

1 **Outreach and Communications Committee Minutes**

2
3 **Primary Location (Members/Staff):**

4 Department of Consumer Affairs
5 1625 N. Market Blvd., El Dorado Room
6 Sacramento, CA 95834

7
8 **Committee Members Present**

9 Shacunda Rodgers, PhD, Chair
10 Sheryll Casuga, PsyD

11
12 **Committee Member Absent**

13 Ana Rescate

14
15 **Board Staff**

16 Jonathan Burke, Interim Executive Officer
17 Stephanie Cheung, Licensing Program Manager
18 Cynthia Whitney, Central Services Manager
19 Sandra Monterrubio, Enforcement Program Manager
20 Troy Polk, CPD/Renewals Coordinator
21 Evan Gage, Special Projects Analyst
22 Cecilia Voon, Board Liaison

23
24 **Legal Counsel**

25 Anthony Pane
26

27
28 **Friday, September 27, 2024**

29
30 **Agenda Item #1: Call to Order/Roll Call/Establishment of a Quorum**

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

33 Mr. Polk explained the qualifications for receiving continuing professional development
34 credit for attendance at this meeting.

35
36 **Agenda Item #2: Chairperson's Welcome**

37
38 Dr. Rodgers offered opening remarks and welcomed Dr. Casuga as the newest Member
39 of this Committee.

40
41 Dr. Rodgers called for public comment.

42
43 No public comment offered.
44

Agenda Item #3: Public Comment for Items Not on the Agenda. Note: The Board 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)].

Dr. Rodgers called for public comment.

No public comment was offered.

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

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

Dr. Rodgers called for public comment.

No public comment was offered.

Votes: 2 ayes (Casuga, Rodgers), 0 noes

Agenda Item #5: Strategic Plan Update

Mr. Burke provided the update on this item, starting on page 17 of the meeting materials packet.

Mr. Burke commented that staff was preparing to submit the Budget Change Proposal for Fiscal Year 2025-2026. He commented about the ongoing process of transitioning Research Psychoanalysts from the Medical Board of California to this Board effective January 1, 2025.

Dr. Rodgers called for Committee comment.

Dr. Casuga asked how the Board or its Committees would be involved in the stakeholder meeting with Board of Behavioral Sciences and Commission on Teacher Credentialing in Q1 2025.

Mr. Burke commented that there was considerable overlap of stakeholder interest, and this discussion could apply to more than one Committee. As such, it would be an agenda item for this Committee going forward.

No further Committee comment was offered.

Dr. Rodgers called for public comment.

No public comment was offered.

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

93
94 Ms. Whitney provided the update on this item, starting on page one of the hand-carry
95 materials.

96
97 Ms. Whitney commented that Facebook restricts the analytical information about likes
98 and followers over time that was previously available, and now only provided moment-
99 in-time statistics of followers and the most popular posts over the past ninety days.

100
101 X (formerly Twitter) also restricts reporting to only show current followers, and current
102 post counts by the Board.

103
104 The Board's LinkedIn page went live in September 2024 and staff was developing an
105 implementation campaign to introduce subscribers to the new platform.

106
107 Staff posted two new videos to YouTube this year, first a CPD webinar in January and
108 following that an informational webinar about the new fee structure in March.

109
110 Dr. Rodgers asked what kind of campaign staff were considering for getting the word
111 out about LinkedIn.

112
113 Ms. Whitney commented that staff would post a mention on Facebook and X, and then
114 send out an email to licensees, while being cautious not to inundate stakeholders with
115 too many notices.

116
117 Dr. Rodgers asked what kind of notices would be posted on LinkedIn, and Ms. Whitney
118 commented that there would be same kind of notices being posted to Facebook and X,
119 possibly including job postings for the board.

120
121 Dr. Rodgers called for public comment.

122
123 Simone Ravitz asked about how else one might receive notification about LinkedIn
124 besides from Facebook and X. Ms. Whitney commented that licensees subscribed to
125 our email list would receive a notice that way.

126
127 Patricia Lester commented that staff could also include a mention of the new LinkedIn
128 presence in the quarterly newsletter.

129
130 No further public comment was offered.

131
132 **Agenda Item #7: Website Statistics Update**

133
134 Ms. Whitney provided the update on this item, starting on page 39 of the meeting
135 materials packet.

136
137 Ms. Whitney commented that Ms. Rescate had asked at the last meeting of this
138 Committee in September 2023 whether there was a way to know where the various
139 webpage views were coming from, commenting that staff had determined that this

information was not available; in other words, it was not possible to tell what route viewers took to reach the Board's website.

Dr. Casuga asked whether the website could be made more accessible in terms of non-English speakers being able to read the FAQ page in other languages, acknowledging that many of the Board's publications were available in languages in addition to English.

Ms. Whitney commented that this was something staff could look into.

Dr. Rodgers called for public comment.

No public comment was offered.

Agenda Item #8: Update on Newsletter

Mr. Burke provided the update on this item, starting on page 46 of the meeting materials packet.

Dr. Rodgers acknowledged the recent article by Board Member Dr. Cervantes about EPPP pass rates, and asked whether a link to the newsletter could be posted on the new LinkedIn page.

Ms. Whitney confirmed that the link would be posted on LinkedIn as was routinely done for Facebook and X.

Dr. Rodgers called for public comment.

Simone Ravicz asked how one might obtain the link to the newsletter if they are not active on social media.

Ms. Whitney replied that the newsletter is posted on the website.

Dr. Casuga commented that the link to the newsletter is also emailed out to the subscribers list once the newsletter is posted on the website.

Dr. Rodgers commented that it is possible that subscribers on one or the other of the Board's distribution list might inadvertently have their messages diverted to a spam folder, and this would give the impression that the email had not been received.

Mr. Burke commented that an email notification is sent out to the entire population of licensees and general public subscribers when the newsletter is published. He commented that the email settings for each recipient are outside of the control of the Board.

Dr. Douglas Cassierelle, a psychologist working for Los Angeles County, commented that the Internal Services Division recently changed email protocols, which may cause Board emails to be diverted and not delivered to subscribers; action is being taken at that end to resolve this issue, which is not a Board technical issue.

188
189 No further public comment was offered.
190

191 **Agenda Item #9: Outreach Activities Update**
192

193 Mr. Burke provided the update on this item, starting on page 63 of the meeting materials
194 packet.
195

196 Dr. Casuga commented on developing an ongoing partnership with CPA to share a
197 booth at the CPA convention and asked why the Board did not participate this last time
198 when the convention was held in San Jose.
199

200 Ms. Whitney commented that staff was otherwise occupied with the Research
201 Psychoanalyst stakeholder meeting at that time, and could not attend the convention.
202

203 Dr. Casuga commented further that she and Dr. Harb Sheets were able to attend the
204 convention in San Diego and had a constructive experience talking with licensees, and
205 said it would be good if staff and available Board Members could attend future meetings
206 whenever possible.
207

208 Dr. Rodgers asked what outreach efforts staff was considering, considering limitations
209 on staff availability and budget.
210

211 Mr. Burke commented that there would continue to be social media updates and
212 webinars such as this meeting which, due to its online access, saved time and expense
213 for staff and Committee Members. He commented that staff is reaching out to other
214 organizations for access to their email lists, to enable the Board to send out relevant
215 information to focused groups of licensees and stakeholders.
216

217 Dr. Rodgers called for public comment.
218

219 Ryan McKim commented that Google Analytics would provide browser engagement
220 information and that he would forward that information to staff.
221

222 No further public comment was offered.
223

224 **Agenda Item #10: Review Barriers to Telehealth Survey and Identify Next Steps**
225

226 Ms. Burke provided the update on this item, starting on page 64 of the meeting
227 materials packet.
228

229 Dr. Rodgers called for Committee comment.
230

231 Dr. Casuga expressed surprise that the Board's invitations for outside organizations to
232 draft a white paper on this survey were declined. She commented that the Board could
233 reach out to stakeholders to develop partnerships to address the barriers identified in
234 the survey.
235

Mr. Burke commented that staff had not sent out letters to organizations to cultivate this kind of partnership, but this was definitely something that could be done.

Dr. Casuga asked whether the results of the survey could be distilled into a data sheet to share with stakeholders and posted on social media.

Mr. Burke replied that staff would produce a summary in graphical format, and this could be sent to stakeholders ahead of a possible future stakeholder meeting.

Dr. Rodgers asked whether this information could be presented in a webcast or podcast format.

Mr. Burke commented that this was something staff had not done before, but it was possible for staff to develop something with DCA Public Affairs along the lines of what Dr. Rodgers was describing.

Dr. Rodgers commented that if staff were to develop a podcast such as this, it might facilitate staff participating in an interview or some such presentation with one of these stakeholder organizations.

Dr. Casuga agreed with Dr. Rodgers and commented that this information could be consolidated into a dashboard format.

Dr. Rodgers asked Mr. Pane whether a motion was necessary to direct staff to produce the survey results in the way currently under discussion.

Mr. Pane commented that a motion would allow the Committee to articulate and implement what has been outlined in this discussion.

It was (M)Casuga(S)Rodgers(C) to direct staff to create a dashboard of the survey results to send out to stakeholders.

Dr. Rodgers called for public comment.

No public comment was offered.

Votes: 2 ayes (Casuga, Rodgers), 0 noes

Agenda Item #11: 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)]

Dr. Rodgers called for Committee comment.

283 Dr. Casuga commented that she was happy to have joined this Committee and did not
284 have any recommendations for agenda items at this time.

285
286 Dr. Rodgers called for public comment.

287
288 Katherine Ziegler expressed her gratitude that the Board is trying through various media
289 to get information out to stakeholders.

290
291 Simone Ravicz asked whether at upcoming Board meetings there would be discussion
292 about how and what discipline is imposed on licensees.

293
294 Ms. Monterrubio commented on the procedure for Board discussion about particular
295 cases during noticed meetings.

296
297 Ms. Ravicz commented that she was asking for a discussion of the entire disciplinary
298 process, and so she and Ms. Monterrubio agreed to move that discussion offline.

299
300 Mark Mezak asked whether staff was going to expand the Board's social media
301 presence to platforms beyond Facebook and X, since younger, newer licensees might
302 be more engaged on Reddit and Instagram.

303
304 Patricia Lester commented that if there were information that was currently only being
305 disseminated via social media posts, it would be helpful to also send this information out
306 in the newsletters or through some other channel, to ensure engagement with
307 stakeholders who do not have a social media presence.

308
309 No further public comment offered.

310
311 Dr. Rodgers made closing comments.

312
313 Mr. Polk commented that attendance at the meeting provided 1.75 hours of CPD credit
314 under Category 1.

315
316 **ADJOURNMENT**

317
318 Dr. Rodgers adjourned the meeting at 11:33 am.