



MEMORANDUM

DATE	February 6, 2026
TO	Board Members
FROM	Steve Sodergren, Executive Officer
SUBJECT	Outreach & Education Update

Outreach Presentations

		2nd Quarter FY 24/25	2nd Quarter FY 25/26	Difference
Outreach Events	Presentations	9	7	-2
	Conference Attendance	1	2	+1
	Total	10	9	-1

California Marriage and Family Therapist (CAMFT) Pre-licensed Summit: In December 2025, staff participated virtually in this event that provided an opportunity for pre-licensed individuals to learn about the BBS requirements governing employment, supervision, and work settings.

National Association of Clinical Social Workers-CA (NASW-CA) Social Work Conference: In November 2025, staff attended the conference in person to answer questions and provide helpful information to registrants, licensees and social workers about the Board.

Staff renewed communications with UC Berkeley and CSU San Bernardino via BBS' outreach email to facilitate coordination of upcoming events. Outreach activities with both institutions are scheduled for the spring 2026 semester. Additionally, staff renewed engagement with the National Association of Social Workers, California Chapter (NASW-CA), securing arrangements for BBS staff to deliver presentations during NASW-CA's 2026 lunch-hour sessions and to participate in the association's Lobby Days event in April.

Updated Publications

[Don't Lose Your Hours: Know the 90-Day Rule](#) (Content and presentation revisions)

[MFT Trainees: Practicum Course Requirements](#) (Content revisions)

Newsletter (Fall)

The [Board of Behavioral Sciences' Fall 2025 Newsletter](#) is now available on the Board's website. This issue highlights:

- Report from BBS' New Board Chair Wendy Strack
- The Power of Guiding Growth: The Benefits of Supervising Pre-Licensed Clinical Therapists
- Top Tips for a Smooth Associate Application Process
- Become an Expert Consultant for the Board's Enforcement Unit
- Part 2 of Words That Healed: How Therapists Help Dismantle Shame
- Governor Newsom Signs AB 727 to Make Mental Health Resources More Accessible to LGBTQ+ Youth
- Governor Newsom Launches New Statewide Service Effort to Support the Well-Being of Young Men
- Update From the California Department of Health Care Access and Information

Social Media

SOCIAL MEDIA ENGAGEMENT (2nd QTR FY 2025-2026)				
	REACH	VISITS	FOLLOWS	FOLLOWERS
Facebook	52,900	91,300	1,200	38,391
Instagram	20,400	19,400	1,400	21,074
Reach: number of people that have interacted with content				
Visits: number of times a Facebook/Instagram page has been visited				
Follows: number of people that began following the Board's page				