



Board of Behavioral Sciences

# Memo

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**To:** Board Members

**Date:** April 30, 2021

**From:** Steve Sodergren  
Executive Officer

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

**Subject:** Communications Report - May 2021

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## **COMMUNICATION REPORT**

### **Social Media Updates**

The Board's social media presence continues to expand. The Board is continuing FB Fridays with the BBS. Each week, we will discuss a new important topic for approximately 30 minutes and then answer questions from the audience.

<b>FACEBOOK LIKES</b>	
1/1/2021	11,641
3/31/2021	12,909
Increase	1,268

<b>FACEBOOK FOLLOWERS</b>	
1/1/2021	12,973
3/31/2021	14,436
Increase	1,463

<b>FACEBOOK LIVE EVENTS 2<sup>nd</sup> QTR FY 2020/2021</b>	
10 FB Friday's	58K minutes viewed
	All FB Friday's are available to answer questions applicants may have about the process of becoming licensed. We will also use the forum to make any important announcements surrounding today's environment.
1/8/2021	
1/15/2021	2.6K
1/29/2021	1.5K
2/5/2021	2.1K
2/12/2021	2.4K
2/19/2021	1.7K
2/26/2021	3.1K
3/12/2021	3.8K
3/19/2021	46.1K MINUTES REVIEWED

<b>MESSAGES VIA FACEBOOK MESSENGER</b>	
1/1 - 3/31	327

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

**Department of Consumer Affairs Call Center Update**

In April, in consultation with the Department of Consumer Affairs Consumer Information Call Center (CIC), the Board assigned a staff member to work on escalations that the Board receives from the CIC. Escalations are situations where a consumer or a licensee has had a problem that for a variety of reasons isn't easily solved or where an individual has had trouble getting in contact with the Board. When this happens CIC staff will send an "Escalation Email" to the Board and Board staff will make sure that the individual is contacted with information responsive to their issue. Since instituting this new process CIC staff have reported that call volume has lessened and that escalation requests have also lessened. The Board should have a further update on this at the next Board meeting.

<b>Month</b>	<b>Calls Offered</b>	<b>Calls Handled</b>	<b>Avg Wait</b>	<b>Max Wait</b>	<b>Max Abandon</b>
January	1,713	1,548	3:22	37:34	29:09
February	1,734	1,568	2:57	24:56	21:05
March	2,057	1,873	2:45	26:51	20:43

## **OUTREACH**

### **Events Attended**

- March 12: Chico State MSW Licensing Process Presentation (Steve/Cassandra)
- March 15: Central Coast MFT Consortium (Rosanne)
- March 17: ASWB Administrator's Forum (Steve)
- March 17: Orange County MFT Consortium (Steve)
- March 18: ASWB Board Member Exchange (Steve)
- 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)

### **Events Scheduled**

- May 20: Council of State Governments/Associate Social Work Board Interstate Compact Kick-off Meeting (Steve)