



Board of Behavioral Sciences

Memo

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To: Committee Members

Date: September 4, 2025

From: Syreeta Risso
Special Projects & Research/Outreach

Subject: Update on Outreach Events

Outreach Events in 2025

Board staff have participated in a total of 37 outreach events thus far in the 2025 calendar year. The events consist of staff conducting virtual presentations for educational institutions informing students on the registration and licensure processes. As of August 27, 2025, BBS staff participated in and conducted presentations for the following educational institutions in 2025:

- William Jessup University – Rocklin
- UC Berkeley – School of Social Welfare
- UMass Global – MSW and MFT/PCC programs
- San Francisco State – College of Health and Social Sciences
- San Diego State
- KP Norcal Mental Health Training Program
- Fresno Pacific University
- KPSAHS MFT Program
- CSU San Bernardino School of Social Work

Staff have also participated in outreach events for the following county government entities and professional associations, leading presentations on topics covering the Board's registration and licensure processes, as well as presentations covering supervision qualifications and requirements:

- California Society for Clinical Social Work (CSCSW)
- Sacramento County Office of Education
- Orange County Social Services Agency – Clinical Supervision Program (CFS)
- California Association of Marriage and Family Therapist (CAMFT) – Redding Regional Chapter 3000 Club
- National Association of Social Workers – California Chapter (NASW-CA)

Staff renewed collaboration with NASW-CA through their 'BBS Lunch n' Learn' events at the end of 2024 and into 2025. Staff previously participated in these events with NASW-CA in 2023. The events involve virtual presentations for NASW-CA members led by BBS staff covering topics such as Board law updates, the registration process, licensure procedures for both in-state and out-of-state applicants, and supervision requirements and qualifications. Additionally, staff participated in NASW-CA's Lobby Days event in April 2025.

Staff also continues to maintain working relationships with stakeholders across the state through various MFT consortium meetings, keeping educators and supervisors informed about updates within BBS, such as new and amended laws and regulations, and Board activities related to education requirements and licensure. Staff collaborates with the following MFT consortiums:

- Inland Empire
- Northern California/Bay Area
- Greater Los Angeles
- Orange County
- Central Valley
- Central Coast
- Sacramento

In May 2025, BBS launched a [video](#) to YouTube for the Spring 2025 graduation season. The purpose of the video presentation was to provide updates on current BBS activities and information for educators and graduating students. The video included an overview on the following topics:

- Education Requirements Review
- The formation of the Outreach and Education Committee
- Communication with schools
- Registration and application process
- Proof of Completed Coursework
- Setting up a Breeze Account
- Ways to stay connected with the Board
- 90 Day Rule
- Grant and Loan Repayment Programs through Department of Health Care Access and Information (HCAI)

Staff plans to release similar videos of similar content annually, in addition to supplemental videos to be posted to the Board website to assist and inform our target audience (consumers, students, educators, registrants/associates, and licensees) of Board processes.

Outreach Feedback and Attendance

Staff will collaborate with the Department of Consumer Affairs SOLID unit to develop a standardized survey for outreach event participants. The survey will be provided at the end of each presentation to gather input on attendee experience and identify opportunities to strengthen outreach efforts.

Additionally, to better assess the impact of outreach activities, staff will enhance methods for tracking the attendance of outreach events. In 2025, attendance has already been documented for approximately five presentations. Moving forward, the outreach coordinator will work with program staff to implement consistent tracking practices and improve data collection.