
1625 North Market Blvd., Suite S-200
Sacramento, CA 95834
(916) 574-7830, (916) 574-8625 Fax
www.bbs.ca.gov

To: Board Members

Date: May 2, 2024

From: Steve Sodergren
Executive Officer

Subject: DEI Supplemental Strategic Planning

In February 2024, the Department's SOLID office hosted a strategic planning session during the Board meeting. The session aimed to review the Board's strategic plan for 2022-2026, with a particular focus on assessing the diversity, equity, and inclusion (DEI) impacts of policy decisions. This review included considerations of regulatory, statutory, and continuing education requirements.

Attached is a draft version of the Board's 2022-2026 strategic plan, which includes the amendments discussed during the session (Attachment A - DRAFT Amended BBS 2022-26 Strategic Plan). Additionally, SOLID provided suggested edits to the proposed amendments for the action items below during their review:

- 1.3 Changed "stakeholders" to "other stakeholder groups" because agencies and communities are also stakeholders.
- 3.3 Following "proportionality" with "bias" here does not seem positive, as if the Board is seeking to add "bias" to the statutes and regulations. We suggest removing "bias" as has been done here. We also suggest the objective start with "review" rather than "complete".
- 5.5 Since IDPs are voluntary, we suggest replacing individual development plans (IDPs) with "performance evaluations".

Recommendation

Conduct an open discussion of the proposed changes shown in bold text. Direct staff to publish the Board's 2022-2026 strategic plan with approved amendments.

Attachment

Attachment A: DRAFT Amended BBS 2022-26 Strategic Plan

Blank Page



2022 - 2026 Amended Strategic Plan

Adopted:
SOLID PLANNING



Table of Contents

Members of the Board	2
Message from the Board President	4
Message from the Board President for the Amended Plan.....	2
About the Board	5
Mission, Vision, and Values.....	6
Our Mission	6
Our Vision	6
Our Values.....	6
Goal 1: Licensing.....	7
Goal 2: Examination	8
Goal 3: Enforcement	9
Goal 4: Legislation & Regulation	10
Goal 5: Organizational Effectiveness.....	11
Goal 6: Outreach & Education	12
Strategic Planning Process.....	13
DEI Supplement Process	13

Members of the Board

Christopher C. Jones, LEP, NCSP Member - Chair
Wendy Strack, Public Member - Vice Chair
Nick Boyd, LPCC Member
Susan Friedman, Public Member
Justin Huft, LMFT Member
Abigail Ortega, LCSW Member
Kelly Ranasinghe, Public Member
John Sovec, LMFT Member
Eleanor Uribe, LCSW Member
Annette Walker, Ph.D., Public Member

DRAFT

Gavin Newsom, Governor
Tomiquia Moss, Secretary, Business, Consumer Services and Housing Agency
Kimberly Kirchmeyer, Director, Department of Consumer Affairs
Steve Sodergren, Executive Officer, Board of Behavioral Sciences

Message from the Board President for the Amended Plan

(Optional, but if the new board president wishes to write a new message for the amended plan, he can. SOLID can provide samples if you would like.)

DRAFT

Message from the Board President

As president of the California Board of Behavioral Sciences, it is my honor to introduce the 2022–26 Strategic Plan and to express my greatest appreciation for the work and contribution of the board members, staff, and stakeholders in developing this plan that will assist in guiding the Board during the next four years.

Events of the last few years have brought into clearer focus some of the challenges and opportunities the Board will need to consider when working toward ensuring the highest quality mental health for all Californians. The increased use of telehealth, spurred by the COVID-19 pandemic, has made it necessary to review current Board statutes and regulations to ensure consumer safety. Social unrest across California and the country has highlighted the need to ensure the Board is being equitable and inclusive in all its decision and policies. Additionally, the Board will need to explore ways in which to support the development of a culturally responsive mental health workforce that will be able to meet the increasing needs of Californians.

The 2022–26 Strategic Plan emphasizes reducing unnecessary barriers to licensure, supporting a culturally responsive workforce, increasing access through technology, and Board accountability. The ongoing effort to create an environment that is efficient, streamlined, and technologically friendly will continue. As in the previous strategic plan, the focus will continue to be on licensing, examination, enforcement, legislation, and outreach and education. The Board continues to have a strong commitment to protect and serve Californians by setting, communicating, and enforcing standards for competent mental health practice. Above all, the Board of Behavioral Sciences is dedicated to consumer protection, accountability, transparency, customer service, integrity, quality, and respect.

The Board continues to encourage the public to share and participate in this joint venture in maintaining the highest quality of mental health care for all Californians.

— Massimiliano “Max” Disposti

About the Board

A Pioneering Beginning

In 1945, California became the first state to register social workers with the formation of the Board of Social Work Examiners. Jump ahead 18 years, to 1963, and this young regulatory agency received a new responsibility: administration of the Marriage, Family, and Child Counselor Act (later renamed the Social Worker and Marriage Counselor Act). New responsibilities meant a new name too. Appropriately, the Board was renamed the Social Worker and Marriage Counselor Qualification Board.

The 1960s proved to be a busy decade with the establishment of the Licensed Clinical Social Worker Program in 1967. Then in 1970, a licensing program for Educational Psychologists was added to the Board, inspiring a new name: the Board of Behavioral Science Examiners.

Continuing Change

The Board took its current name, the Board of Behavioral Sciences, on January 1, 1997. This name better represents the true mission and duties of the Board.

Effective July 1, 1999, the then Marriage, Family, and Child Counselor profession underwent a name change. All references in statute or regulation to "licensed marriage, family, and child counselor" or "marriage, family, and child counselor" were changed to "licensed marriage and family therapist" or "marriage and family therapist." The Board discontinued regulating MFT and LCSW corporations on January 1, 2000. However, the corporations are still required to file their articles with the California Secretary of State.

The Board Forges Ahead...

Focusing on its mission, The Board of Behavioral Sciences looks to continue its commitment to protect the consumers of California through effective enforcement, ensure credibility and high professional standards through examinations and licensing requirements, and provide excellent customer service to all its constituents.

The BBS Way

- Be a person of Integrity
- Be Professional and Dedicated
- Serve with Excellence

Mission, Vision, and Values

Our Mission

Protect and serve Californians by setting, communicating, and enforcing standards for safe and competent mental health practices.

Our Vision

All Californians are able to access the highest quality mental health services.

Our Values

- Accountability
- Customer Service
- Integrity
- Quality
- Respect

DRAFT

Goal 1: Licensing

Establish licensing standards to protect consumers and allow reasonable and timely access to the profession.

- 1.1 Streamline application process with online submission to decrease processing times.
- 1.2 Collaborate with the Department of Consumer Affairs' Organizational Improvement Office to review the application process and implement improvements to reduce processing times.
- 1.3 Partner with agencies, **communities¹**, and other stakeholder **groups**, to reduce barriers to licensure and foster the development of a diverse, culturally **competent**, and responsive mental health workforce.
- 1.4 Increase communication **with** applicants and licensees to reduce common application or licensing maintenance errors.
- 1.5 Develop **accessible** video presentations to increase understanding of the licensing process and the pathways to licensure.
- 1.6 **Identify strategies to minimize financial barriers to entering the profession.**
- 1.7 **Partner with organizations to support mentoring opportunities that provide education, professional connections, and assistance with pathways to licensure to build community trust and diversify the workforce.**

¹ Bolded words indicate new text.

Goal 2: Examination

Administer fair, valid, comprehensive, and relevant licensing examinations.

- 2.1 Identify and implement strategies to increase **the** diversity of subject matter experts to ensure examinations are culturally responsive.
- 2.2 Improve the examination process to ensure timely and equitable access to licensure.
- 2.3 Review, report, and determine feasibility of adopting the use of the Association of Marital and Family Therapists Regulatory Boards (AMFTRB) national exam for the Licensed Marriage and Family Therapist (LMFT) Clinical exam.

DRAFT

Goal 3: Enforcement

Protect the health and safety of consumers through the enforcement of laws.

- 3.1 Develop and implement an effective communication process from open to close of a case to ensure applicants, complainants, and respondents are better informed about the status of their case.
- 3.2 Educate licensees, associates, and consumers about the enforcement process to increase awareness of the Board's enforcement role and responsibilities.
- 3.3 Review, and make recommendations **as necessary**, the Board's existing enforcement statutes and regulations **to ensure** clarity, **proportionality**, cohesiveness, and equity.
- 3.4 Evaluate and establish internal policies and procedures related to enforcement issues to ensure an equitable process that reflects rehabilitation versus punitive measures for the purpose of consumer protection.
- 3.5 **Identify and implement strategies to increase** diversity in the pool of qualified enforcement subject matter experts to ensure equitable enforcement proceedings.

Goal 4: Legislation & Regulation

Ensure the statutes, regulations, policies, and procedures strengthen the Board's mandates and mission.

- 4.1 Implement statutes and regulations that comprehensively address telehealth and educate stakeholders, licensees, and consumers about telehealth.
- 4.2 Review current licensing requirements regarding registration, exam, and supervised experience timeframes and make recommendations for possible amendments to current statutes and regulations **with an emphasis on best practices and to ensure fair and equitable processes and outcomes.**
- 4.3 Review and update statutes and regulations related to additional coursework requirements for associates and the Continuing Education Unit requirements for licensees **with consideration of social and economic impact.**
- 4.4 Modernize and clarify statutes and regulations related to advertising to ensure they keep up with current advertisement practices.
- 4.5 **Explore ways to reduce financial burdens that arise from supervision fees and lack of supervisee compensation to expand opportunities for entry into the profession.**

Goal 5: Organizational Effectiveness

Build an excellent organization through proper Board governance, effective leadership, and responsible management.

- 5.1 Review **the** current organizational structure to ensure efficient operations and **equitably nurture** career mobility and **development** amongst staff.
- 5.2 Collaborate with the Department of Consumer Affairs' Organizational Improvement Office to review internal processes and implement improvements to better serve the stakeholders and the Board.
- 5.3 Advance transition to reduce the use of paper documents to promote environmental friendliness, reduce costs, and reduce processing times.
- 5.4 Formalize a communication plan that will ensure quicker responses to emerging concerns from stakeholders.
- 5.5 **Increase employee engagement and job satisfaction by creating a more inclusive approach to individual development plans.**

Goal 6: Outreach & Education

Engage stakeholders through continuous communication about the practice and regulation of the professions, and mental health care.

- 6.1 Create a more **responsive and** robust consumer and licensing education program through videos, social media campaigns, and electronic publications to ensure understanding of new changes in laws and regulations.
- 6.2 Collaborate with entities that work with consumers to increase equitable and inclusive outreach to diverse populations.
- 6.3 Increase **and diversify** Board engagement with schools, training programs, public events, and relevant professional organizations to raise awareness of the Board's role and activities.
- 6.4 Identify and implement strategies to gain increased participation in Board meetings from a wider group of stakeholders.
- 6.5 **Increase awareness of the profession by using outreach to build relationships with underserved communities and diversify the workforce.**

Strategic Planning Process

To understand the environment in which the Board operates and to identify factors that could impact the Board's success, the California Department of Consumer Affairs' SOLID Planning unit (SOLID) conducted an environmental scan of the internal and external environments by collecting information through the following methods:

- Interviews were conducted with all thirteen board members, the executive officer, and six members of board management during the month of April 2021, to assess the challenges and opportunities the Board is currently facing or will face in the upcoming years.
- Online surveys were sent to external stakeholders and board staff on March 30, 2021, and closed on April 23, 2021. In the survey, external stakeholders and board staff provided anonymous input regarding the challenges and opportunities the Board is currently facing or will face in the upcoming years. A total of eleven staff and one thousand nine hundred and seventy-six external stakeholders participated in the survey.

The most significant themes and trends identified from the environmental scan were discussed by the board members and the executive officer during two strategic planning sessions facilitated by SOLID Planning on September 9th, 2021, and October 4th, 2021. This information guided the Board in the review of its mission, vision, and values while directing the strategic goals and objectives outlined in its new strategic plan.

DEI Supplement Process

In September of 2022, Governor Gavin Newsom, through Executive Order N-16-22, strengthened the State's commitment to a "California For All" by directing state agencies and departments to take additional actions to embed equity analysis and considerations into its policies and practices, including but not limited to the strategic planning process.

SOLID conducted a new DEI focused scan and analysis during August and September of 2023. Feedback was solicited from external stakeholders, board members, and the Board's leadership and staff. This feedback was used to assist BBS in considering a diversity, equity, and inclusion perspective to its current strategic plan.

Board of Behavioral Sciences

1625 N. Market Blvd., Suite S-200

Sacramento, CA 95834

Phone: (916) 574-7830

<https://www.bbs.ca.gov>

Strategic plan adopted on [type date here].

This strategic plan is based on stakeholder information and discussions facilitated by SOLID for the [Full Program Name] on [Month] [Day] of [Year]. Subsequent amendments may have been made after the adoption of this plan.



Prepared by:

SOLID Planning Solutions

1747 N. Market Blvd., Ste. 270

Sacramento, CA 95834