

1 **Outreach and Communications Committee**

2

3 **Committee Members**

4 Lea Tate, PsyD, Chair

5 Ana Rescate

6 Shacunda Rodgers, PhD

7

8 **Board Staff**

9 Antonette Sorrick, Executive Officer

10 Jonathan Burke, Assistant Executive Officer

11 Stephanie Cheung, Licensing Program Manager

12 Cynthia Whitney, Central Services Manager

13 Sandra Monterrubio, Enforcement Program Manager

14 Liezel McCockran, CPD/Renewals Coordinator

15 Troy Polk, Legislative and Regulatory Analyst

16 Evan Gage, Special Projects Analyst

17 Sarah Proteau, Central Services Office Technician

18

19 **Legal Counsel**

20 Rebecca Bon

21

Friday, September 22, 2023

22

23 **Agenda Item #1: Call to Order/Roll Call/Establishment of a Quorum**

24

25 Dr. Tate called the meeting to order at 10:00 am. A quorum was present and due notice
26 had been sent to all interested parties.

27

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

29

30 Dr. Tate offered opening remarks and called for public comment.

31

32 Public comment addressed questions of credit for attending this meeting.

33

34 Ms. McCockran clarified the qualifications for receiving credit for attendance at a
35 meeting.

36

37 No further public comment offered.

38

39 **Agenda Item #3: Public Comment for Items Not on the Agenda. Note: The Board**
40 **May Not Discuss or Take Action on Any Matter Raised During this Public**
41 **Comment Section, Except to Decide Whether to Place the Matter on the Agenda**
42 **of a Future Meeting [Government Code sections 11125 and 11125.7(a)].**

43

44 Dr. Tate called for public comment.

45

46 No public comment was offered.

47

48 **Agenda Item #4: Approval of Outreach and Communications Committee Meeting**
49 **Minutes: September 22, 2023**

50

51 It was (M)Rodgers(S)Rescate(C) to adopt the September 22, 2023, Outreach and
52 Communications Committee meeting minutes.

53

54 Dr. Tate called for public comment.

55

56 No public comment was offered.

57

58 Votes: 3 ayes (Rescate, Rodgers, Tate), 0 noes

59

60 Motion passed.

61

62 **Agenda Item #5: Strategic Plan Update**

63

64 Ms. Sorrick provided the update on this item.

65

66 Ms. Sorrick commented that the Strategic Plan Action Plan Update is included in the
67 meeting packet and is updated at every Outreach and Communications Committee
68 meeting as well as when the Committee reports to the full Board.

69

70 The update included in the meeting materials will be the last revision completed for the
71 2019-2023 Strategic Plan cycle. The next planning session will begin in December
72 2023. The board has sent surveys out for the upcoming session. When the full Board
73 approves the new Strategic Plan in February 2024, staff will begin drafting the new
74 Strategic Plan Action Plan, which will be reviewed by this Committee in Fall 2024.

75

76 Dr. Tate called for public comment.

77

78 No public comment was offered.

79

80 **Agenda Item #6: Social Media Update**

81

82 Ms. Whitney provided the update on this item.

83

84 Ms. Whitney explained that since the last time the Committee reviewed the Board's
85 social media statistics, Facebook had restricted the analytical information about likes
86 and followers over time that was previously available, and now only provided moment-
87 in-time statistics of followers and the most popular posts over the past ninety days.

88

89 Twitter also changed their reporting to only show only current followers, and current
90 tweet counts by the Board.

91

92 Staff added two new CPD videos to YouTube this year; the viewing statistics were in the
93 meeting materials.

94
95 Also, in the materials packet are viewing statistics for Board and Committee meeting
96 webcasts for 2022-2023.

97
98 Ms. Rescate asked whether the next Committee meeting could show the numbers from
99 the previous meeting for comparison.

100
101 Ms. Whitney confirmed that the statistics from this current meeting will be included with
102 the statistics reported at the September 2024 meeting.

103
104 Dr. Rodgers asked whether board staff are planning to add a LinkedIn page to the
105 Board's social media options, and whether there has been discussion regarding pros
106 and cons.

107
108 Ms. Sorrick replied that there has been discussion, but for the time being, she has been
109 using her own personal LinkedIn account for posting items about board activities and
110 open positions the board is seeking to fill. She suggested that further discussion could
111 be a part of Strategic Plan development.

112
113 Ms. Rescate commented that LinkedIn is attractive to individuals who are seeking
114 employment and who wish to project a professional image. She commented that the
115 individuals reading a post about a board vacancy might be more discerning as to what
116 the board is advertising, possibly resulting in a deeper pool of strong candidates.

117
118 Ms. Sorrick commented that staff would follow up with DCA to set up a board account
119 on LinkedIn.

120
121 Dr. Tate called for public comment.

122
123 No public comment was offered.

124
125 **Agenda Item #7: Website Statistics Update**

126
127 Ms. Whitney provided the update on this item.

128
129 Statistics were included in the packet materials.

130
131 Dr. Tate commented that the FAQ page is shown by viewing statistics to be the most
132 frequently viewed page of the board's website. She asked Ms. Sorrick how often the
133 FAQ page is reviewed and updated.

134
135 Ms. Sorrick replied that the board's Website Taskforce meets regularly to go page by
136 page through the website, focusing each time on a particular area of the website,
137 rooting out inaccuracies, broken links, outdated alerts and language.

138

139 Ms. Rescate commented that it would be helpful to know where website traffic is coming
140 from, so staff could place important information in the places it would most likely be
141 seen.

142

143 Ms. Whitney commented that staff would ask the Internet Team to assist in obtaining
144 those statistics.

145

146 Dr. Tate called for public comment.

147

148 Public comment referred to the numbers of users on Twitter shrinking due to the divisive
149 nature of its content and that it might be beneficial for the board to replace that platform
150 with another so that the followers would not be lost to the board, but also so that the
151 board is not perceived in an unfavorable political light given the inflammatory nature of
152 many of the posts on Twitter.

153

154 No further public comment was offered.

155

156 **Agenda Item #8: Update on Newsletter**

157

158 Dr. Tate provided the update for this item.

159

160 Ms. Sorrick commented that the Fall journal was included in the materials, and that the
161 next journal would go out in December 2023.

162

163 Dr. Tate called for public comment.

164

165 No public comment was offered.

166

167 Dr. Rodgers commented that she wondered whether there were particular topics
168 licensees would like to be addressed in the journals. She asked whether there could be
169 a section for licensees to raise these topics; this would allow the board to be responsive
170 to the needs of licensees throughout the state.

171

172 Ms. Sorrick commented that in past issues of the journal, there had been a section titled
173 "Have an Idea?" which provided an email link for submitting topics for inclusion in future
174 journals. She commented that this section would be included in upcoming journals.

175

176 Dr. Rodgers commented that in addition to including that section in the journal, it could
177 be posted on social media as well.

178

179 Ms. Sorrick commented that this call for article topics could be included in the
180 President's Message as well.

181

182 **Agenda Item #9: Outreach Activities Update**

183

184 Ms. Sorrick provided the update on this item.

185

186 Board staff attended the California Psychological Association's (CPA) Convention in
187 San Diego September 7-9, 2023.

188
189 The board had been very financially prudent this past year and looked forward to being
190 able to attend more outreach activities as finances continued to improve.

191
192 The board has implemented significant changes to processes as well as to how
193 licensees would complete continuing education in the form of Continuing Professional
194 Development (CPD).

195
196 On October 21, 2023, staff would be attending the Los Angeles Psychological
197 Association's Convention and UCLA. Attendance was anticipated to be the same as for
198 the CPA Convention, with around three hundred attendees.

199
200 Staff view this as an opportunity to reach a wide audience with a goal to educating
201 stakeholders about licensing, renewals, CPD, and to solicit applications to act as
202 Subject Matter Experts for Examinations and the Enforcement Program, and also for
203 Examination Developers.

204
205 Dr. Tate called for public comment.

206
207 Public comment expressed appreciation for the board and Committee's efforts to reach
208 out to attend and take part in these activities.

209
210 Further public comment pointed out that LinkedIn also has a newsletter.

211
212 No further public comment was offered.

213
214 **Agenda Item #10: Review Barriers to Telehealth Survey and Identify Next Steps**

215
216 Ms. Sorrick provided the update on this item.

217
218 Ms. Sorrick commented that in 2020, a pandemic and nationwide protests regarding
219 racial inequalities highlighted the need for the Board of Psychology to consider how it
220 conducted business and how that impacted the profession of Psychology and access to
221 psychological services. As such, then-Board President Seyron Foo and Outreach and
222 Communications Committee Chair Dr. Lea Tate identified the following areas for focus:

- 223
224
- 225 • Updating Continuing Professional Development regulations with the
226 Implementation Plan to include written materials to highlight the cultural diversity
227 and social justice requirements
 - 228 • Increasing stakeholder engagement
 - 229 • Engaging Department of Healthcare Services regarding MediCal reimbursement
230 rates
 - 231 • Engaging Substance Abuse and Mental Health Services regarding Federal
232 initiatives addressing equity
 - Assessing how the digital divide impacts access to telehealth

233
234 This last point is the focus of today's discussion.

235
236 From June 26th to July 24th, 2023, the Board conducted a Barriers to Telehealth survey
237 as a follow-up to the digital divide. The surveys were sent to thirty thousand consumers
238 and providers of telehealth.

239
240 The initial goal of the survey was to share the survey results to an organization that
241 would write a white paper, which would include policy recommendations based on the
242 survey results.

243
244 The Board reached out to both the University of California and the Little Hoover
245 Commission; to date, neither organization had expressed an interest in writing the white
246 paper.

247
248 Staff will review the survey results and assign topical areas for each standing
249 Committee of the Board to review, including, but not limited to:

- 250
- 251 1. Review competency requirements for doctoral programs, training settings, and
252 supervised experience for the Licensure Committee
 - 253 2. Review compliance concerns in light of telehealth requirements, including
254 HIPAA, Business and Professions Code section 2290.5, and California Code of
255 Regulations section 1396.8 for Enforcement Committee
 - 256 3. Engage in partnerships with stakeholders such as the American Psychological
257 Association, the Association of Black Psychologists, the Association of State and
258 Provincial Psychology Boards, the California Psychological Association, and the
259 Trust regarding practice standards and best practices for the Outreach and
260 Communications Committee via webcast, podcast, newsletter articles, and social
261 media
 - 262 4. Provide insights from survey results for purposes of the board's Strategic
263 Planning Session in December 2023, regarding telehealth and future practice
264 issues.

265
266 The consumer and provider survey results were included in the meeting materials for
267 discussion.

268
269 Dr. Tate commented on all the work and planning that went into producing this survey
270 and interpreting the results.

271
272 Dr. Rodgers asked Ms. Sorrick to clarify what is being sought through action step
273 number 3 in the list above regarding 'practice standards' and 'best practices'.

274
275 Ms. Sorrick replied that items number 1 through 4 above were intended to be taken
276 somewhat sequentially, so that numbers 1 and 2 would reflect the work of the
277 respective Committees in providing a basis for this Committee to determine the best
278 platforms for communicating with stakeholders and developing these practice standards
279 and best practices.

280

281 Dr. Rodgers asked Ms. Sorrick to explain how this topic will be addressed at the
282 December 2023 Strategic Planning session.

283
284 Ms. Sorrick replied that this current topic of discussion of this Committee would be
285 shared with the full Board at the Board meeting in November 2023, which could help lay
286 the groundwork for the December planning session. The Strategic Plan as approved in
287 February 2024 would create action plans for each Committee to work from in
288 addressing this topic.

289
290 Ms. Rescate commented that it was good to see that the topic of telehealth was being
291 taken up in serious discussion, to accommodate both those consumers who prefer in-
292 person services while also providing for other consumers who might have the option or
293 preference to receive telehealth services.

294
295 Dr. Rodgers commented on question 8 of the survey, regarding the impact these
296 training barriers had on up-and-coming trainees in contrast to how it impacted the
297 provision of telehealth by established practitioners. She commented that this distinction
298 should inform the discussion during the Strategic Plan Planning Session and with the
299 full Board at the November meeting.

300
301 It was (M)Rodgers(S)Tate(C) to approve the staff recommendation as the Outreach and
302 Communications Committee's recommendation to the full Board at the November 2023
303 Board meeting.

304
305 Dr. Tate called for public comment.

306
307 No public comment was offered.

308
309 Votes: 3 ayes (Rescate, Rodgers, Tate), 0 noes

310
311 Motion passed.

312
313 **Agenda Item #11: Recommendations for Agenda Items for Future Committee**
314 **Meetings. Note: The Committee may not discuss or take action on any matter**
315 **raised during this public comment section, except to decide whether to place the**
316 **matter on the agenda of a future meeting [Government Code Sections 11125 and**
317 **11125.7(a)]**

318
319 Dr. Tate opened this item for Committee discussion.

320
321 Dr. Rodgers commented on the relatively small number of responses from clients
322 receiving psychological services, and how the Committee might improve its outreach
323 efforts to consumers on the level of its outreach to various psychological associations.
324 She requested more discussion moving forward to bolster the engagement with
325 consumers in service to the Board's mission of consumer protection.

326

327 Dr. Rescate repeated her earlier comments about enhancing the Board's social platform
328 access, obtaining more descriptive web traffic analytics, and sharing the statistical
329 moment-in-time information that was included in this meeting's materials at the next
330 meeting.

331
332 Dr. Tate called for public comment.

333
334 No public comment offered.

335
336 Dr. Tate made closing comments.

337
338 Ms. McCockran commented on the time eligible for CPD credit from this meeting and
339 how to obtain it.

340
341 Ms. Sorrick commented on the date and location of the next Board meeting.

342
343 Dr. Tate adjourned the meeting at 11:20 am.

344
345 **ADJOURNMENT**

346
347
348
349
350
351