

## MEETING MINUTES

### Planning Committee October 24, 2007

Department of Consumer Affairs  
1625 North Market Blvd.  
El Dorado Room N-220  
Sacramento, CA 95834

#### Members Present

Judy Johnson, Committee Chair, LEP Member  
D'Karla Leach, Public Member

#### Members Absent

None

#### Staff Present

Paul Riches, Executive Officer  
Mona Maggio, Assistant Executive Officer  
Steve Sodergren, Program Manager  
Paula Gershon, Budget Analyst  
Christy Berger, Legislation Analyst  
Cassandra Kearney, Regulation Analyst  
Sean O'Connor, Outreach Coordinator  
Christina Kitamura, Administrative Assistant

#### Guest List

On file

### I. Introductions

Judy Johnson, Committee Chair, called the meeting to order at 8:33 a.m. Committee members introduced themselves in place of roll, and a quorum was established. Staff and audience members also introduced themselves.

### II. **Accept Minutes as Submitted by Staff for the Communications Committee Meeting on January 10, 2007**

Ms. Maggio reported that the Budget and Efficiency Committee and Communications Committee merged to create the Planning Committee. This committee was given express responsibility for overseeing the specific goals and objectives of the Board's strategic plan as well as a general jurisdiction over the Board's budget.

The Communications Committee last met on January 10, 2007, and did not have a meeting after January to approve those minutes. The Planning Committee was asked to approve the draft minutes as submitted.

**D'Karla Leach moved to accept the Communications Committee meeting minutes as submitted by staff. Judy Johnson seconded. The Committee voted (2-0) to pass the motion.**

### **III. Budget Review**

Paula Gershon reported on the budget. In reviewing the upcoming budget for this year, the bottom line on the expenditure report is a negative number as a result of 1) a redirection of funds for two new positions in the enforcement unit, 2) several large contracts that will be completed this year, 3) Office of Examination Resource (OER) contracts. Contracts total \$155,355. Some line items are discretionary, and can be adjusted if needed to avoid ending the year with a negative number.

Mr. Riches has several different solutions for this: 1) reducing the contract amounts. 2) postponing the occupational analysis contract with OER for the licensed educational psychologist (LEP) examination. This is a savings of \$50,000. 3) Cut newsletter mailings. This is a savings of \$50,000 in printing and postage. 4) Travel can be cut by \$50,000. 5) Cut equipment purchases for a year.

Ms. Johnson asked what equipment would staff have purchased. Ms. Gershon responded that possible purchases would have been software and computers. The warranties have expired on the office computers. Mr. Riches added that if there is money at the end of the year, staff will take a look at purchasing equipment if necessary. These are only projections.

Ms. Gershon continued listing other solutions: 6) BP Cubed contract is \$73,000. Staff can cut this and not spend the entire amount. 7) Personnel adjustments in the temp line will result in a savings of \$20,000. The temp line is a blanket fund for temporary help such as seasonals and student assistants. The potential savings is a total of \$260,000.

Mr. Riches added that in the past, there were some long-standing attendance problems that no longer exist. That uncompensated leave was used to underwrite the temp help.

Sean O'Connor reported that the entire newsletter has been drafted. He anticipates the newsletter to be distributed electronically.

Ms. Johnson suggested keeping the option is open to distribute the newsletter by other means if those people cannot receive it electronically.

Mr. Riches we have contracts expiring this year. There are other changes in the pipeline that staff expects to get funded next year.

Ms. Gershon reported on the Fund Condition, explaining that it is a picture of the fund. There must be a healthy fund in order to request budget change proposals or to fund the budget on a yearly basis. The current fund and future projections were outlined. The months in reserve were also outlined. Ms. Gershon stated that the Department of Finance suggests keeping the fund at 3-6 months reserve.

### **IV. Discussion and Possible Action Regarding Fee Reduction Alternatives and Funding for Loan Repayment Program**

Ms. Gershon reported on the fee reduction analysis, illustrating how various fee reductions are going to affect the fund condition. There are three scenarios: 1) status quo, 2) \$20 fee reduction, and 3) \$40 fee reduction. These are the only fees that by law, BBS can reduce.

Ms. Gershon calculated the three scenarios of fees and revenue and included the payback of the general fund loan.

Mr. Riches talked briefly about the loan repayment program, explaining that the fee reduction amount will be redirected to the loan repayment program for practitioners to work in underserved programs. This also serves as a mean to decrease the reserve balance. Even absent repayment of the loan, the fund balance is building year after year. The program is up and running, and disbursements are expected this year. Ian Russ has been appointed to the advisory committee that evaluates the applications and makes decisions regarding the disbursements.

Ben Caldwell, American Association for Marriage and Family Therapy (AAMFT) California Division, expressed support for the Board's efforts in redirecting funds to the loan repayment program. He also stated that whatever proposal the Board carries forward may have dramatic fiscal impacts on pending legislation, especially concerning AB 1486.

Mr. Riches responded that the impact would be minor.

**D'Karla Leach moved to propose the \$20 fee reduction plan to the Board. Judy seconded. The committee voted (2-0) to pass the motion.**

#### **V. Update on Board Outreach Activities**

Sean O'Connor reported on outreach activities. The outreach program has grown since 2005. Total presentations amounted to 53 total at conferences, schools, and agencies. Thirty-four student outreach presentations were conducted this year as of September 24, 2007. Based upon feedback from surveys, over 500 marriage and family therapy students and social work students have attended these events. Feedback is overwhelmingly good.

Staff has received requests to present at agencies. Staff has presented to social workers in the Los Angeles Unified School District. Other presentations are scheduled to larger agencies with 40-60 employees. Staff is expanding agency outreach; it is happening because agencies are contacting the Board.

Staff participated in 6 conferences last year, including the California Association of Marriage and Family Therapists (CAMFT) and the National Association of Social Workers (NASW) conference, where BBS sets up a booth to encourage interaction between conference goers and board members and staff. This year, BBS will conduct a licensing presentation at the NASW conference in Los Angeles.

Objective 1.6 of the Board's strategic plan requires participation in 45 outreach events per year. The Board easily met that goal this year.

Mr. O'Connor addressed outreach publications. During the last Consumer Protection Committee meeting, the publication *Empowering Consumers* was submitted for approval. It is in the final approval stages with the director of the department. Staff is also looking into getting the publication translated in several other languages.

BP Cubed, the Board's contracted public relations firm, have developed some consumer-targeted publications that are in the early draft stages. Staff also sends consumer-targeted publications to experts in the field for review it.

Ms. Johnson suggested putting a list on the Board's website to direct students to schools with school psychology programs. Mr. O'Connor added that staff is working on student handbooks for MFTs and LCSWs, and can work on a similar handbook for LEPs.

Mr. Caldwell stated that his students love the presentations; it's very valuable. It humanizes the Board.

Lora Pierce, NASW, expressed that the outreach has made the greatest difference. The responsiveness of staff has improved immensely; the change in the attitude and responsiveness is tremendous.

Mr. Riches stated that we get more requests than staff can accommodate.

## **VI. Strategic Plan Update**

Ms. Maggio reported on the strategic plan update. At its August meeting, the Board approved the vision and mission statements and the goals and objective develop by staff. Management created a 10-member Strategic Planning Council (SPC), composed of staff and management. The role of the SPC is to serve as the drivers of the strategic plan. Staff has been recruited to serve as "champions" for each objective. Management and the SPC chair met with the champions and provided guidance regarding their responsibilities, the selection of team members, and formulation of Work Action Plans (WAP). The champions have selected their teams and received guidance regarding development of the WAP and a status report document. The teams met with Dr. Hatton on October 3, 2007 to review the draft WAPs and to receive additional training and guidance in developing the WAPs and identifying next steps. The teams are continuing to meet to work on drafting the WAPs.

Ms. Maggio indicated that the status of the objectives will be brought forward to the committee in more detail.

## **VII. Draft Strategic Plan Objective 1.7 to Increase Board Member Effectiveness**

Ms. Maggio reported on Objective 1.7. The management team met in May to brainstorm about how to describe and assess board member effectiveness. Describing effectiveness quickly became a values exercise based on the team's prior experiences with effective board members and what the team wanted to see from board members.

The management team's draft objective was presented to the Board at the August 2007 Board Meeting. The Board discussed how to define board appointees' effectiveness and how effectiveness is measured. There was consensus among the board members about the key elements and measures of board member effectiveness as presented by staff; however, the Board wanted further discussion about including a measurement of how well each member has worked toward their personal goal and community involvement.

Samples of board performance instruments were provided.

Ms. Johnson stated that a lot of the discussion is "qualitative" and is difficult to measure or quantify it. It is challenging to find a way to not diminish the value while objectifying it. Ms. Johnson stated that the further this moves along, the more we will understand what it is we are trying to accomplish.

Ms. Leach asked for clarification on Factor 5, Community Engagement regarding the number of board members participating in a number of community engagements per month. She asked if this is in regards to each board member or the board as a whole. Mr.

Riches responded that it was intended as a collective participation. At its May meeting, the Board indicated that they wanted this to be a collective assessment, not an individual assessment.

Ms. Johnson suggested using language pertaining to deliberately seeking communities or agencies under Community Engagement.

Under Self Assessment, Ms. Johnson suggested using language that covers the following: 1) What is the board member's core issue, passion or charge? 2) How effective was the board member at advancing the core issue, passion or charge.

Mr. Riches stated that the number community engagement days under Factor 5 Community Engagement is aggressive, which raises the question what level of commitment does the Board want to set for itself, and what is a fair number. Ms. Johnson suggested adjusting the language to set the number to an average of one day per month.

Mr. Riches pointed out the weighting of the factors: 1) Attendance and participation in board and committee meetings are the most important. 2) Self-Assessment 3) Community Assessment 4) Outreach. Mr. Riches asked the committee if they were comfortable with those priorities, or if they should be evenly weighted.

Ms. Johnson added that responses for enforcement votes are very important; it is a core function and is a high priority. This factor is measurable. She suggested giving this a higher value.

Ms. Leach suggested increasing the enforcement weighting to 20%.

Mr. Riches explained that Outreach is specific to the outreach program, and would like the board members attend outreach events with staff more often.

Mr. Riches suggested reducing the assessment measures by 5% to increase the enforcement weight to 20%. Ms. Johnson and Ms. Leach agreed.

Ms. Leach suggested making a distinction on index factor 6 Outreach Participation, specifying that the outreach is specific BBS events.

D'Karla Leach moved to accept the Board Member Effectiveness Index Factors as amended and recommend to the Board for approval. Judy seconded. The committee voted (2-0) to approve the motion.

#### **VIII. Public Comment for Items Not on the Agenda**

No comments were made for items not on the agenda.

#### **IX. Suggestions for Future Agenda Items**

No suggestions were presented for future agenda items.

Ms. Maggio suggested scheduling the next committee meeting. Mr. Riches suggested scheduling it with the February board meeting to ease the travel burden. The committee agreed to hold meeting with February board meeting.

The meeting was adjourned at 10:13 a.m.