



Board of Behavioral Sciences

# Memo

1625 North Market Blvd., Suite S-200  
Sacramento, CA 95834  
(916) 574-7830, (916) 574-8625 Fax  
www.bbs.ca.gov

**To:** Board Members

**Date:** September 3, 2021

**From:** Steve Sodergren  
Executive Officer

**Telephone:** (916) 574-7847

**Subject:** Communications Report – September 2021

## **COMMUNICATION REPORT**

### **Social Media Updates**

<b>FACEBOOK LIKES</b>	
4/1/2021	12,934
6/30/2021	14,131
Increase	1,197

<b>FACEBOOK FOLLOWERS</b>	
4/01/2021	14,465
6/30/2021	15,839
Increase	1,374

<b>FACEBOOK LIVE EVENTS 4th QTR FY 2020/2021</b>	
9 FB Friday's	46K minutes viewed
4/9/2021	2.4k
4/16/2021	3.9k
4/23/2021	3.7k
4/30/2021	4.4k
5/14/2021	4.4k
5/21/2021	5.3k
5/28/2021	3.7k
6/11/2021	5.4k

<b>MESSAGES VIA FACEBOOK MESSENGER</b>	
04/01 – 06/30/2021	239

<b>AVERAGE NUMBER OF PAGE VIEWS</b>	
Jan	779
Feb	958
Mar	974

**Department of Consumer Affairs Call Center Update**

The Consumer Information Center (CIC) made configuration changes to its calling system. This will not impact caller experience in any way. The new system does not provide a way to capture the max abandon number, so that metric will be discontinued moving forward.

<b>Month</b>	<b>Calls Offered</b>	<b>Calls Handled</b>	<b>Avg Wait</b>	<b>Max Wait</b>	<b>Max Abandon</b>
May	1,602	1,518	1:47	16:05	10:49
June	1,990	1,894	1:52	31:17	8:06
July	2,029	1,946	1:56	16:01	5:52

- Max Wait is the longest someone waited in queue before they were answered
- Max Abandon is the longest someone waited in queue before they decided to hang up

**Phone Tree Revisions**

The Board has been made aware of concerns with the phone tree. The concerns can be center around two main issues:

1. The system can be confusing and can be unwieldy.
2. It can be hard to figure out how to speak to a live person when the phone tree does not provide the correct option.

The Board appreciates these concerns and will be exploring ways revise the phone tree. The goal of these revisions will be to provide a much better user experience for our licensees and consumers.

## **OUTREACH**

### **Events Attended**

- April 12: MHSOA/Cultural and Linguistic Competency Committee
- April 13: UC Berkeley MSW Licensing Process Presentation (Steve/Cassandra)
- April 24: California Society of Social Workers Presentation (Steve)
- April 30: CAMFT Annual Meeting (Steve)
- April 30: ASWB Education Meeting (Steve)
- May 20: Council of State Governments/Associate Social Work Board Interstate Compact Kick-off Meeting (Steve)
- July 20: Lunch and Learn with the BBS (Steve)
- July 21: MFT Consortium Orange County (Rosanne)
- July 23: MFT Consortium Central Valley (Rosanne)
- July 24: Law & Ethics Presentation/HOPE Counseling (Steve)
- August 27: MFT Consortium-Sacramento

### **Events Scheduled**

- September 10: MFT Greater LA Consortium
- September 13: MFT Consortium Central Coast
- September 15: MFT Consortium Central Orange County
- September 23: MFT Consortium Central Inland Empire