

MEMORANDUM

DATE	August 3, 2026
TO	Board Members
FROM	Steve Sodergren, Executive Officer
SUBJECT	Outreach & Education Update

Outreach and Education Committee Update

The Outreach and Education Committee held its meeting on June 23, 2026. During the meeting staff provided updates on social media, live events, Board publications and the website re-design.

Outreach Events

		4th Quarter FY 24/25	4th Quarter FY 25/26	Difference
Outreach Events	Presentations	16	27	+11
	Conference Attendance	1	2	+1
	Total	17	29	+12

Over the past four years the Board has been steadily increasing its outreach events:

	FY 22/23	FY 23/24	FY 24/25	FY 25/26
Outreach Events (Presentations + Conference Attendance)	40	42	52	63

Event Highlights

NASW-CA Lobby Days: Staff participated in this live event in Sacramento and responded to questions from attendees.

CAMFT Annual Conference: Staff participated in the two-day event in Southern California and engaged with attendees. The Board's Executive Officer also gave a BBS status update at the CAMFT annual business meeting.

BBS live webinar event, "Journey to BBS Licensure: Getting Started with Associate Registration": This live presentation event, hosted by BBS via Webex, featured an overview of the BBS requirements for obtaining associate registration. This live webinar event is the first in a planned series of live webinar events with presentations spotlighting each component of the BBS requirements for licensure--from procedures for applying for

associate registration to supervision requirements and full licensure processes. The webinar was recorded and posted to the BBS YouTube channel for future viewing and reference. Direct link to recording: <https://youtu.be/fhNMJNCtoeQ>

New Publications

The following new BBS publications were recently published:

[Top Tips for a Smooth Associate Application Process](#)

[The Power of Guiding Growth: The Benefits of Supervising Pre-Licensed Clinical Therapists](#)

[Fee Reduction FAQ](#)

Updated Publications

The following publications have been recently revised and expanded upon:

[Licensee Continuing Education Information and FAQ](#)

[Registrant Continuing Education Information and FAQ](#)

Social Media

SOCIAL MEDIA ENGAGEMENT (4th QTR FY 2025-2026)				
	REACH	VISITS	FOLLOWS	FOLLOWERS
Facebook	55,200	84,700	1,400	40,575
Instagram	41,700	22,300	2,800	24,636
Reach: how many 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				