



**BOARD OF BEHAVIORAL SCIENCES**  
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Meeting Minutes  
Communications Committee  
January 20, 2006

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

**I. Introductions**

Meeting called to order at 11:00 a.m., and a quorum was established.

Committee Members Present:

Karen Pines, Chair  
Peter Manoleas  
Joan Walmsley

Staff Present:

Paul Riches, Executive Officer  
Mona Maggio, Assistant Executive Officer  
Sean O'Connor, Outreach Coordinator

Paul Riches stated that the charge of the Communications Committee is to provide direct oversight to the Board of Behavioral Sciences' (Board) Strategic Plan Goal #1 and to expand the Board's presence at public and professional outreach events. Mr. Riches said that utilizing the "committee approach" is the best way to identify the needs of the Board's stakeholders and to track the achievement of meeting the Board's outreach and communication objectives. Mr. Riches sees the committees as the "gate keepers," providing the initial review and working through issues prior to going before the Board.

Mr. Riches noted that he and Mona Maggio would share the principle responsibilities of the four committees. Mr. Riches' oversight will be to the Policy and Advocacy Committee and Budget and Efficiency Committee and Ms. Maggio will have oversight to the Consumer Protection Committee and Communication Committee.

Karen Pines encouraged Committee members to suggest items/issues for the Committee agenda. Peter Manoleas added that the public may also suggest agenda items for the Committee's consideration.

Mr. Riches informed the Committee that the committees' meeting agendas and meeting materials (packets) for January 2006 were placed on the Board's website. He added that all future Board and committee meeting agendas and meeting materials will be available on the Board's website.

## II. Strategic Plan Goal #1 – Communicate Effectively With the Public and Mental Health Professionals - Report on Progress

Ms. Pines provided a summary of the strategic objectives and progress made for each objective.

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

At the November 2005 Board Meeting, Budget Analyst Paula Gershon presented a budget overview to the Board. Additionally, Ms. Gershon will prepare an article *Understanding the Board's Budget* for the Spring 2006 newsletter. Ms. Pines added that budget updates would be included in presentations to schools, associations and other venues. Ms. Pines underscored that our goal is to expand our outreach to our stakeholders.

A discussion ensued regarding other outreach opportunities for the Board to consider. Mr. Manoleas requested the Board include ethnic focused professional groups to our outreach efforts. He identified the Association of Black Social Workers (ABSW), Latino Social Workers and Latino Behavioral Health as venues for the Board to consider.

Mr. Janlee Wong, representing the National Association of Social Workers (NASW) offered to provide contact information for social work councils focused on ethnic populations. Additionally, he offered to include Board articles in the NASW newsletter. Mary Riemersma representing the California Association of Marriage and Family Therapists (CAMFT) suggested Board staff create "blurbs" for web linking from the associations' websites.

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

Mrs. Pines stated that the Board had 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. Staff is currently reviewing the Candidate Handbook and making revisions. Mr. Wong encouraged the Board to include suggestions on how candidates can reduce test anxiety. He also suggested the Board tell candidates where to obtain their experience (hours) to assist them in passing the licensing examination. Mr. Riches responded that staff encourages candidates to seek broad based experience, with good, quality supervision in a variety of work settings. Joan Walmsley said she tells the interns she supervises to respond to examination questions as they would when providing psychotherapy, not how they think they should answer the question, but to respond with "what would you actually do in this setting, with this client." Ms. Maggio stated she would talk to the Board's legal counsel as to what we can include in the handbook regarding managing test anxiety and supervision recommendations.

Ms. Pines voiced that she believes Board members should make themselves available to visit schools. Mr. Riches responded that the purpose of school visits is to educate students and educators on the licensure process. With 70+ MFT programs and 15 Social Work programs, the Board plans to visit a number of programs each year, but cannot visit each program every year.

Ms. Riemersma said the students need a staff person who they can identify with and who can answer their questions immediately. Board members and educators may be able to answer some questions but it's really a Board staff person they need. Ms. Riemersma

encouraged Board members to attend the Southern California Consortium which is another setting for providing and sharing information with educators.

The Committee requested staff bring a draft of the revised Candidate Handbook to the June 2006 meeting.

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

Mr. Riches reported that the Board will contract with a public relations (PR) firm to assist in the development of brochures, handouts, and 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. Ms. Gershon is currently developing a scope of work for the bidding process to secure a PR firm. Mr. Riches hopes to have a contract secured for the 2006/07 fiscal year. Mr. Riches confirmed that publications would be available in multiple languages.

Ms. Walmsley asked if the Board can include payment advice in the client/consumer brochure as clients are confused about co-pays, insurance billing – who's responsible to bill the insurance companies and reimbursements. She said that essentially, clients need to consult their insurance provider because each provider and insurance plans are different.

Mr. Wong said outreach materials should include a client's Bill of Rights which provides information on what to expect from a therapist, what therapy does and does not include, a confidentiality statement, and how to contact the Board (telephone number, website address, and mailing address) should the client have questions or wants to file a complaint.

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

Ms. Pines reported that the Board does not have a mechanism in place to measure the quality of service provided to the Board's constituents. Staff determined that a customer satisfaction survey would establish a baseline for the current level of customer satisfaction and may provide suggestions for improvement in customer service. Staff is drafting a survey to measure customer service. The team considered available options for conducting the survey to achieve a high response rate from the types of constituents served by the Board. Possible options discussed were to have the survey online (website) and/or via the Board's telephone system. Staff realized that in order to reach a broad base of the Board's stakeholders the survey would need to be distributed in written format, possibly a postcard. Ms. Pines suggested the satisfaction survey be made available at outreach events.

E. Objective 1.5 – Participate Four Times Each Year in Mental Health Public Outreach Events Through June 30, 2010

Ms. Maggio reported that staff has identified two possible outreach events supported and attended by Department of Consumer Affairs (DCA) boards and bureaus. Though these events are not specific to mental health, it is a positive outreach event for the Board and should consider participation.

February 4, 2006 is Consumer Protection Day. This event, held in San Diego, focuses on how consumers can protect themselves from fraud and scams. The Board has participated in this event in the past. May 12, 2006 is 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. Ms. Maggio stated that 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.

She 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.

Ms. Maggio asked the Committee for input on events the Board should consider attending. Mr. Riches added that we would like to build an inventory of events for future visitation. He also commented that we would focus more on outreach once we have the PR contract in place, have identified the needs of our stakeholders, and have materials available to take to these events.

Ms. Riemersma stated that the CAMFT Conference is in May 4 – 7 2006 and Mr. Wong noted that the NASW Conference is April 21 - 22, 2006 in Los Angeles, and both offered to provide information to the Board and suggested exposure at these events would be beneficial.

#### F. Objective 1.6 – Review and Revise Website Content Four Times Per Year

Ms. Maggio reported that 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 31<sup>st</sup> and was completed on December 19, 2005.

Additionally, the Board will also ask the PR firm to review our current website and make suggestions for a more "user friendly" layout, site map, and appropriate placement of information to assist our audiences in locating the information they need.

## II. Overview of the Board of Behavioral Sciences (BBS) Outreach Program

Ms. Pines introduced the Board's Outreach Coordinator, Sean O'Connor. Mr. O'Connor gave a brief background of his work history with the Board, starting in 2000 as a youth aid. Most recently he has been serving as a LCSW evaluator.

Mr. O'Connor has given two student presentations to date, one at University of Southern California (USC) and the other at Antioch University Los Angeles. He provides the students with information regarding the application process, timelines, supervision requirements and examination scheduling. He said most of the 45-minute presentation is spent fielding questions from the students. Feedback has been extremely positive.

In addition to school visits, Mr. O'Connor will be the primary contributor to the Board's newsletter, he will develop a tracking mechanism for outreach events and will create an evaluation form for attendees to complete. His duties may expand once the PR firm is hired and our stakeholders' needs are identified.

### **III. Discuss 2006 Marriage and Family Therapist Regional Meetings**

Ms. Maggio reported that the MFT Consortia are comprised of educators throughout California. In an effort to provide an opportunity for dialogue 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 MFT students. The meeting with the Southern California Consortium is tentatively scheduled for June 9, 2006. Possible discussion topics: diversity issues, supervision, Proposition 63 workforce developments, and curriculum.

Ms. Pines encouraged the Board members to attend the meeting.

### **IV. Select Dates for Future Committee Meetings**

The Committee established the following dates for future meetings:

March 29, 2006

June 28, 2006

September 27, 2006

January 17, 2007

The meeting adjourned at 12:35 p.m.