



MEMORANDUM

DATE	January 30, 2026
TO	Board Members
FROM	Steve Sodergren, Executive Officer
SUBJECT	Outreach & Education Committee Update

The Outreach and Education Committee (Committee) held its most recent meeting on January 26, 2026. The following items were discussed:

Update on Outreach and Education Goals Status

Staff presented an update on outreach and communication activities supporting the Committee’s goals. This included a report on the Board’s first virtual listening session, focused on Artificial Intelligence in Mental Health Practice, which attracted over 450 participants and provided valuable stakeholder feedback. Staff also provided an overview of ongoing efforts to Board’s website to improve accessibility and clarity.

Future outreach efforts were also discussed. These include hosting additional live events, developing new educational materials, expanding consumer-focused outreach to increase awareness of consumer rights, and strengthening outreach to individuals considering careers in the mental health professions.

Discussion and Possible Recommendations on Social Media

Staff provided an update on the Board’s current use of social media and efforts to expand digital outreach to better engage stakeholders. This included a summary of brainstorming sessions that evaluated new communication tools and platforms to enhance outreach related to licensing, Board activities, and key updates.

Staff identified TikTok, Instagram Reels, SMS messaging, and pre-recorded Facebook videos as the most promising options. It was noted that the next step in these efforts would require the further research, coordination with the Department of Consumer Affairs Public Information Office, and planning to ensure any new platforms align with the departmental guidelines before implementation.

Discussion and Possible Recommendations on Newsletter

Staff presented an overview of the Board’s newsletter content, which provides information on supervision, continuing education, licensure, enforcement actions, Board activities, and updates from partner agencies. Each issue includes regular features such as Board and staff updates, enforcement information, meeting dates, law updates, and important reminders of licensees and registrants.

The distribution of the newsletter was also discussed. To support readership, staff have added newsletter highlights to the Board's webpage and send email notifications to subscribers. It was noted that staff are exploring improvements to the subscriber email system to allow for a more engaging and visually enhance presentation of the newsletter.