b>	
<b>Success Measure:</b> Improved accessibility to staff and customer service for stakeholders.			
<b>Major Tasks</b>	<b>Responsible Party</b>	<b>Completion Date</b>	<b>Status</b>
Process improvement through OCM, Pathways to Licensure, and BreEZe enhancements to make staff more accessible to stakeholders.	All Staff	Q3 2023 (ongoing)	On Schedule

1.6 Implement retired status regulations and ensure Board staff and licensees are educated about the new requirements to provide licensees an additional option.

<b>Start Date:Q2 2021</b>		<b>End Date:Q4 2021</b>	
<b>Success Measure:</b> The number of licensees using the retired status option.			
<b>Major Tasks</b>	<b>Responsible Party</b>	<b>Completion Date</b>	<b>Status</b>
Identify and request BreEZe enhancements.	LBC and CSC	Q2 2021	On Schedule
Implement retired status regulations.*	CSM	Q4 2021	On Schedule
Train Central Services staff on new regulations.	CSM	Q4 2021	On Schedule
Outreach and education to licensees regarding the new status.	Central Services Staff	Q4 2021	On Schedule

## Goal 2: Continuing Professional Development

2.1 Implement licensed Board member Continuing Professional Development (CPD) audits each license renewal cycle for transparency.

<b>Start Date: Q1 2019</b>		<b>End Date: Q4 2023</b>	
<b>Success Measure:</b> Increased transparency for Board member CPD compliance.			
<b>Major Tasks</b>	<b>Responsible Party</b>	<b>Completion Date</b>	<b>Status</b>
Conduct audits for Board members.*	CERC	Ongoing	On Schedule

\*Add this to New Board Member orientation

2.2 Create a media presentation for Continuing Education/Continuing Professional Development process to improve clarity, reduce confusion, and increase stakeholder satisfaction.

<b>Start Date: Q4 2020</b>		<b>End Date: Q1 2021</b>	
<b>Success Measure:</b> Number of YouTube views.			
<b>Major Tasks</b>	<b>Responsible Party</b>	<b>Completion Date</b>	<b>Status</b>
Create presentation.	CERC and AEO	Q4 2020	On Schedule
Post presentation on YouTube.	CERC	Q1 2021	On Schedule

2.3 Create a web page that links to American Psychological Association, California Psychological Association, Accreditation Council for Continuing Medical Education, Association of Black Psychologists, and their approved providers to assist licensees in selecting available CE courses.

<b>Start Date: Q2 2019</b>		<b>End Date: Q2 2019</b>	
<b>Success Measure:</b> Links are accessible to licensees on Board's website.			
<b>Major Tasks</b>	<b>Responsible Party</b>	<b>Completion Date</b>	<b>Status</b>
Create and maintain web page.	CERC	Q2 2019	On Schedule
Outreach and education to licensees regarding the new web page.	CERC	Q2 2019 (ongoing)	On Schedule

2.4 Implement Continuing Professional Development regulations and ensure Board staff and licensees are educated about the new requirements to broaden licensees' opportunities to maintain professional competence.

<b>Start Date: Q1 2020</b>		<b>End Date: Q1 2021</b>	
<b>Success Measure:</b> Additional opportunities to maintain competence.			
<b>Major Tasks</b>	<b>Responsible Party</b>	<b>Completion Date</b>	<b>Status</b>
Identify and request BreEZe enhancements.	LBC and CERC	Q1 2020	On Schedule
Implement CPD regulations.	CERC	Q1 2021	On Schedule
Train Central Services staff on new regulations.	CERC	Q4 2020	On Schedule
Outreach and education to licensees regarding the new CPD regulations.	Central Services Staff	Q4 2020	On Schedule

## Goal 3: Policy and Advocacy

3.1 Conduct landscape analysis of potential partners for legislative advocacy to implement the Board's mission and meet its goals.

<b>Start Date: Q4 2021</b>		<b>End Date: Q1 2022</b>	
<b>Success Measure:</b> More effective advocacy for legislative goals.			
<b>Major Tasks</b>	<b>Responsible Party</b>	<b>Completion Date</b>	<b>Status</b>
Conduct analysis to identify groups in various areas of interest.	EO and CSM	Q4 2021	On Schedule
Utilize partnerships to assist the Board in meeting its legislative goals.	CSM and CSC	Q1 2022	On Schedule

3.2 Increase the effectiveness of communication regarding the Board's legislative efforts to help stakeholders understand the policy priorities of the Board.

<b>Start Date: Q3 2022</b>		<b>End Date: Q1 2023</b>	
<b>Success Measure:</b> Additional communication tools put in place.			
<b>Major Tasks</b>	<b>Responsible Party</b>	<b>Completion Date</b>	<b>Status</b>
Evaluate current communication modalities.	EO and CSM	Q3 2022	On Schedule
Identify more effective communication tools.	EO and CSM	Q4 2022	On Schedule
Implement identified communication tools.	CSC	Q1 2023	On Schedule

3.3 Implement telepsychology regulations and ensure Board staff and licensees are educated about the new regulations to allow licensees to incorporate technology into their practices.

<b>Start Date: Q2 2020</b>		<b>End Date: Q2 2020</b>	
<b>Success Measure:</b> The availability of information on the new regulations to staff and licensees.			
<b>Major Tasks</b>	<b>Responsible Party</b>	<b>Completion Date</b>	<b>Status</b>
Train all staff on new regulations.	AEO	Q2 2020	On Schedule
Outreach and education to licensees regarding the new regulations.	All Staff	Q2 2020	On Schedule
Create advisory for licensees	CSC/CERC	Q2 2020	On Schedule

## Goal 4: Enforcement

4.1 Develop and implement effective communication process from open to close of a case to better inform complainants and respondents.

<b>Start Date: Q2 2021</b>		<b>End Date: Q4 2021</b>	
<b>Success Measure:</b> More effective communication.			
<b>Major Tasks</b>	<b>Responsible Party</b>	<b>Completion Date</b>	<b>Status</b>
Evaluate current communication tools to complainants and respondents.	Enforcement Staff	Q2 2021	On Schedule
Identify more effective communication tools.	Enforcement Staff	Q3 2021	On Schedule
Implement identified communication tools.*	Enforcement Staff	Q4 2021	On Schedule

\* Communication tools include acknowledgement, subject letter, and flow chart

4.2 Educate licensees and consumers about the enforcement process to clarify for stakeholders the roles and responsibilities in the decision-making process.

<b>Start Date: Q1 2022</b>		<b>End Date: Q3 2022</b>	
<b>Success Measure:</b> The availability of information on the enforcement process to stakeholders.			
<b>Major Tasks</b>	<b>Responsible Party</b>	<b>Completion Date</b>	<b>Status</b>
Evaluate the enforcement page on the Board's website.	Enforcement Staff	Q1 2022	On Schedule
Identify areas for improvement.	EPM	Q2 2022	On Schedule
Develop and publish a fact sheet regarding roles and responsibilities of the different government entities* involved in the decision-making process.	EPM	Q3 2022	On Schedule

\*Government entities include the Board, DCA, DOI, OAG, and OAH



4.3 Support DCA’s efforts to recruit and maintain investigative staff and resources to reduce investigative timeframes.

<b>Start Date: Q1 2019</b>		<b>End Date: Q1 2019</b>	
<b>Success Measure:</b> Additional investigative staff.			
<b>Major Tasks</b>	<b>Responsible Party</b>	<b>Completion Date</b>	<b>Status</b>
Advocate for additional investigative staff.	EO	Q1 2019	On Schedule

4.4 Complete review of the Board’s existing and proposed enforcement statutes and regulations for clarity, cohesiveness, and effectiveness.

<b>Start Date: Q4 2019</b>		<b>End Date: Q4 2023</b>	
<b>Success Measure:</b> Enforcement laws are more clear, cohesive and effective.			
<b>Major Tasks</b>	<b>Responsible Party</b>	<b>Completion Date</b>	<b>Status</b>
Evaluate existing statutes and regulations.	Enforcement Staff	Q4 2019	On Schedule
Identify amendments and additions to statues and regulations.	Enforcement Staff	Q2 2020	On Schedule
Draft legislative proposal.	EPM and CSM	Q4 2020	On Schedule
Create advisories to stakeholders regarding statutory changes.	CSC and EPM	Q1 2022	On Schedule
Implement statutory changes.	Enforcement Staff	Q1 2022	On Schedule
Draft regulatory proposal.	EPM	Q2 2022	On Schedule
Create advisories to stakeholders regarding regulatory changes.	CSC and EPM	Q4 2023	On Schedule
Implement regulatory changes.	Enforcement Staff	Q4 2023	On Schedule

4.5 Evaluate internal policies and procedures related to evolving enforcement issues, such as child custody evaluations, to ensure a fair and equitable process.

<b>Start Date: Q3 2019</b>		<b>End Date: Q2 2021</b>	
<b>Success Measure:</b> Enforcement processes evaluated.			
<b>Major Tasks</b>	<b>Responsible Party</b>	<b>Completion Date</b>	<b>Status</b>
Collaborate with OCM to evaluate current processes.	Enforcement Staff	Q3 2019	On Schedule
Implement recommendations from OCM.	Enforcement Staff	Q2 2021	On Schedule

4.6 Increase pool of qualified enforcement subject matter experts to ensure effective and fair enforcement proceedings.

<b>Start Date: Q3 2020</b>		<b>End Date: Q1 2021</b>	
<b>Success Measure:</b> Larger pool of qualified experts.			
<b>Major Tasks</b>	<b>Responsible Party</b>	<b>Completion Date</b>	<b>Status</b>
Evaluate recruitment tools for subject matter experts.	EO and EPM	Q3 2020	On Schedule
Identify more effective recruitment tools.	EO and EPM	Q4 2020	On Schedule
Implement identified recruitment tools.	Enforcement Staff	Q1 2021	On Schedule

## Goal 5: Outreach and Education

5.1 Expand current communication plan and collaborate with entities that work with consumers to increase community outreach.

<b>Start Date: Q2 2022</b>		<b>End Date: Q4 2023</b>	
<b>Success Measure:</b> More effective communication plan.			
<b>Major Tasks</b>	<b>Responsible Party</b>	<b>Completion Date</b>	<b>Status</b>
Evaluate current plan.	EO and CSM	Q2 2022	On Schedule
Identify entities that work with consumers.	EO and CSM	Q3 2022	On Schedule
Identify necessary amendments to plan.	EO and CSM	Q3 2023	On Schedule
Implement new plan.	CSM	Q4 2023	On Schedule

5.2 Update instructional videos regarding licensing application to better inform stakeholders.

<b>Start Date: Q1 2020</b>		<b>End Date: Q3 2021</b>	
<b>Success Measure:</b> Availability of instructional videos.			
<b>Major Tasks</b>	<b>Responsible Party</b>	<b>Completion Date</b>	<b>Status</b>
Evaluate current videos.	Licensing Staff	Q1 2020	On Schedule
Identify need for updating existing videos.	Licensing Staff	Q1 2020	On Schedule
Identify need for additional videos.	LM	Q2 2020	On Schedule
Work with Office of Public Affairs to produce videos.	LM	Q4 2020	On Schedule
Outreach and education regarding availability of videos.	Licensing Staff	Q3 2021	On Schedule

5.3 Increase Board engagement with schools, training programs, public events, and relevant professional organizations to raise awareness of the Board’s activities.

<b>Start Date: Q1 2019</b>		<b>End Date: Q4 2023 (ongoing)</b>	
<b>Success Measure:</b> Increase in number of outreach events attended.			
<b>Major Tasks</b>	<b>Responsible Party</b>	<b>Completion Date</b>	<b>Status</b>
Identify opportunities for outreach and education.	EO, AEO, CSM, LM, EPM	Q1 2019 (ongoing)	On Schedule
Participate in outreach activities.	All Staff	Ongoing	On Schedule

5.4 Analyze resources allocated to outreach and education to maximize outreach and education efforts.

<b>Start Date: Q4 2019</b>		<b>End Date: Q4 2020</b>	
<b>Success Measure:</b> Resource allocation analyzed.			
<b>Major Tasks</b>	<b>Responsible Party</b>	<b>Completion Date</b>	<b>Status</b>
Collaborate with OCM to address issue.	CSM	Q4 2019	On Schedule
Implement recommendations from OCM.	CSM	Q4 2020	On Schedule

5.5 Improve communication of the Board's activities to interested parties list to expand understanding of the Board's actions.

<b>Start Date: Q4 2021</b>		<b>End Date: Q1 2023</b>	
<b>Success Measure:</b> More effective communication of Board activities.			
<b>Major Tasks</b>	<b>Responsible Party</b>	<b>Completion Date</b>	<b>Status</b>
Evaluate current communication tools.	EO and CSM	Q4 2021	On Schedule
Identify need for additional communication tools.	EO, AEO, CSM, and CSC	Q4 2022	On Schedule
Implement necessary communication tools.	All Staff	Q1 2023	On Schedule

5.6 Review, update, and create informational publications to foster effective communication and reduce stakeholder confusion.

<b>Start Date: Q1 2019</b>		<b>End Date: Q3 2023</b>	
<b>Success Measure:</b> Relevant publications available to stakeholders.			
<b>Major Tasks</b>	<b>Responsible Party</b>	<b>Completion Date</b>	<b>Status</b>
Evaluate current publications.	All Staff	Q1 2019 (ongoing)	On Schedule
Identify need for updating existing publications.	All Staff	Q1 2022	On Schedule
Identify need for additional publications.	All Staff	Q2 2022	On Schedule
Work with Office of Publications, Design, & Editing to produce publications.	EO	Q3 2023	On Schedule
Outreach and education regarding availability of publications.	All Staff	Q3 2023	On Schedule

5.7 Develop campaign(s) to communicate what the Board is and what it does to promote a better understanding to specific stakeholders of the purpose, activities, and processes of the Board.

<b>Start Date: Q2 2022</b>		<b>End Date: Q2 2023</b>	
<b>Success Measure:</b> Increased stakeholder awareness of the Board.			
<b>Major Tasks</b>	<b>Responsible Party</b>	<b>Completion Date</b>	<b>Status</b>
Develop a campaign plan with the Outreach and Education Committee (OEC).	EO, AEO, CSM, and OEC	Q2 2022	On Schedule
Implement plan.	All Staff	Q2 2023	On Schedule

## Goal 6: Board Operations

6.1 Strengthen internal culture of customer service to respond to consumers, applicants, and licensees of the Board.

<b>Start Date: Q3 2019</b>		<b>End Date: Q3 2020</b>	
<b>Success Measure:</b> Improved customer service.			
<b>Major Tasks</b>	<b>Responsible Party</b>	<b>Completion Date</b>	<b>Status</b>
Conduct analysis.	AEO	Q3 2019	On Schedule
Utilize SOLID to implement changes identified by analysis to improve customer service.	EO, AEO, CSM, LM, and EPM	Q3 2020	On Schedule

6.2 Collaborate with DCA to review internal processes and implement recommended improvements to better serve the stakeholders of the Board.

<b>Start Date: Q1 2020</b>		<b>End Date: Q4 2023</b>	
<b>Success Measure:</b> More effective and efficient internal processes.			
<b>Major Tasks</b>	<b>Responsible Party</b>	<b>Completion Date</b>	<b>Status</b>
Collaborate with OCM to review internal processes.	All Staff	Q1 2020	On Schedule
Implement recommendations from OCM.	All Staff	Q4 2023	On Schedule

6.3 Advance transition to reduce the use of paper documents to promote environmental friendliness and reduce costs over time.

<b>Start Date: Q1 2020</b>		<b>End Date: Q4 2023</b>	
<b>Success Measure:</b> Reduction in the use of paper documents.			
<b>Major Tasks</b>	<b>Responsible Party</b>	<b>Completion Date</b>	<b>Status</b>
Collaborate with OCM to reduce paper processes.	All Staff	Q1 2020	On Schedule
Implement recommendations from OCM.*	All Staff	Q4 2023	On Schedule

## MEMORANDUM

<b>DATE</b>	May 6, 2019
<b>TO</b>	Outreach and Education Committee
<b>FROM</b>	Cherise Burns Central Services Manager
<b>SUBJECT</b>	Agenda Item #7 – Review and Potential Action on User-Friendliness Website Focus Group Notes – Recommendations to the Board

### **Background:**

At its October 2016 meeting, the Outreach and Education Committee (Committee) directed Board staff to work with the Department of Consumer Affairs' SOLID Training and Planning Solutions Unit (SOLID) to evaluate the user friendliness of the Board's website through the use of website data and facilitated focus groups of licensees, applicants, and the public. Due to workload needs of the Board and SOLID, the user-friendliness website focus group had to be delayed until 2018 to complete stakeholder work needed for the Pathways to Licensure regulatory revisions.

In 2018, Board staff worked with SOLID to analyze the most frequented areas of the website by utilizing Google Analytics. After collecting and analyzing this preliminary information, SOLID worked with Board staff to plan two focus groups, one in northern/central California and one in southern California, that would discuss specifically the who, what, where, when and why for what stakeholders want to see on the Board's website. Board staff sent out email invitations to a broad array of stakeholders and received interest in participating from licensees, students, graduate school program representatives, other government agency representatives, and mental health organizations.

The two focus group meetings were scheduled in February and March of 2019. Both groups had commitments from 20 people each but, due to scheduling issues, ended up with five (5) participants at each meeting. Despite their small size, both meetings were extremely informative for both staff and the participants. Participants were highly engaged, provided excellent feedback about the website and the Board's customer service, and provided insight from a variety of perspectives. SOLID facilitated both focus groups and provided Board staff with the notes from the focus groups, which are provided for the Committee's review in the attachment.



Upon review of the focus group notes, staff believes the input received fall into the following categories:

1. Immediately implementable items (such as moving the search and translate buttons)
2. Items for implementation as part of larger 2020 restructuring of website
  - a. Structural/Organizational changes to website (such as renaming, adding, or moving heading categories)
  - b. Creation of new content and webpages (such as creating a supervision page, renewals page, and verifications and file transfer page)
  - c. Enhancing current content and resources (such as adding expected timelines on licensing flowcharts or making the Publications page include all publications and forms in an indexed fashion)
  - d. Aesthetic changes to website (such as more icons and buttons and reducing the amount of text). Note: these must be weighed against statutory ADA requirements for the Board's website.
  - e. Creation of internal policies to make website more user-friendly (such as ensuring all pages, documents, and forms have identified keywords to make them more easily searchable)
3. Design items that require DCA's Internet Team input on feasibility (i.e. creation of interactive flowcharts)

Throughout 2019, Board staff will be working to implement the immediately implementable items and will work with the appropriate staff to address the items for the larger 2020 restructuring.

**Action Requested:**

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

Attachment: Board of Psychology – Website Re-Design Focus Group Notes – February/March 2019

# Board of Psychology

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WEBSITE RE-DESIGN FOCUS GROUP NOTES  
FEBRUARY/MARCH 2019

[Julie.kolaszewski@dca.ca.gov](mailto:Julie.kolaszewski@dca.ca.gov)



## WHAT'S WORKING NOW

- Organization is good. Categories are easy to understand and obtain all the information.
- FAQs are good
- Regulations updates page is helpful. Annual update and access to the pdf.
- Big quick links are very helpful, and the images on the site relating to the profession
- Fact sheet with updates regarding new laws, regulations, (similar to BBS) easy to print to provide to applicants and/or students.
- CE usage a bit difficult to utilize, but like the CE form.
- Alert functionality on the webpage is a good feature
- The pdfs are easily accessible and downloadable.
- Verification of license is easily usable, however some issues with it.
- About us section is helpful.

## FREQUENTLY RECEIVED CALLS

Licensure Process	
Issue	Potential Solution
<b>Didn't know the process and looking to find an easy direction, but not clear whether you need to take the exam first before applying for licensure.</b>	Flow chart, straight forward directions would be helpful
<b>Exam dates or timeline for when to sit for the exam or get their licensure approved</b>	Maybe having a notification of when you should expect licensure after taking exam and applying.
<b>Anxiety driven going on the website on top of the anxiety of applying for licensure. Addressing fear of getting applications flagged in case applicant calls BOP. How does the website make the applicant/candidate feel when viewing the website?</b>	<ul style="list-style-type: none"> <li>▪ Establishing user friendly customer service.</li> <li>▪ Ability to get contact information to contact the Board.</li> <li>▪ More direct contact with licensure/application process.</li> <li>▪ Addressing stigma associated with calling in.</li> <li>▪ Chat enabled functionality or email with when the anticipated timeframe is for response.</li> </ul>

<b>Continuing Education</b>	
<b>Issue</b>	<b>Potential Solution</b>
<b>Anxiety filled situation as it relates to process and procedure, and ratio requirements of in-person versus online,</b>	Clarification on CE requirements are needed as it furthers the anxiety of candidates and programs.
<b>What providers the Board accepts for CE?</b>	listing it on the webpage
<b>Percentage of live versus video (etc.) searching to find the answer sometimes getting answers from the providers and sometimes from Board but Board access requires multiple steps.</b>	
<b>Concerns about being audited causes the anxiety.</b>	“What to expect” page on the auditing process if selected for auditing. How auditing will work. Clear guidelines around the process.

**AREAS THE WEBSITE CAN IMPROVE**

Areas of the Website	Comments
Home Page	<ul style="list-style-type: none"> <li>▪ Translation for other languages, font size, search bar moved to the top of the page to make it more obvious.</li> <li>▪ Put all the forms together in the “forms &amp; publications”</li> <li>▪ Social media icons bigger and towards the top making easier to locate.</li> <li>▪ Alert box—perhaps update instead of alert <ul style="list-style-type: none"> <li>▪ Organize content based on who it’s applicable to</li> <li>▪ Most important information at the top</li> <li>▪ Separate out “important Law changes/updates” and include timeframes for effectiveness.</li> </ul> </li> <li>▪ Bring back the BreZE button.</li> </ul>
Search Bar	<ul style="list-style-type: none"> <li>▪ More keywords when using the search bar to pull up the correct, most relevant topics, especially in relation to laws and regulations.</li> <li>▪ Words specific industry terminology</li> </ul>
Aesthetics	<ul style="list-style-type: none"> <li>▪ Color coded throughout the site based on ghost bar tabs</li> <li>▪ Instead of quick hits buttons, have dropdown menus that are color coded. (Similar to Acupuncture, BBS, BAR, “I am an XXX and I want to XXX”.)</li> <li>▪ Similar look to BBS, fewer words, more white space.</li> </ul>

<b>Content Display Recommendations</b>	
<b>Applicants</b>	<ul style="list-style-type: none"> <li>▪ Chronological order to obtain a license</li> <li>▪ Interactive flowcharts with links.</li> <li>▪ Video tutorials</li> <li>▪ Specific section for out-of-state and international applicants with flowcharts</li> </ul>
<b>Licensees</b>	<ul style="list-style-type: none"> <li>▪ Room for supervision guidelines/information improvement- perhaps moving it to the licensee page. <ul style="list-style-type: none"> <li>• Maybe a link to an outside website (associations?) for information on supervision</li> </ul> </li> <li>▪ 805 reporting – could website provide guidance or steps to complete this requirement. Identifying terminology and how it relates to BOP to clarify the process or the terminology of the medical field.</li> </ul>
<b>Students</b>	<ul style="list-style-type: none"> <li>▪ For students, how to find a supervisor if not from school or current employer—</li> </ul>
<b>General</b>	<ul style="list-style-type: none"> <li>▪ For FAQ's, have timelines for the different processes—easy to read charts/graphs/etc to give people an idea of what to expect and what the process looks like.</li> <li>▪ Move the required buttons to the very bottom of the page and make them links instead of buttons, similar to how BBS has it.</li> <li>▪ (Need to update the website reference to visual (fonts, cluster,)), when you click on “renew license” issues with flow and redirected to another website (breeze page). Transition to breeze page issues. Produces anxiety to locate things (e.g. agreement forms, verification of hours), these tasks should be easier not convoluted.</li> </ul>
<b>Psychology Opportunities</b>	<ul style="list-style-type: none"> <li>▪ applicant info---accommodation request for disability (both of those links go to a page with the form embedded in that page)</li> <li>▪ Don't need additional drop downs from the top quick links</li> <li>▪ Bright and calming images on the home page.</li> <li>▪ (Licensees is separated from applications and consumers on the home page)</li> <li>▪ We like the button feature of check license, renew, verify</li> <li>▪ On consumer page, additional quick buttons for “File a complaint”</li> </ul>

<b>DCA Board/Bureau Website Feedback</b>	
<b>Board of Behavioral Sciences</b>	<ul style="list-style-type: none"> <li>▪ The translate this site is at the top vs. the middle of the homepage</li> <li>▪ The professions it serves are front and center</li> <li>▪ Layout seems intuitive</li> <li>▪ Easier to see the search function</li> <li>▪ Looks cleaner—less cluttered feeling, drop down features</li> </ul>
<b>Bureau of Cannabis Control</b>	<ul style="list-style-type: none"> <li>▪ The straight lines</li> <li>▪ “seeking Licensing information” vs. applicant</li> <li>▪ On subsequent pages—using icons throughout the website, not just on the homepage (but not website friendly or for visually impaired)—the color of the font—the white background is hard to see. Blue hyperlink is good.</li> <li>▪ top line—translate, settings, search, we like</li> <li>▪ A sort of index at the bottom of the page</li> </ul>
<b>Medical Board of California</b>	<ul style="list-style-type: none"> <li>▪ top layout</li> <li>▪ all the mandatory buttons are on the side and separated from the rest of the page.</li> <li>▪ The index at the bottom</li> <li>▪ request a callback button—nice because you know what they are looking for and can direct to the correct person.</li> </ul>

<b>Private Website Feedback</b>	
<b>The Chopra Center</b>	<ul style="list-style-type: none"> <li>▪ The Three lines to signify the menu when it’s minimized (mobile friendly)</li> <li>▪ Calming website</li> </ul>
<b>Harvard Medical school</b>	<ul style="list-style-type: none"> <li>▪ How uncluttered it looks and the few words</li> <li>▪ The picture on subsequent pages is inviting</li> </ul>

<b>Resources of Information</b>	
▪ Professional associations (APA)	
○ Perhaps create an active link for who APA approves for CE	
○ LA county psych association- monthly newsletter and an office to call (has a list serv for available supervisors)	
○ Furpa,	
▪ CE Provider websites	
▪ BBS website (behavioral sciences)	
▪ LACPA, CPA, APA ethics committees and members—can contact for questions	
▪ The trust (malpractice insurance providers)	
▪ Google to random websites, “quora” to a forum on a website where people are discussing topics but not sure if it’s accurate	
○ Perhaps a board approved forum where people are actively discussing topics	



## MEMORANDUM

<b>DATE</b>	May 6, 2019
<b>TO</b>	Outreach and Education Committee
<b>FROM</b>	Cherise Burns Central Services Manager
<b>SUBJECT</b>	Agenda Item #8 – Discussion and Possible Action on Best Practices for Licensees Using Social Media – Recommendations to the Board

### **Background:**

At prior Outreach and Education Committee (Committee) meetings, Committee members have discussed whether it would be good for the Board to provide licensees with guidance on best practices for social media use. To avoid potential concerns with underground regulations or confusion for consumers, Board staff and legal counsel do not believe that the Board itself should create and issue guidelines, guidance or best practices for social media use. However, Board staff understands the importance of the issue and does believe guidance to licensees would be beneficial if it were from a broader perspective, such as from the Association of State and Provincial Psychology Boards (ASPPB), which has been done in other professions like nursing.

While somewhat older, the National Council of State Boards of Nursing (NCSBN) provides publicly available guidance to licensed nurses on the use of social media in a manner that maintains patient privacy and confidentiality. NCSBN dedicates part of their professional boundaries page (available here <https://www.ncsbn.org/professional-boundaries.htm>) to social media, and provides guidance in both written and video formats on their website as shown below:

- “A Nurse’s Guide to the Use of Social Media” brochure available here [https://www.ncsbn.org/NCSBN\\_SocialMedia.pdf](https://www.ncsbn.org/NCSBN_SocialMedia.pdf)
- “Social Media Guidelines for Nurses” available here <https://www.ncsbn.org/347.htm>  
Video Description: Social media use is ubiquitous, but inappropriate posts by nurses have resulted in licensure and legal repercussions. NCSBN has developed guidelines for nurses and nursing students for using social media responsibly. Key points of these guidelines are summarized, along with dramatization of potential scenarios of inappropriate social media use.
- White Paper: A Nurse’s Guide to the Use of Social Media” available here [https://www.ncsbn.org/Social\\_Media.pdf](https://www.ncsbn.org/Social_Media.pdf).

### **Action Requested:**

Board staff recommends that the Outreach and Education Committee recommend to the full Board that the Board write a letter to ASPPB urging the creation of social media guidelines.

## MEMORANDUM

<b>DATE</b>	May 7, 2019
<b>TO</b>	Outreach and Education Committee Members
<b>FROM</b>	Antonette Sorrick, Executive Officer
<b>SUBJECT</b>	<b>Communications Plan Update: Agenda Item 9</b>

**Background:**

The Communications Plan was inserted as a goal to revise and expand as part of the Board’s Strategic Plan. See timeline below.

5.1 Expand current communication plan and collaborate with entities that work with consumers to increase community outreach.

<b>Start Date: Q2 2022</b>		<b>End Date: Q4 2023</b>	
<b>Success Measure:</b> More effective communication plan.			
<b>Major Tasks</b>	<b>Responsible Party</b>	<b>Completion Date</b>	<b>Status</b>
Evaluate current plan.	EO and CSM	Q2 2022	On Schedule
Identify entities that work with consumers.	EO and CSM	Q3 2022	On Schedule
Identify necessary amendments to plan.	EO and CSM	Q3 2023	On Schedule
Implement new plan.	CSM	Q4 2023	On Schedule

**Action Requested:**

No action required.

## MEMORANDUM

<b>DATE</b>	May 6, 2019
<b>TO</b>	Outreach and Education Committee
<b>FROM</b>	Jason Glasspiegel Central Services Coordinator
<b>SUBJECT</b>	Agenda Item #10: Social Media Update

### **Background:**

- a) **Facebook:** <https://www.facebook.com/BoardofPsychology>

Total "Likes": 597 (For "Likes" over time, please see attached chart)

Most popular post of 2019 so far:

2/12/2019 – To learn about three laws that went into effect in 2019 related to (applications, therapy never includes sex brochure, and End of Life Option Act changes), check out the 2018 legislative advisories – 292 views, 25 "Post Clicks", 9 "Likes".

- b) **Twitter:** <https://twitter.com/CABDofPsych>

Followers: 336 (For Followers over time, please see attached chart)

Following: 530

Total Tweets: 834

- c) **Board/Committee Meeting Webcast:**

### **2019**

April 24<sup>th</sup> – 41 Views

April 25<sup>th</sup> – 54 Views

April 26<sup>th</sup> – 130 Views

February 7<sup>th</sup> – 82 Views

February 8<sup>th</sup> – 114 Views

### **2018**

November 15<sup>th</sup> – 111 Views

November 16<sup>th</sup> – 143 Views

August 16<sup>th</sup> – 175 Views

August 17<sup>th</sup> – 212 Views

June 29<sup>th</sup> – 62 Views (EPPP2)

May 10<sup>th</sup> – 144 Views

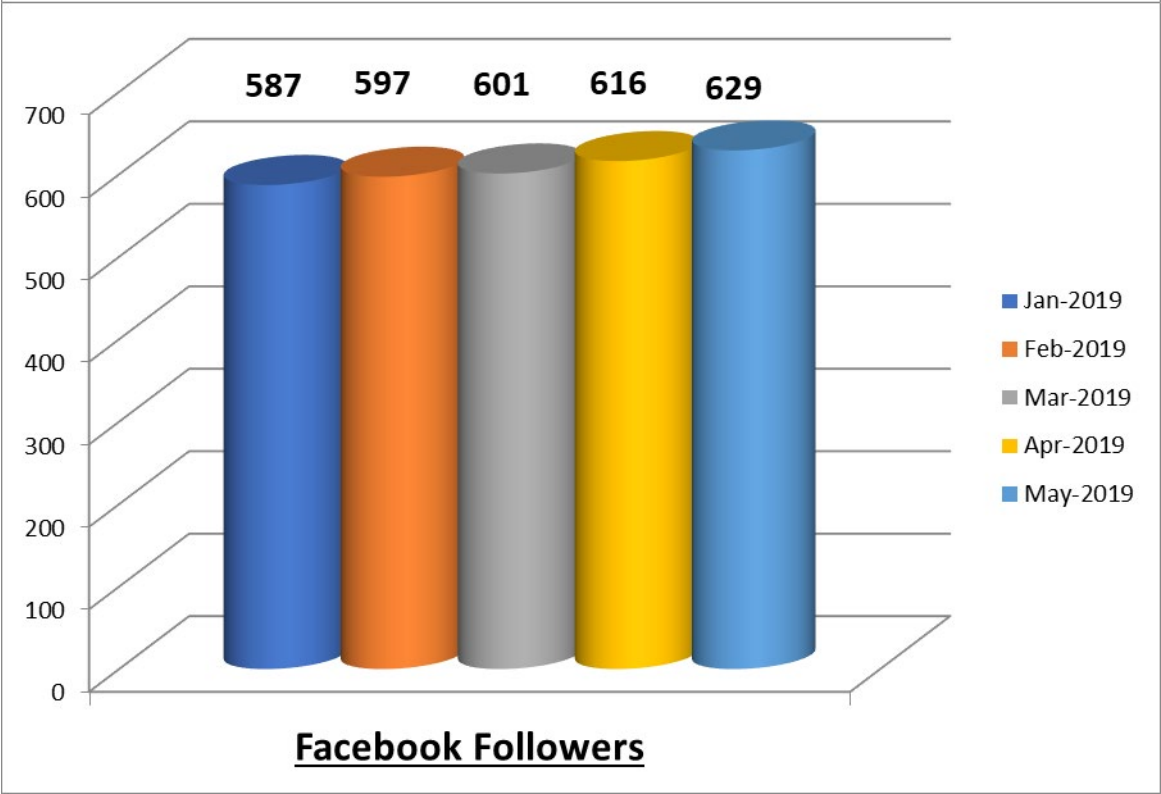
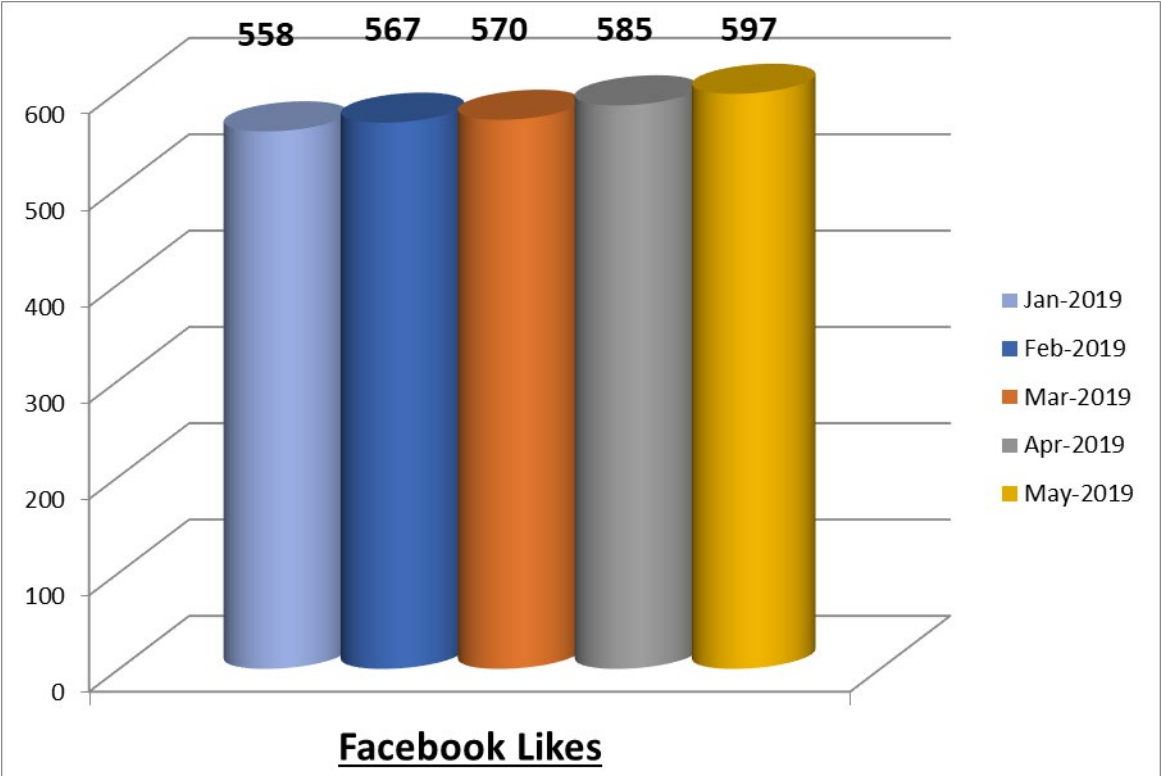
May 11<sup>th</sup> – 138 Views

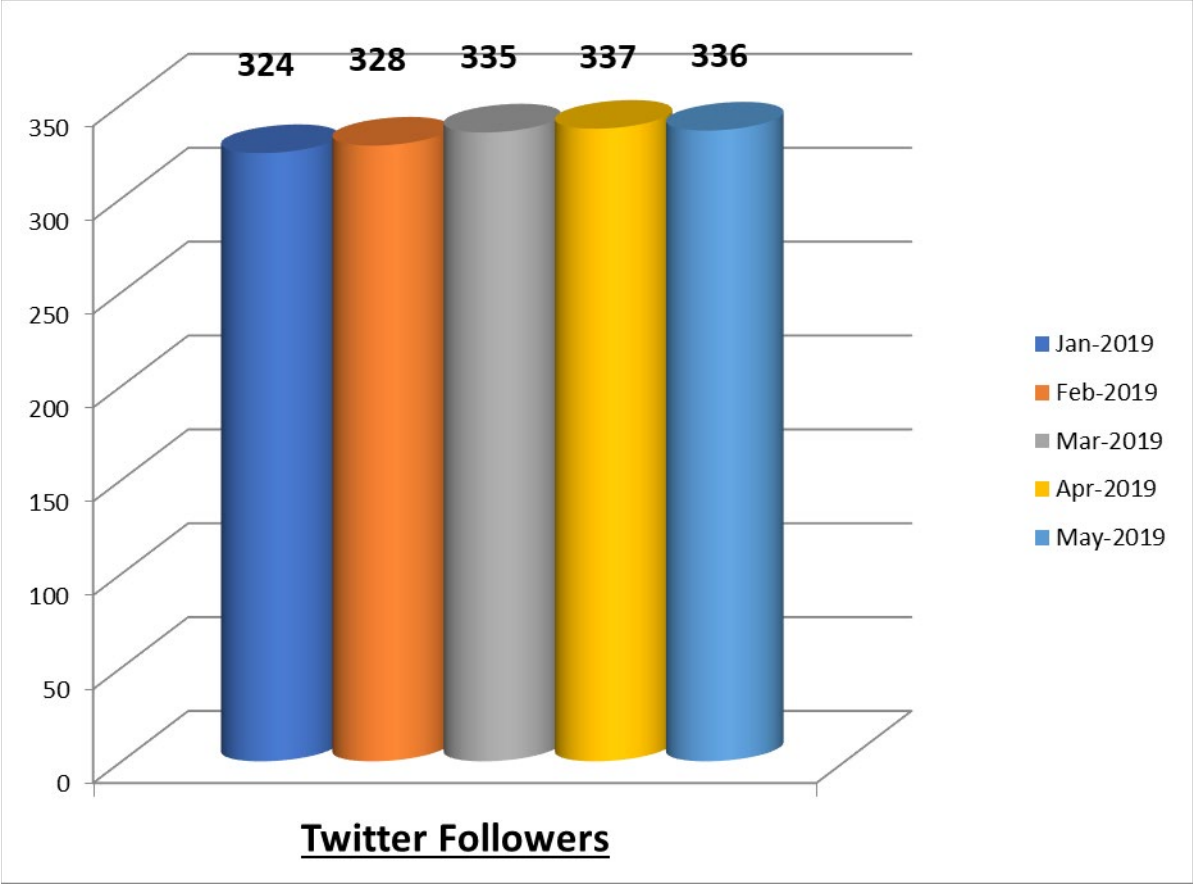
April 24<sup>th</sup> – 197 Views (Licensing)

April 5<sup>th</sup> – 92 Views (EPPP2)

**Action Requested:**

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





## MEMORANDUM

<b>DATE</b>	May 6, 2019
<b>TO</b>	Outreach and Education Committee
<b>FROM</b>	Jason Glasspiegel Central Services Coordinator
<b>SUBJECT</b>	Agenda Item #11: Website Update

### Website Background:

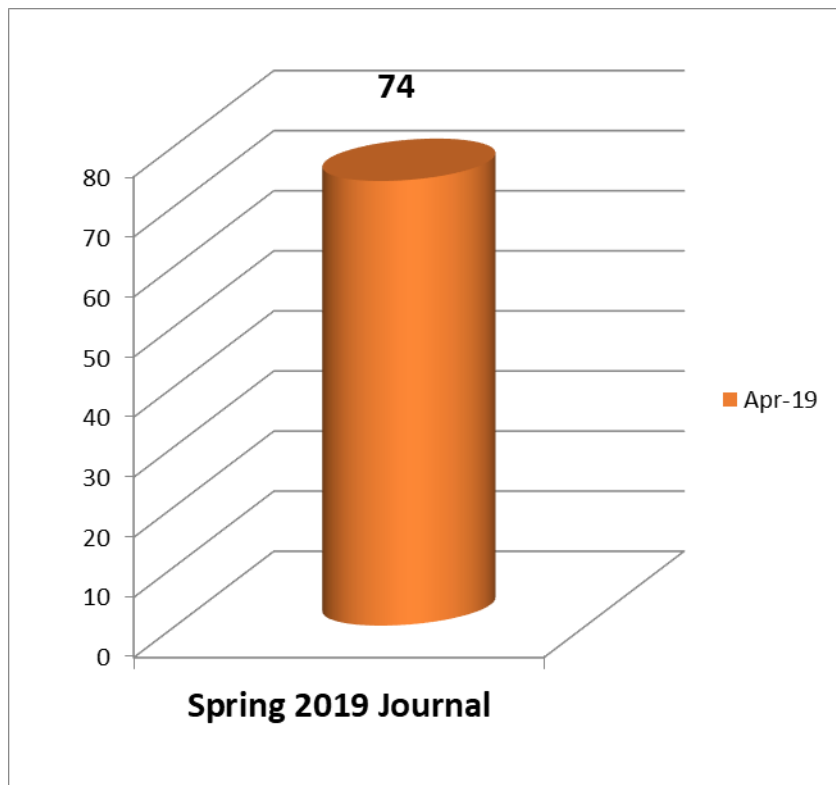
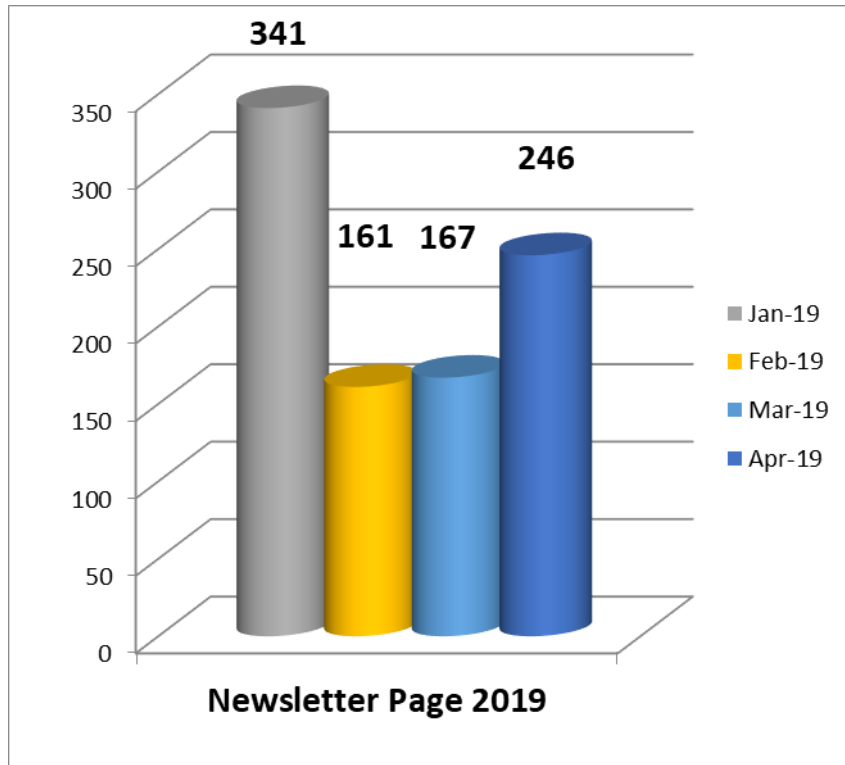
Website: [www.psychology.ca.gov](http://www.psychology.ca.gov)

Below and on the following pages please find the top five web pages viewed between January 1, 2019 and May 5, 2019.

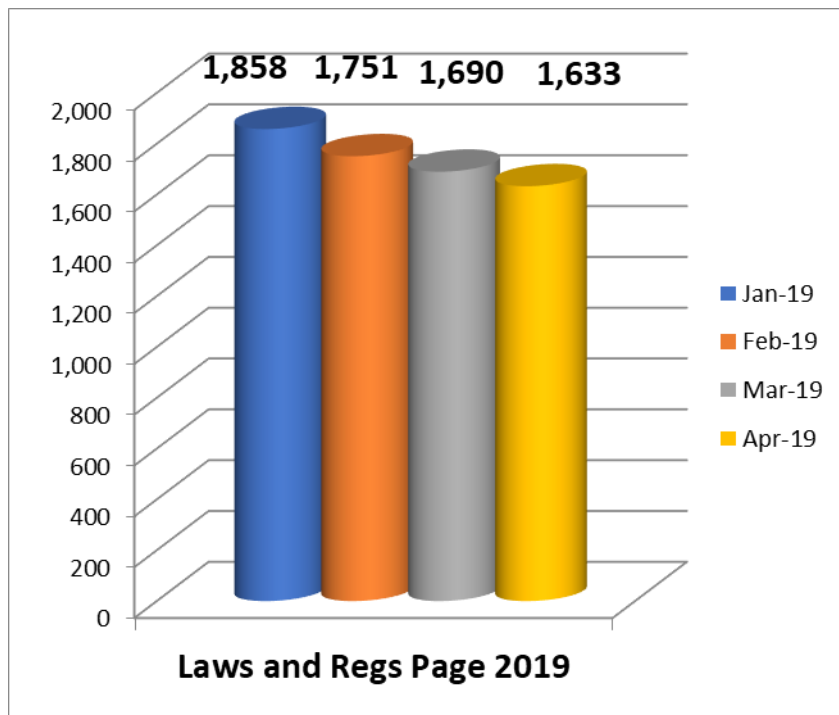
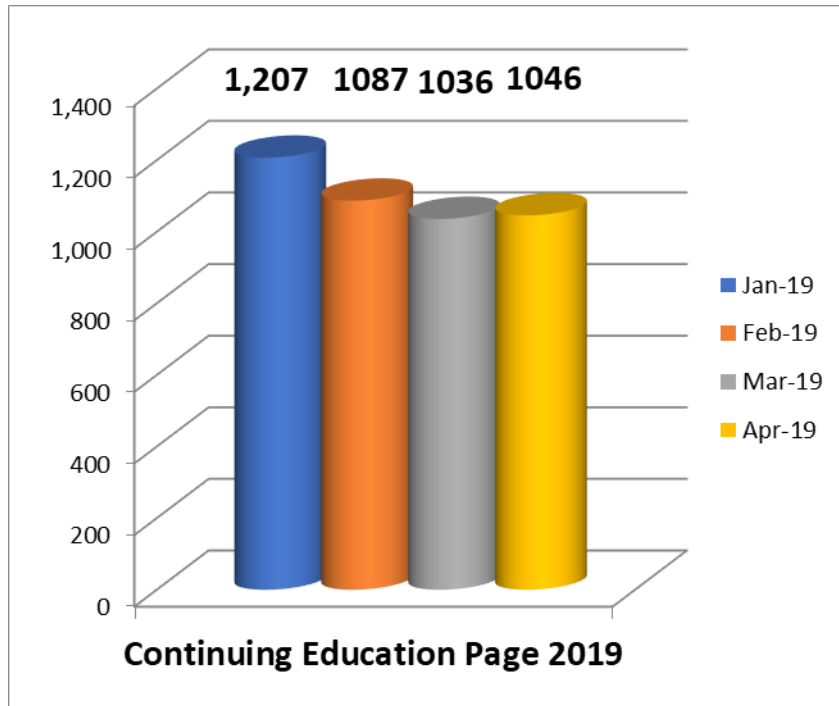
TOP FIVE PAGES	# OF VIEWS	CONTENT
/licensees/index.shtml	14,060	Licensee and Registrant Information Page
/applicants/psychologist.shtml	13,108	Psychologist Applicant Page
/about_us/breeze.shtml	11,208	BreEZe Online Services – First Time User Instructions
/applicants/index.shtml	9,201	Applicant Information Page
/applicants/license.shtml	8,807	Qualifications for Licensure as a Psychologist

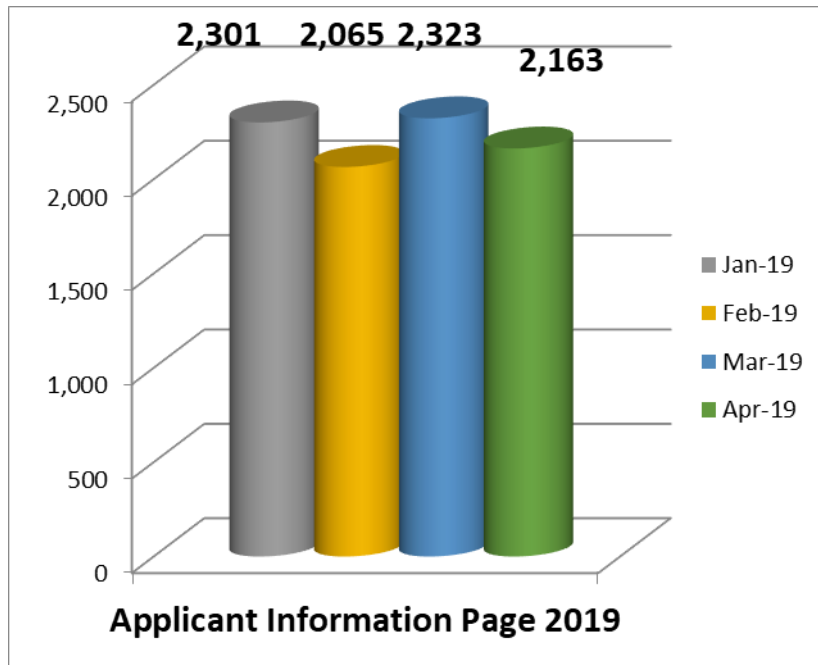
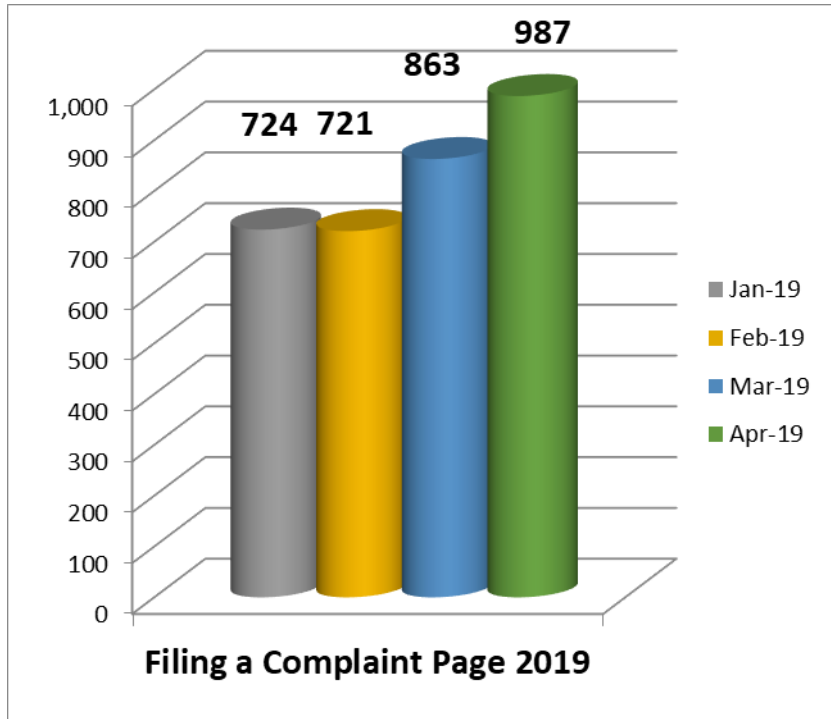
Below please find the 2019 viewings for the following pages by quarter:

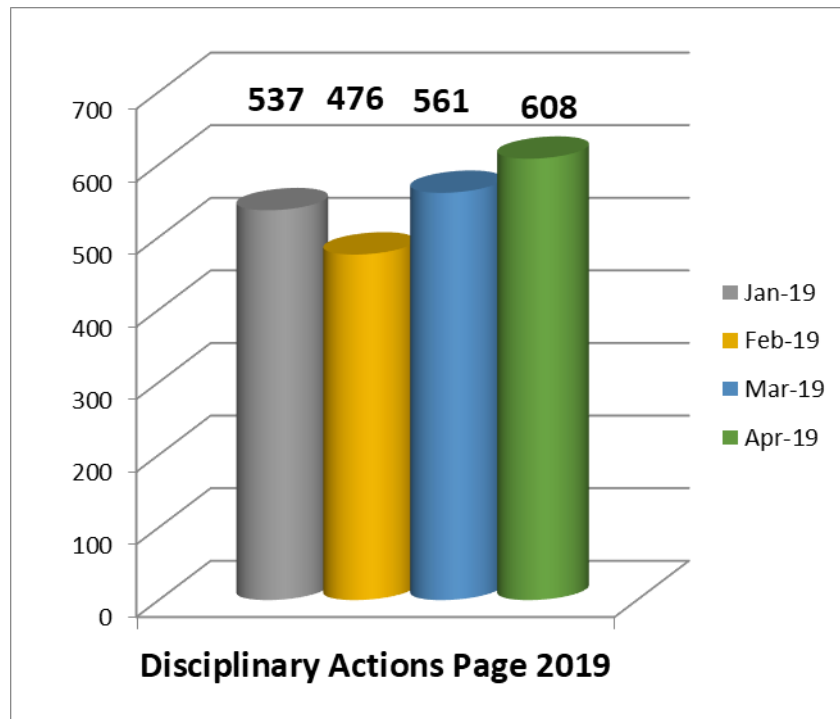
- Newsletter page
- Most Recent Newsletter
- Continuing Education Page
- Laws and Regulations Page
- Filing a Complaint Page
- Applicant Information Page
- Disciplinary Actions Page











**Regulatory and Legislative Advisories**

**Views to Date**

AB 282 (Jones-Sawyer) – Aiding, Advising, or Encouraging Suicide	41
AB 2138 (Chiu) – Licensing Boards: Denial of Application	36
AB 2968 (Levine) – Psychotherapist-Client Relationship	58
AB 89 (Levine) – Psychologists: Suicide Prevention Training	10,537
SB 547 (HILL) – Omnibus (Delinquent Fee Change)	3,713
Verification of Experience Regulation	18,891

**Action Requested:**

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

## MEMORANDUM

<b>DATE</b>	May 7, 2019
<b>TO</b>	Outreach and Education Committee
<b>FROM</b>	Antonette Sorrick, Executive Officer
<b>SUBJECT</b>	Agenda Item 12: Newsletter

**Background:**

Attached is the Board's *Spring Journal*. The *Summer Journal* will go out in July 2019.

**Action Requested:**

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

## MEMORANDUM

<b>DATE</b>	May 13, 2019
<b>TO</b>	Outreach and Education Committee
<b>FROM</b>	Antonette Sorrick, Executive Officer
<b>SUBJECT</b>	Agenda Item 13: Outreach Activities

### Stakeholder Meetings FY 2018-19

#### **BOARD OR DCA APPROVED OUTREACH**

- 8/13/18 – Dr. Stephen Phillips, Mr. Seyron Foo and Mrs. Antonette Sorrick attended the ASPPB Board of Director’s luncheon meeting in San Francisco, CA. The EPPP Part 2 Examination will be discussed at the meeting.
- 9/21/18 – Stakeholder meeting regarding child custody with child custody advocates, Board of Behavioral Sciences, Department of Consumer Affairs, Senate and Assembly Judiciary and Committee staff, and Senate and Assembly Business and Professions Committee staff.
- 10/27/18 – Dr. Phillips attended the LACPA Convention in Los Angeles.
- 2/6/19 – Board Members Casuga, Tate, Phillips, Foo, Harb Sheets and Board staff participated in legislative visits with Senate and Assembly Business and Professions Committee Chairs, Vice Chairs, and new membership. Issues discussed included a recap on 2018 legislation and newly proposed legislation from the Board.
- 2/25/19 - Ms. Bernal, Mrs. Sorrick and Mrs. Burns attended a website focus group with stakeholders in Los Angeles.
- 3/11/19 - Mrs. Sorrick and Mrs. Burns attended a website focus group with stakeholders in Sacramento.
- Ms. Mai Xiong participated in and give introductory remarks at “*Recent Insights into Competency-Based Assessment & Evaluation: Advancing Clinical Supervision*” CPA Division II meeting in Los Angeles on Saturday, March 16.
- Dr. Phillips and Mrs. Sorrick were approved to attend the Mid-Year Meeting for the Association of State and Provincial Psychology Boards (ASPPB) in Santa Fe, NM. Dr. Phillips spoke about the roles of board members vs. guild members and Mrs. Sorrick spoke about onboarding for new board members.

**OTHER OUTREACH**

- 10/17-21/18 - Dr. Jacqueline Horn attended the Annual Meeting for the ASPPB in Salt Lake City, Utah

**REQUESTS**

- None

**FUTURE REQUESTS**

- None

**Action Requested:**

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

## MEMORANDUM

<b>DATE</b>	May 7, 2019
<b>TO</b>	Outreach and Education Committee Members
<b>FROM</b>	Antonette Sorrick, Executive Officer
<b>SUBJECT</b>	Updates on Communications and/or Activities of the Association of State and Provincial Psychology Boards (ASPPB): Agenda Item 14

### **Background:**

Dr. Phillips and Antonette Sorrick attended the ASPPB 2019 Mid-Year Meeting. The focus of the meeting was *"Mapping the Regulatory Board: Member Jurisdictions Sharing Processes and Practices."* Dr. Phillips presented on distinguishing between being a board member and a guild member and Antonette presented on training new board members.

### **Action Requested:**

No action required.

## MEMORANDUM

<b>DATE</b>	May 7, 2019
<b>TO</b>	Outreach and Education Committee
<b>FROM</b>	Antonette Sorrick, Executive Officer
<b>SUBJECT</b>	Agenda Item 15: DCA Brochure "Professional Therapy Never Includes Sexual Behavior" – Update

### **Background:**

In 2011, the Department of Consumer Affairs (DCA) made some minor edits to the publication "Professional Therapy Never Includes Sex." With the proliferation of technology and social media, staff recommends the brochure be reviewed for necessary updates. The Outreach and Education Committee recommended staff proceed with working with the Medical Board of California (MBC) and the Board of Behavioral Sciences (BBS) to update the title and content of this brochure. The project was separated into five phases:

- 1) Staff at all three boards will review the content and include suggested amendments - completed
- 2) Licensees (experts) from all three boards will review the suggested amendments and make final edits to the publication – completed
- 3) Medical Board, Osteopathic Medical Board, Board of Behavioral Sciences Board all to share draft brochure with their respective boards and provide feedback to Department of Consumer Affairs' (DCA) Publication Unit
- 4) Publication Unit to send draft back to all four boards
- 5) Boards provide final feedback to DCA

At the February 2018 Board Meeting, the Board provided edits to the draft document. After, staff forwarded the updated draft to Osteopathic Medical Board. No additional edits were made. On April 26, Dr. Casuga notified staff that an edit was missing from the draft brochure. On September 26, Governor Brown signed AB 2698 which addressed changes to B&P Code sections 337 and 728. At the November Board Meeting, the Board made some technical non-substantive changes to the brochure. All three boards reviewed the draft and a final draft has been sent to DCA for design and publication.

### **Action Requested:**

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