

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

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

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42 Ms. Bernal welcomed those in attendance.

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

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46 No public comment was received.
47

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

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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**

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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**

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

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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.

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

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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**

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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.

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138 No public comment was received.

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

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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.

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146 No public comment was received.

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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.

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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.

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218

Chair **Date**