



BOARD OF BEHAVIORAL SCIENCES
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MEETING NOTICE

Communications Committee

January 20, 2006

11:00 a.m. – 12:30 p.m.

Junipero Serra State Building
 320 W. Fourth Street
 Pacific Ocean Conference Room
 Los Angeles, CA 90013

- I. Introductions
- II. Strategic Plan Goal #1 – Communicate Effectively With the Public and Mental Health Professionals - Report on Progress
 - A. Objective 1.1 -- Provide Six Educational Opportunities for Stakeholders and Staff on BBS Budget by July 30, 2006
 - B. Objective 1.2 -- Distribute a Handbook Outlining Licensing Requirements by December 31, 2006 to 100% of California Schools Offering Qualifying Degrees
 - C. Objective 1.3 -- Distribute Consumer Publication Regarding Professions Licensed by the Board by June 30, 2007
 - D. Objective 1.4 -- Achieve 60% on Customer Service Satisfaction Surveys by June 30, 2008
 - E. Objective 1.5 – Participate Four Times Each Year in Mental Health Public Outreach Events Through June 30, 2010
 - F. Objective 1.6 – Review and Revise Website Content Four Times Per Year
- III. Overview of the Board of Behavioral Sciences (BBS) Outreach Program
- IV. Discuss 2006 Marriage and Family Therapist Regional Meetings
- V. Select Dates for Future Committee Meetings

Public Comment on items of discussion will be taken during each item. Time limitations will be determined by the Chairperson. Items will be considered in the order listed. Times are approximate and subject to change. Action may be taken on any item listed on the Agenda.

THIS AGENDA AS WELL AS BOARD MEETING MINUTES CAN BE FOUND ON THE BOARD OF BEHAVIORAL SCIENCES WEBSITE AT www.bbs.ca.gov

NOTICE: The meeting facilities are accessible to persons with disabilities. Please make requests for accommodations to the attention of Mona Maggio at the Board of Behavioral Sciences, 1625 North Market Blvd., Suite S200, Sacramento, CA 95834, Telephone (916) 574-7841 no later than one week prior to the meeting. If you have any questions please contact the Board at (916) 574-7830.

Item 1

**State of California
Board of Behavioral Sciences**

M e m o r a n d u m

To: Communications Committee

Date: January 20, 2006

From: Mona C. Maggio
Assistant Executive Officer

Telephone: (916) 574-7841

Subject: Introduction of the Committee

The Communication Committee was formed as part of a reorganization of the Board's committees. Each of the Board committees now has express responsibility for overseeing specific goals in the strategic plan recently adopted by the board as well as a general jurisdiction.

This committee is responsible for Goal #1 in the Strategic Plan -- Communicate Effectively With the Public and Mental Health Professionals.

The Board's committees are composed as follows:

Communications Committee

Chair – Karen Pines
Joanie Walmsley
Peter Manoleas

Policy and Advocacy Committee

Chair - Bob Gerst
Karen Pines
Ian Russ
Peter Manoleas

Consumer Protection Committee

Chair - Howard Stein
Judi Johnson
Bob Gerst

Budget and Efficiency Committee

Chair – Victor Law
Donna DiGiorgio

Item II

State of California
Board of Behavioral Sciences

Memorandum

To: Communications Committee

Date: January 20, 2006

From: Mona C. Maggio
Assistant Executive Officer

Telephone: (916) 574-7841

Subject: **Strategic Plan Goal #1 - Report on Progress**

Goal #1 - Communicate Effectively With the Public and Mental Health Professionals.

Objective 1.1 -- Provide Six Educational Opportunities for Stakeholders and Staff on BBS Budget by July 30, 2006.

Background

In an effort to demystify the state budget process, staff will present updates as part of its educational opportunities to its stakeholders.

Update

At the November 2005, Budget Analyst Paula Gershon presented a budget overview to the Board. Ms. Gershon will prepare an article *Understanding the Board's Budget* for the Spring 2006 newsletter.

Additional updates will be presented as needed.

Objective 1.2 -- Distribute a Handbook Outlining Licensing Requirements by December 31, 2006 to 100% of California Schools Offering Qualifying Degrees.

Background

The Board identified a need to provide students and educators with an outline of examination and licensing requirements to assist students in their education and career development.

Update

Staff is currently reviewing the formerly used "Frequently Asked Questions" information which will serve as a basis for the handbook.

Objective 1.3 -- Distribute Consumer Publication Regarding Professions Licensed by the Board by June 30, 2007.

Background

The Board identified a need to provide information to its stakeholders regarding various services, i.e., complaint process, licensing process, examinations, how to select a therapist, etc.

Update

Agenda Item III will provide an overview of the Board's Outreach Program. As part of its development, the Board will contract with a public relations firm to assist in the development of brochures, handouts, PowerPoint presentations as well as identify the Board's primary constituency groups and their needs. This objective will be discussed more thoroughly once the Board has secured a public relations firm and the representative has an opportunity to evaluate the Board's current materials and the needs of the constituents.

Objective 1.4 -- Achieve 60% On Customer Service Satisfaction Surveys by June 30, 2008.

Background

At the Strategic Planning meetings, it was determined that good customer service is essential in meeting goal #1: to Communicate Effectively With the Public and Mental Health Professionals. This objective was created to measure the level of customer satisfaction with Board activities.

Update

The team members met to explore ways to accomplish this objective. Currently the Board does not have a mechanism in place to measure the quality of service provided to the Board's constituents. It was determined that a customer satisfaction survey would establish a baseline for the current level of customer satisfaction and may possibly provide suggestions for improvement in customer service. The team considered available options for conducting the survey to achieve a high response from the types of constituents served by the Board. Possible options discussed were to have the survey on-line (Website) and/or via the Board's telephone system.

Staff discovered that the new telephone system does not have the capability to perform the survey function and a survey conducted solely on-line will not adequately reach a cross section of our constituent base.

Staff will contact other DCA boards to identify other ways to distribute the survey as well as collect sample surveys to assist in the development of the BBS Customer Satisfaction Survey. It is most likely staff will use multiple ways to distribute the survey.

Objective 1.5 -- Participate Four Times each year in Mental Health Public Outreach Events Through June 30, 2010.

Background

In an effort to expand its outreach and provide effective communication to the public and mental health professionals, the Board determined that it should participate in mental health public outreach events four or more times per year.

Current Status

Board staff has identified two possible outreach events supported and

attend by Department of Consumer Affairs (DCA) boards and bureaus.

- February 4, 2006 - Consumer Protection Day. This event focuses on how consumers can protect themselves from fraud and scams. It will provide an opportunity for Board staff to offer information regarding the scope of practice for the marriage and family therapist, licensed clinical social worker, and licensed educational psychologist professions. Additionally, participation will assist staff in determining the types of informational brochures/handouts that would be helpful for future events of this type.
- May 12, 2006 - Senior Summit 2006. DCA will convene a first ever California summit on senior consumer protection. This event will consist of workshops and panel discussions focusing on California's senior citizen community.

In an effort to identify outreach events specific to mental health, Board staff contacted the Board of Psychology (BOP) to identify the mental health outreach events BOP participates in and to discuss collaboration at these events. Staff was told that at this time, the BOP does not participate in mental health outreach events; however, developing an outreach program is part of BOP's strategic plan and BOP staff is willing to work with Board staff on this mutual goal.

Board staff has also contacted the Department of Mental Health (DMH) to discuss the outreach events sponsored by DMH and the audiences that would most benefit by having Board representation.

Agenda Item III will provide an overview of the Board's Outreach Program. As part of its development, the Board will contract with a public relations firm to assist in the development of brochures, handouts, PowerPoint presentations as well as identify the Board's primary constituency groups and their needs. Once this is established, the Board will be able to develop a Communications Plan to support its strategic planning goals and objectives. This plan will present key messages, existing communication channels, and preliminary strategies for improving external communications.

The Board's Communication Plan will seek to achieve the following:

- ✓ Protect consumers and the public by providing education regarding the Board's role
- ✓ Provide information to licensees regarding standards of practice and their legal and regulatory responsibilities
- ✓ Disseminate factual information in a timely manner
- ✓ Seek feedback to improve and measure overall operations
- ✓ Enhance consumer understanding of the three professions under the Board's charge
- ✓ Maintain consistent and quality outreach services
- ✓ Evaluate the success and effectiveness of the Communication Plan and Outreach Coordinator

Action

Staff requests from the Committee recommendations for mental health outreach events and suggestions as to the events staff should focus on for 2006/07.

Objective 1.6 --

Review and Revise Website Content Four Times Per Year.

Background

One of the goals of the 2005 Strategic Plan is to communicate effectively with the public and mental health professionals. The BBS Website provides valuable information regarding various Board services, regulatory functions, examinations, enforcement, licensing, licensee status, etc.

Status

In an effort to ensure that the information posted to the Website is current and accurate, staff has developed a quarterly schedule to review content and make edits/additions accordingly. This is an ongoing objective. The most recent review was conducted for the quarter September 30th through December 31st and was completed on December 19, 2005.

Lynne' Stiles Associate IT Analyst is lead of this project. She created a tool for identifying the pages requiring Website review and staff responsible to review this information.

Additionally, the Board is seeking to contract with a public relations (PR) firm to identify the Board's constituencies and their needs. From this contract Board staff hopes to identify the appropriate materials to reach our audience base. The Board will also ask the PR firm to review our current Website and make suggestions as to a more "user friendly" layout, site map, and appropriate placement of information to assist our audiences in locating the pertinent information they need.

Item III

State of California
Board of Behavioral Sciences

Memorandum

To: Communications Committee

Date: January 6, 2006

From: Sean O'Connor
Board of Behavioral Sciences

Telephone: (916) 574-7830
Extension:

Subject: Overview of the Outreach Program

Appointment of Outreach Coordinator

Effective November 1st 2005, Sean O'Connor accepted the position as Outreach Coordinator with the Board of Behavioral Sciences. Sean began working at the Board as a Youth Aid in June 2000. Prior to accepting his new position as Outreach Coordinator, Sean worked as a File Clerk, Associate Clinical Social Worker Evaluator, and Licensed Clinical Social Worker Evaluator.

The need for someone to occupy this new position of Outreach Coordinator became apparent after the formulation and approval of the Board's Strategic Plan. As Outreach Coordinator, Sean will attend consumer outreach events, visit schools in California that offer qualifying degrees for MFT and LCSW to explain licensing requirements to prospective licensees, and work on the Board's Newsletter as well as other Board distributed publications.

Update on Outreach Efforts

On October 27th 2005, Sean, along with Executive Officer Paul Riches and Assistant Executive Officer Mona Maggio, visited social work graduate students at the University of Southern California. The students attending offered positive feedback on the information presented to them on navigating through the licensing process. On January 31st, Sean will be returning to USC to present at a student organized LCSW Caucus Meeting, and the organizer of the event expects a large student turnout. These presentations provide general information about the Board and comprehensively breaks down the entire licensure process. School visits on the horizon for the spring include Antioch University, Los Angeles, San Francisco State, Loma Linda, and Antioch University, Santa Barbara for MFT students, and UC, Berkeley for Social Work students with more schools to come.

Consumer outreach will be another important effort as the Board works to complete the objectives outlined in the Strategic Plan. Currently, the Board is in the process of securing a contract with an outside Public Relations firm, and as Outreach Coordinator, Sean will work closely with the Public Relations agency to develop a plan for reaching and informing the Board's broad constituent base through attending events and creating literature about the Board aimed at heightening public awareness about the functions of the Board. This project

remains in the early stages, and more information will be available at future Board and Committee meetings.

Sean will also be the primary contributor to the *BBS News*. The next issue will be released in the spring as Board staff works to make the newsletter more informative and valuable to its constituent base.

The value of an Outreach Coordinator can be found in the final draft of the Strategic Plan, which calls for increased communication with the public and mental health professionals, and Sean's duties and efforts will expand as outreach efforts increase throughout 2006 and beyond.

Item IV

**State of California
Board of Behavioral Sciences**

M e m o r a n d u m

To: Communications Committee

Date: January 20, 2006

From: Mona C. Maggio
Assistant Executive Officer

Telephone: (916) 574-7841

Subject: Discuss 2006 Marriage and Family Therapist Regional Meetings

The Marriage and Family Therapist (MFT) Consortia are comprised of educators throughout California. In an effort to provide an opportunity for dialog between the Board and educators, the Consortia have offered to host Regional Meetings as a forum to discuss and ask questions related to the education of marriage and family therapy students.

The Southern Consortium will host the first Regional Meeting in Spring 2006.

Possible Discussion Topics

Diversity Issues
Supervision
Proposition 63 Workforce Developments
Curriculum
DACUM Project

Item V

**State of California
Board of Behavioral Sciences**

M e m o r a n d u m

To: Communications Committee

Date: January 20, 2006

From: Mona C. Maggio
Assistant Executive Officer

Telephone: (916) 574-7841

Subject: Future Meeting Dates

In the interest of easing scheduling for both committee members and public participants, it would be useful to set future meeting dates for the committee. Meetings should occur approximately halfway between regularly scheduled board meetings. The following dates would establish a regular meeting on the last Wednesday of the relevant months except December. That meeting is proposed to occur in early January. This scheduling would be less likely to interfere with holiday vacations.

Meetings will occur in various locations much as board meetings are held in various locations around the state to maximize opportunities for public participation.

Proposed Committee Meeting Dates

2006 Board Meeting Dates

Wednesday, March 29, 2006
Wednesday, June 28, 2006
Wednesday, September 27, 2006
Wednesday, January 17, 2007

May 18 – 19, 2006
August 17 – 18, 2006
September 27, 2006
To Be Determined

Action Requested

Review the proposed meeting dates for Committee Member availability. Select alternate date(s) if necessary.

Attachment

2006 calendar