



BOARD OF BEHAVIORAL SCIENCES
1625 North Market Blvd., Suite S 200, Sacramento, CA 95834
Telephone (916) 574-7830
TDD (916) 322-1700
Website Address: <http://www.bbs.ca.gov>



Meeting Minutes
Communications Committee
March 29, 2006

Ayres Hotel and Suites
325 Bristol Street
Costa Mesa, CA 92626

I. Introductions

The meeting was called to order at 10:00 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

Karen Pines welcomed the audience members and encouraged their participation.

II. Review and Approve January 20, 2006 Communications Committee Meeting Minutes

Joan Walmsley moved and Peter Manoleas seconded, for the Committee to accept the minutes of the March 29, 2006 Committee Meeting. The Committee approved the motion.

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

Ms. Pines provided the following 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 prepared an article entitled *Understanding the Board's Budget* for publication in the Spring 2006 newsletter. A presentation tailored to the public is included during outreach presentations such as student and educator forums.

Staff has identified this objective as being met.

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

To meet the immediate needs of examination candidates, staff drafted an informational pamphlet that answers the most commonly asked questions from candidates. The Committee at today's meeting would discuss the pamphlet Examination Information for MFT, LCSW and LEP Candidates. (Agenda item IV).

Peter Manoleas stated there is confusion among the students regarding hours needed to become eligible to sit for the examination. He suggested staff create a chart that breaks down the supervised hours required, work settings, and timeframe for obtaining the hours. A chart would make this issue easier to understand for the students. Mary Riemersma, Executive Director of the California Association of Marriage and Family Therapists (CAMFT), stated CAMFT created a chart to clarify the hours for MFT candidates. The chart is available on the CAMFT website.

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 as part of the continuing development of the Outreach Program, the Board has begun the steps to contract with a public relations (PR) firm to assist in the development of pamphlets, handouts, and PowerPoint presentations as well as identify the Board's primary constituency groups and their needs. Staff finalized the Public Relations Statement of Work and Project Deliverables for the Public Relations contract bidding process. Five firms have been sent bid requests. This objective will be discussed more thoroughly once the Board has secured a PR firm and the representative has an opportunity to evaluate the Board's current materials and the needs of the constituents. 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.

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

Ms. Pines reported that staff has created five surveys to reach the Board's various stakeholders. The surveys would be discussed at today's meeting under Agenda item V.

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

Ms. Maggio announced that Mr. Riches and Sean O'Connor will attend the National Association of Social Workers (NASW) Conference on April 21 - 22, 2006 in Los Angeles and she and Mr. O'Connor will attend the CAMFT Conference on May 4 – 7, 2006 In Palm Springs. Board Members will also be in attendance at both events.

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.

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

Ms. Maggio reported that since the quarterly schedule for this objective was implemented and the first quarter's review completed in December, staff found that the unit leads and various staff responsible for various content areas of the website have been forwarding necessary updates to the webmaster on a regular basis rather than waiting until the quarterly time frame to have revisions made to the website.

Staff recommended that this objective be completed every six months rather than four times per year. This will be completed so that it coincides with effective dates on legislation that may impact board operations, procedures, contents, processes, forms, etc.

Since the last update was completed in December, the next "bi-annual" review of the overall website will be performed in June.

In addition to identifying the appropriate materials to reach our audience base, the PR contract scope of work will include a review of the Board's current Website and suggestions as to a more "user friendly" layout, site map, and appropriate placement of information to assist our stakeholders in locating pertinent information.

IV. **Propose New Strategic Plan Objective Under Goal 1: Communicate Effectively With the Public and Mental Health Professionals, Objective 1.7 Student Outreach**

Ms. Maggio reported that in November of 2005, Sean O'Connor was appointed as the first Outreach Coordinator at the Board. Among other duties, the Outreach Coordinator visits qualifying degree-granting colleges or universities and presents information to students and faculty on the licensure process. Students and faculty in attendance at student outreach presentations express a strong desire for such outreach efforts to continue.

Ms. Maggio stated that creating a Strategic Plan objective for student outreach will ensure the Board remains committed to serving its student constituent base—the future mental health professionals of California.

Ms. Maggio noted that staff has identified the following Prospective Goals for Student Outreach:

- Twenty-five student outreach events a year, ambitious yet an attainable goal. This is feasible from a staff resources standpoint. The Board has approximately 82 qualifying degree-granting institutions, so in a three-year period nearly all could be reached. Some schools have larger student populations; thus, these schools may require more than one visit in a three-year period. For the six student events conducted thus far, the combined total attendance is approximately 305 students. This total will easily double before the end of the Spring 2006 semester.
- The Spring 2006 academic semester is the first full semester in which the Board has an operational outreach program. From January 19 to May 11, 2006 the Outreach Coordinator scheduled eleven student outreach events. Additional student outreach events are being scheduled. Most student outreach events will occur in the Fall or Spring academic semesters. Some schools have summer programs, so presentations during the summer months will be possible but likely less frequent.

Ms. Pines inquired if Mr. O'Connor will give presentations at schools with a small student population. Ms. Maggio responded that Mr. O'Connor or the host school would extend an

invitation to programs with smaller student populations. Twenty students is the minimum number for the Board to send a representative for a student presentation.

Dino Koutsolioutsos representing Pacific Oaks College asked the Board to define the goal of the student outreach program. Mr. Riches responded the goal is to educate students on licensure requirements, to demystify the licensing and examination process, reduce examination anxiety and put a “face” on the Board.

Ms. Maggio stated that the success of the Board’s student outreach program since the appointment of the Outreach Coordinator warrants consideration for the adoption of a new student outreach objective to the Strategic Plan.

Joan Walmsley moved, and Mr. Manoleas seconded, that the Committee recommend that the board adopt a new Strategic Plan Objective 1.7 Student Outreach. The Committee approved the motion.

V. Review and Discuss Board of Behavioral Sciences’ (BBS) Customer Satisfaction Survey

Ms. Pines provided a brief overview of the purpose of the surveys, which is to aid in the Board’s goal of improving customer satisfaction levels. Each survey is designed to attain comment from the Board’s various stakeholders. The General Survey will be available for request over the phone and at the front counter. Evaluators will mail out the Licensing Surveys with registration packets and initial licensure packets. Enforcement Analysts will mail out the Enforcement Survey when a complaint reaches a conclusion. The Outreach Survey will be available at school and consumer outreach events. The website version of the survey will ask the user to identify with a particular profile (Licensee, Applicant, Consumer) prior to completing the survey.

The Committee provided suggested edits and recommended staff set a baseline to evaluate the response rate and determine how long the surveys will be disseminated.

VI. Review and Discuss Draft Pamphlet Regarding Examination Information for Candidates

Ms. Maggio explained that the employees in the Licensing and Examination Units spend a significant amount of their day answering candidates questions about different aspects of the examination process, and most of these questions are similar in nature, including questions about timelines, preparation courses, and testing accommodations. To assist examination candidates in understanding and preparing for the examination process, staff created an *Examination Information Pamphlet* to answer the most common questions posed to staff. The pamphlet will be sent to examination candidates as an enclosure with the Notice of Examination Eligibility.

The new informative pamphlet answers some of the examination candidate’s most frequently asked questions and offers helpful tips for alleviating anxiety on the day of examination. The origin of most of the information in this pamphlet are the Examination Handbooks found on the Board website. Restructuring this information in the format of a pamphlet benefits the candidate because valuable information can be found quickly without having to search through a lengthy handbook.

The pamphlet acts as a supplement to the Examination Handbooks, not an alternative. Employees at the Board expect the distribution of this pamphlet will result in a more informed population of examination candidates.

Ms. Maggio noted that the examination pamphlet will be available on the Board website on the "Forms and Publications" page. The Committee provided suggested edits and recommendations to the pamphlet. Ms. Maggio informed the Committee that before the pamphlet will be disseminated the Board's legal counsel would review the pamphlet.

VII. Update on BBS Outreach Program

Ms. Maggio reported that the Board's Student Outreach Program is very successful. Since January 20, 2006, Mr. O'Connor has presented information on the Board's licensure process to four qualifying degree-granting institutions—three MFT programs and one LCSW program.

Upcoming Student Outreach Events:

California State University (CSU), Long Beach (social work) - March 24-27
University of San Francisco (MFT) - March 29
Pepperdine University, West LA (MFT) - April 4
University of San Francisco, Sacramento (MFT) - April 12
University of San Francisco, Santa Rosa (MFT) - May 9
CSU, Sacramento (social work) - May 11
San Diego State University (social work) - TBA

Ms Maggio noted that the information regarding the new outreach program is now available on the Board website. The webpage identifies how to contact Mr. O'Connor and displays upcoming outreach events. Information similar to what is on the website will also be available in the spring edition of the *BBS News*, which will be released in the near future.

National Association of Social Workers (NASW) Conference

The NASW Conference will be held April 21-22, 2006 at the Los Angeles Airport Hilton Hotel. The Board's Outreach Coordinator Sean O'Connor and Executive Officer Paul Riches will attend the conference and have a booth in the exhibit hall to distribute Board publications, and answer questions from the participants. The conference includes a variety of workshops for the participants to attend.

California Association of Marriage and Family Therapists (CAMFT) 42nd Annual Conference

The CAMFT will be held May 4-7, 2006 at the Wyndham Palm Springs. This year's conference is titled Riches of the Desert. The Board's Outreach Coordinator Sean O'Connor, Board Member Joan Walmsley, and Ms. Maggio will attend this event and will be present in the exhibit hall to distribute Board publications, and answer questions from participants.

The conference includes numerous workshops covering a breadth of topics, including the Annual Business Meeting, Legislative Update and Awards presented by Ms. Riemersma.

VIII. Discuss June 9, 2006 Marriage and Family Therapist Consortium Meeting

Ms. Pines announced that Mr. Riches and Ms. Maggio would attend the upcoming Consortium Meeting hosted by Phillips Graduate Institute. 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.

Additionally, Mr. Flores extended an invitation to Board staff to give the MFT Student Outreach Presentation to students and interested parties prior to the Regional Meeting. Kari Frank, Lead Examination Unit Analyst will facilitate the presentation. Ms. Pines encouraged Board Members to attend the Consortium Meeting.

IX. Discuss Future Committee Meeting Agenda Items

Mr. Manoleas gave an overview of the Board sponsored conference, "California's Diverse Consumers: Implications for Licensure – A Working Conference," scheduled for April 28, 2006 at the Clarion Hotel in Sacramento. The focus of the conference and afternoon workshops is to identify specific areas the Board can explore to address cultural and linguistic competence in its licensure and examination processes; how the Board can increase cultural and linguistic competence among existing licensees; and does Board have a role in workforce development to assure equal protection of diverse California consumers. Presenters are: Joe Hayes, Public Policy Institute of California; Dr. Sergio Aguilar-Gaxiola, UC Davis School of Medicine; Rachel G. Guerrero, LCSW, Chief Office of Multicultural Services, California Department of Mental Health; Peter Manoleas, Board Chair; and Paul Riches, Board Executive Officer. Board members will also be in attendance.

Ms. Pines inquired about Board reappointments. Mr. Riches stated he has been in contact with the Department of Consumer Affairs Administrative Office requesting timely appointments. He discussed the reappointment process for those Board Members seeking reappointment. He reported that Board Members could serve for 60 days after their term expires. Mr. Riches stated the August Board Meeting has been rescheduled to July 27–28, 2006 in San Diego to help ensure a quorum.

Ms. Pines noted that the next Committee meeting would be held on June 28, 2006.

The meeting adjourned at 12:05 p.m.