



Board of Behavioral Sciences

Memo

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

To: Outreach and Education Committee **Date:** September 4, 2025
From: Steve Sodergren, Executive Officer
Subject: Discussion and Possible Recommendations for Goals of the Committee

The Outreach and Education Committee has been tasked with:

- Enhancing educational resources for licensees and consumers.
- Expanding outreach efforts to connect with more diverse populations.
- Strengthening engagement with schools, training programs, and with consumers at public events.
- Encouraging broader stakeholder participation in Board meetings.

These tasks are aligned directly with the outreach and education established in the Board's 2022-2026 Strategic Plan. At its last meeting, the Committee members emphasized the importance of breaking down these broader goals into more defined actionable objectives.

Some of the objectives identified during the committee discussion included:

- Conducting outreach efforts to high schoolers and undergraduates regarding the need for mental health therapists.
- Identifying ways to measure the impact of the board's outreach efforts.
- Identifying the audiences that the board's outreach efforts should focus on.
- Ensuring that outreach efforts are accessible and increasing in person events.
- Increasing outreach to underserved communities.

Additionally, discussions in the Board's Workforce and Development Committee highlighted related objectives:

- Organize targeted outreach and listening sessions for educators, supervisors, and associates to address common licensure pathway concerns and gather ongoing feedback.
- Develop specific materials for supervisors that outline their responsibilities, supervision requirements, and best practices for supporting supervisees through the licensure process.

- Create a dedicated webpage and outreach campaign highlighting available grants and scholarships for individuals pursuing a career in mental health.
- Create outreach materials and organize outreach events for high schoolers and undergraduates to inform those considering a career in mental health.

Based upon these discussions, staff propose the following goals for the Outreach and Education Committee:

- Expand current outreach efforts by hosting live events for educators, supervisors, and associates to address common licensure pathway concerns and gather ongoing feedback.
- Identify current outreach efforts or initiatives by other State and local agencies in reaching high school and undergraduates in underserved communities to increase the awareness and encourage entry into the mental health profession and determine how the Board can support those efforts.
- Update the Board's website and outreach material to increase accessibility and expand on resources for individuals pursuing mental health careers.
- Strengthen outreach to educational institutions and students to promote understanding of the licensure pathway and legal obligations of practitioners.
- Develop strategies to reach the public and increase awareness of their rights as mental health consumers.

Recommendation

Conduct an open discussion regarding the proposed goals and identify additional actionable objectives.