

Consumer Information Center

Month	Calls Offered	Calls Handled	Avg Wait	Max Wait
December 2022	916	908	0:37	6:06
January 2022	1,002	969	1:21	23:53
February 2022	943	926	1:01	6:49

Consumer Information Center

Board staff recently met with Consumer Information Center (CIC) staff and as noted in the last update the decline in calls routed to the CIC was discussed. Board staff believes that this decline is likely permanent and believes this is largely a positive development based on shortened licensing evaluation timeframes and new phone system changes.

Another likely reason for the decline is the Board, in consultation with CIC staff, developed a call escalation process. An escalated call is one where someone calls CIC with either an emergency or a caller has been having trouble getting through to the Board. When this happens CIC staff “escalates” the call to supervisors who then immediately contact dedicated Board staff who ensure the caller receives a response within 24-48 hours. This new process has significantly lowered the number of complaints the Board receives about callers not being able to get through to the Board.

Pathway to Licensure Videos

Board staff are partnering with the DCA’s Office of Public Affairs to develop educational videos that will explain the steps towards licensure and highlight important instructions. These will be short, animated videos that will explain degree requirements, exam requirements, and tips for associate registrants as they gain their supervised experience. Currently, there are twelve proposed videos to be developed.

Outreach Social Media Support

Staff will be working on creating scheduled social media posts and material that will support various outreach efforts sponsored by other agencies. These scheduled social media post will hopefully bring additional exposure to topics such as mental health awareness and suicide prevention.

Events Attended

DATE	EVENT
January 19, 2022	MFT Consortium Orange County
January 21, 2022	MFT Consortium Sacramento
February 4, 2022	AASCB Virtual Conference
February 18, 2022	AASCB Virtual Conference
February 18, 2022	MFT Consortium Central Valley
March 7, 2022	MFT Consortium Central Coast
March 11, 2022	MFT Consortium Greater L.A.
March 16, 2022	MFT Consortium Orange County
March 18, 2022	AASCB Member Hangout