

1 **Outreach and Education Committee Meeting Minutes**

2 Department of Consumer Affairs

3 1625 N. Market Blvd., El Dorado Room (Second Floor, Room 220)

4 Sacramento, CA 95834

5 (916) 574-7720

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7
8 **Friday, May 17, 2019**

9
10 Alita Bernal, Chairperson, called the meeting to order at 10:01 a.m. A quorum was
11 present and due notice had been sent to all interested parties.

12
13 **Members Present**

14 Alita Bernal, Chair

15 Lea Tate, PsyD

16
17 **Others Present**

18 Antonette Sorricks, Executive Officer

19 Cherise Burns, Central Services Manager

20 Norine Marks, DCA Legal Counsel

21 Jason Glasspiegel, Central Services Coordinator

22 Marilyn Immoos, PhD

23 Alana Battle, PsyD

24
25 **Agenda Item #2: Chairperson Welcome**

26
27 Ms. Bernal welcomed those in attendance and welcomed Dr. Tate to her first Outreach
28 and Education Committee Meeting.

29
30 **Agenda Item #3: Public Comment for Items not on the Agenda**

31
32 No public comment received.

33
34 **Agenda Item #4: Approval of the Outreach and Education Committee Minutes:**
35 **April 6, 2018**

36
37 Ms. Bernal had a question on line 77. She asked whether the entirety of the discussion
38 regarding examination subject matter expert demographics and gender make-up, as
39 well as modifications to the associated recruitment materials, was covered in the
40 minutes. Ms. Burns confirmed that the entirety of discussion is covered in the minutes.

41
42 It was M(Tate)/S(Bernal)/C to adopt the minutes.

43
44 Vote: Ayes-2 (Tate, Bernal), Noes-0

45
46 **Agenda Item #5: Review and Consideration of Revisions to the Goal of the**
47 **Outreach and Education Committee – Recommendations to the Board**

48
49 Ms. Burns introduced this agenda item. She advised that because of the new Strategic
50 Plan, all committees are reviewing their goals to ensure that it is in line with the direction
51 of the new strategic plan.

52
53 Discussion ensued regarding the appropriate name and scope of the Committee
54 and how to best encompass that into the name and scope without becoming too
55 vague or too long. Discussion ensued regarding the fact that the education part of
56 the name is somewhat misleading as the Committee focuses more on outreach
57 activities, communication, and publications that are intended to educate
58 stakeholders.

59
60 The Committee agreed that a more appropriate name for the Committee would be the
61 Outreach and Communications Committee.

62
63 The Committee then discussed revising the Committee's goal to better reflect the work
64 the Committee currently does to engage, inform and educate the Board's various
65 stakeholders on the evolving issues in the profession and the legal and regulatory
66 requirements impacting the various stakeholders. Discussion also ensued regarding the
67 Strategic Plan's emphasis on better informing stakeholders on the work of the Board
68 and how the Board's role and work is different than the professional associations.

69
70 The Committee agreed that a more appropriate Goal would be:

71
72 The goal of the Outreach and Communications Committee is to engage, inform, and
73 educate consumers, students, applicants, licensees, and other stakeholders, regarding
74 the evolving practice of psychology, the work of the Board, and its relevant laws and
75 regulations.

76
77 It was M(Tate)/S(Bernal)/C to recommend the new name and goal of the Committee
78 to the Board.

79
80 Vote: Ayes-2 (Tate, Bernal), Noes-0

81
82 **Agenda Item #6: Strategic Plan Update**

- 83
84 **a. Review and Discussion of Outreach and Education Goals**
85 **b. Strategic Plan Action Plan Update**
86

87 Ms. Sorrick introduced the agenda item. The committee had no questions on the Goals
88 or the status of the Action Plan.

89
90 **Agenda Item #7: Review and Potential Action on User-Friendliness Website Focus**
91 **Group Notes – Recommendations to the Board**
92

93 Ms. Burns introduced the agenda item and gave a brief history. She advised that DCA's
94 SOLID Training Services held two workshops on behalf of the Board earlier this year.

95 Ms. Burns went over the recommendations made by attendees of the workshops on
96 how the Board could improve the user-friendliness of its website. Discussion ensued
97 within the Committee regarding the possibility of implementing these changes.
98

99 Public Comment:

100

101 Dr. Battle, California Department of Corrections and Rehabilitation (CDCR), asked if
102 there is currently a way to check application status as mentioned in one of the
103 comments in this agenda item, or is that aspirational. Ms. Burns advised it is
104 aspirational.

105

106 Dr. Immoos, CDCR, asked if the Board's website links to the California Psychological
107 Association (CPA). Ms. Burns advised there is a link to the CPA in our links page.
108

109

109 Ms. Sorrick talked about other links like malpractice carriers and how they might want to
110 know if a complaint is filed.

111

112 Dr. Immoos asked about the instructional videos which were previously on the Board's
113 website. Ms. Burns went over the status of the videos, and advised they were removed
114 due to changes in the Board's laws. She stated the Board is working with the
115 Department of Consumer Affairs to make the new videos. Ms. Sorrick spoke about the
116 different videos Board staff will be making in the near future.

117

118 No additional Committee or public comment was received.

119

120 **Agenda Item #8: Discussion and Possible Action on Best Practices for Licensees**
121 **Using Social Media – Recommendations to the Board**

122

123 Ms. Burns introduced the agenda item and discussed staff's concerns with the Board
124 directly providing this sort of guidance. She advised the National Council of State
125 Boards of Nursing, the Board of Registered Nursing's national member association,
126 made a great video regarding a guide to social media use for nursing professionals and
127 wanted to show this to the Committee.

128

129 The video was shown to the Committee.

130

131 Discussion ensued after the completion of the video regarding the benefits of having a
132 similar video for psychologists.

133

134 Dr. Battle suggested that it may be more appropriate to use different language in our
135 letter regarding recommending instead of requesting that the national association
136 develop similar material.

137

138 Ms. Marks mentioned that if the Committee is going to make a motion to write such a
139 letter that it should also cover the breadth of the topic areas the Committee would
140 recommend the materials cover. Discussion ensued regarding the topic areas that

141 would be most beneficial, including public comment regarding posting YouTube
142 instructional videos.

143
144 The Committee determined that sending a letter to the Association of State and
145 Provincial Psychology Boards (ASPPB) to recommend that they develop social media
146 guidance. The committee additionally agreed that the letter should include a
147 recommendation that these materials incorporate the following content areas:
148

- 149 • Breaches of patient information and/or posting pictures of patients/consumers on
150 social media
- 151 • Friending/following patients or consumers
- 152 • Acting unprofessionally on social media
- 153 • Diagnosing public figures (Goldwater Rule)
- 154 • Caution regarding posting and signing on to public letters
- 155 • Caution regarding posting instructional videos or advertising/freelancing videos
156 on the internet and the potential for their use by unintended audiences and the
157 potential issues with this.

158
159 It was M(Tate)/S(Bernal)/C to have staff draft a letter to ASPPB with the specified
160 examples and present the draft letter at the next Board meeting.

161
162 Vote: Ayes-2 (Tate, Bernal), Noes-0
163

164 Following the vote to have staff draft this letter, discussion ensued regarding the
165 transition of leadership for the Outreach and Education Committee, with Dr. Tate
166 assuming the chairpersonship of the committee after the completion of the meeting.
167 Dr. Tate and Board staff thanked Ms. Bernal for her leadership of the Committee.
168

169 **Agenda Item #9: Communications Plan Update**

170
171 Ms. Sorrick introduced this agenda item and provided an update on the Board's revised
172 communications plan and its associated timeline. The Committee did not have any
173 questions or comments on this item.
174

175 **Agenda Item #10: Board's Social Media Update**

176
177 Mr. Glasspiegel introduced this agenda item and gave an overview of the information
178 provided to the Committee. The Committee did not have any questions or comments on
179 this item.
180

181 **Agenda Item #11: Website Update**

182
183 Mr. Glasspiegel introduced this agenda item and gave an overview of the information
184 provided to the Committee. The Committee did not have any questions or comments on
185 this item.
186

187 **Agenda Item #12: Update on Newsletter**

188
189 Ms. Sorrick introduced this agenda item. She advised that she is always looking for
190 articles for our quarterly newsletter. Dr. Immoos advised she was interested in
191 contributing to the journal and has done guest articles in the past for other entities. She
192 said she would be happy to update and share these articles with the Board.

193
194 **Agenda Item #13: Outreach Activities Update**

195
196 Ms. Sorrick introduced this agenda item. She provided the Committee with the outreach
197 that had been completed since the last committee meeting. Discussion ensued with Dr.
198 Immoos and Dr. Battle regarding the Board's ability to engage in outreach activities with
199 their employees and trainees and how best to help.

200
201 Dr. Immoos advised that it would be great to have someone from the Board visit to
202 discuss supervision requirements and that this could even be done through video
203 conferencing with their training locations.

204
205 **Agenda Item #14: Updates on Communications and/or Activities of the**
206 **Association of State and Provincial Psychology Boards (ASPPB)**

207
208 Ms. Sorrick introduced this agenda item and updated the Committee on the Board's
209 attendance at ASPPB's mid-year meeting. She advised that some of the most important
210 discussions came from the ASPPB's Board Administrators/Registrars Committee,
211 where they discussed major themes and issues that other state boards are seeing and
212 wrestling with. Some of these issues included increased violations relating to sexual
213 boundary issues, child custody issues, and ways to ensure licensees with practice
214 restrictions become competent in the restricted practice area before the end of their
215 board-ordered probation.

216
217 **Agenda Item #15: DCA Brochure "Professional Therapy Never Includes Sex" –**
218 **Update**

219
220 Ms. Sorrick updated the Committee on the status of the brochure and advised that she
221 hopes the publication will be ready for publishing by the end of 2019.

222
223 Dr. Battle recommended the Board develop a publication related to supervision. Ms.
224 Sorrick mentioned that part of the materials and videos the Board is working on would
225 include supervision requirements and information.

226
227 **Agenda Item #16: Recommendations for Agenda Items for Future Committee**
228 **Meetings**

229
230 No recommendations received from the public.

231
232 Ms. Burns advised that the Committee will be reviewing other Board publications and to
233 expect to see these on future agendas.

234

235 **ADJOURNMENT**

236

237 The Committee adjourned at 12:43pm

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239

240

241 _____
Chairperson

_____ Date

242

243