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3 **OUTREACH AND EDUCATION COMMITTEE MEETING MINUTES**
4

5 Department of Consumer Affairs
6 1625 N. Market Blvd., El Dorado Room, N-220
7 Sacramento, CA 95835
8 (916) 574-7720
9

10 Los Angeles Harbor College
11 1111 Figueroa Place, suite NEA 147
12 Wilmington, CA 90744
13 (310) 223-4069
14

15 Pepperdine University
16 1811 Von Karman Ave., Suite 340
17 Irvine, CA 92630
18

19
20 **January 15, 2016**
21

22 **Agenda Item #1: Call to Order/Roll Call**
23

24 Miguel Gallardo, PsyD, Chairperson, called the meeting to order at 10:02 a.m.
25 A quorum was present and due notice was sent to all interested parties.
26

27 **Members Present:**

28 Miguel Gallardo, PsyD, Chairperson (Via Teleconference: Pepperdine University
29 Lucille Acquaye-Baddoo, Public Member (Via Teleconference: LA Harbor
30 College)
31 Linda Starr, Public Member
32

33 **Others Present:**

34 Antonette Sorrick, Executive Officer
35 Norine Marks, Legal Counsel
36 Jacquelin Everhart, Continuing Education Coordinator
37 Kelli Okuma, Retired Annuitant
38 Dr. Marilyn Immoos, California Department of Corrections and Rehabilitation
39 Sarah Huchell, Consultant, Senate Business, Professions and Economic
40 Development Committee
41 Dr. Jo Linder-Crow, California Psychological Association
42

43 **Agenda Item #2: Approval of the Outreach and Education Committee Minutes:**
44 **October 15, 2015**
45

46 It was M(Starr)/S(Acquaye-Baddoo)/C to approve the minutes of the October 15, 2015,
47 meeting of the Outreach and Education Committee.

48 Vote: 3 - Aye (Starr, Acquaye-Baddoo, Gallardo) 0 - No

49

50 **Agenda Item #3: Strategic Plan Update**

51

52 Ms. Sorrick reviewed the Strategic Plan update with the Committee members.

53

54 **Agenda Item #4: Communications Plan Update**

55

56 Ms. Sorrick reviewed the current Communications Plan with the Committee members.

57

58 **Agenda Item #5: Social Media Update**

59

60 Ms. Okuma provided statistical data regarding public access to Board information via
61 Facebook, Twitter and Webcast.

62

63 Dr. Gallardo requested that future meeting packages include current and prior statistical
64 data.

65

66 Dr. Linder-Crow asked if the Committee would consider monthly tweets (and re-tweets)
67 that provide a link to Board-related issues on its website. In addition to current issues
68 being posted, she believes a link to a pre-existing issue is educational for those who
69 may be unaware and a reminder for others. Ms. Sorrick informed the Committee that
70 Jason Glasspiegel will incorporate this request as part of his social media duties.

71

72 **Agenda Item #6: Website Update**

73

74 Ms. Okuma provided statistical data regarding the five top views of the Board's website.

75

76 Dr. Gallardo commented that he and Ms. Sorrick discussed the possibility of conducting
77 a Website Survey to help improve access to information contained within the Board's
78 website.

79

80 Dr. Immoos commented she supports the idea of the Board conducting a survey
81 regarding its website as many of her staffs have expressed difficulty locating information
82 on the site. She also stated that cross-referencing information on the site would be
83 helpful.

84

85 **Agenda Item #7: Update on Newsletter**

86

87 A copy of the Board's Fall 2015 Journal was provided to the Committee members.

88 Ms. Sorrick reported the Winter Journal is scheduled to be published in March 2016.

89

90 **Agenda Item #8: Outreach Activities Update**

91

92 Ms. Sorrick reported the following outreach activity for the current fiscal year:

93

- 94
- Stakeholder meeting at the State Capitol to discuss SB 479 on August 18, 2015.

- 95 • Dr. Horn and Ms. Johnson will attend the upcoming California Psychological
96 Association convention as guest speakers discussing licensing issues.
97 • Ms. Sorrick has been invited to speak at the Association of State and Provincial
98 Psychology Boards' meeting in Anchorage Alaska. The request is pending
99 approval.
100 • Board members and staff will be delivering informational packets to Senate
101 Business, Professions and Economic Development committee and staff
102 members in February, including an invitation to attend the Board's February 2016
103 meeting that will be held in the State Capital.
104

105 **Agenda Item #9: Access to Mental Healthcare in the State of California Campaign**
106 **Update**

107
108 Ms. Sorrick presented a synopsis of the two-year (2015-2017) campaigning activities to
109 date:
110

- 111 • Article in the Fall Journal regarding the number of mental healthcare licensees
112 per county
113 • Article in the Spring Journal regarding the Educational Loan Repayment
114 Opportunities (Mental Health Loan Assumption Program and Licensed Mental
115 Health Services Provider Education Program)
116 • Health Professions Education Foundation (HPEF) presentation on the loan
117 repayment program at the August 13-14 Board meeting
118 • Feature story in Summer Journal regarding a recipient of the loan repayment
119 from the Foundation
120 • HPEF recipient profile in future Journals
121 • Insert for license renewals and other mailings to explain how licensees can
122 access HPEF loan repayment funds, and how they can contribute to the fund.
123

124 **Agenda Item #10: Discussion and Potential Recommendation to Full board**
125 **Regarding Outreach to High Schools to Increase Licensing Population -**
126 **Access to Care**

127
128 Ms. Acquaye-Baddoo expressed interest in the Board reaching out to high schools and
129 community colleges to help students identify and meet career goals to becoming a
130 psychologist.
131

132 The Committee members, staff, and attendees discussed options and opportunities to
133 achieve this objective, as well as identifying other agencies that could assist or partner
134 with the Board in this outreach effort.

135 Ms. Sorrick will draft a plan and bring the plan back to the Committee at its next
136 meeting.
137

138 **Agenda Item #11: Public Comment on Items Not on the Agenda**

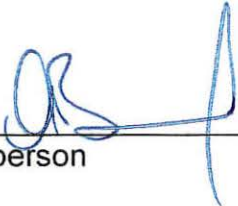
139
140 No public comments were received.
141

142 **Agenda Item #12: Adjournment**

143
144 It was M(Starr)/S(Acquaye-Baddoo)/C to adjourn the meeting of the Outreach and
145 Education Committee.

146
147 Vote: 3 - Aye (Starr, Acquaye-Baddoo, Gallardo) 0 - No

148
149 The Committee adjourned at 11:08 a.m.

150
151
152 
153 _____
154 Chairperson

10/27/10

Date