



MEMORANDUM

DATE	April 21, 2014
TO	Psychology Board Members
FROM	Antonette Sorrick Executive Officer
SUBJECT	Review and Approve Communications Plan (b)

Background:

The attached Communications Plan (Plan) is a result of the Board's Strategic Plan. The plan will guide the Board's outreach and education efforts over the next five years.

Action Requested:

To approve the Communications Plan as written.

Board of Psychology Communications Plan

Background

Strategic Plan Goal – INSERT GOAL

OBJECTIVE X: Develop a Communications Plan

The goal of the Board's Communications Plan is to use a wide array of communication tools to provide outreach and education to the Board's stakeholders. The Plan will be measured by utilizing the most economically sound, efficient, and effective methods.

Communications Vehicles

Web site (text, video content)

E-mail

ListServ

Physical Mail

Social Media – Facebook, YouTube, Twitter

News Releases/Press Advisories/Opinion Editorials/Letters to the Editor

Periodic Print Publications

Quarterly Newsletter

Meeting and Event Materials

Legislative and Regulatory Documents

Surveys

Reports

Presentations at Events

Audience (Stakeholders)

Direct Stakeholders

Consumers of Psychological Services

Students/Applicants/Licensees/Registrants (Psychologists, Registered Psychologists, Psychological Assistants)

Board Members

Board Staff

Educational Institutions

Training Sites

Indirect Stakeholders

Policy Makers (local, State and Federal Government)

Law Enforcement

Association of State and Provincial Psychology Boards

Parallel Industries (Mental Health Organizations)
Professional Associations (e.g. California Psychological Association)
Other Regulatory Entities (Board of Behavioral Sciences, Medical Board of California)
Business Community
Media
General Public

Information

Meeting Information (Board, Committee Meetings)
Regulatory Hearing Information
Publications (e.g. Newsletter)
Changes to statutes/regulations (Advisories)
Reports to the Legislature (Annual Reports, Sunset Review)
Department of Consumer Affairs Reports (Performance Measures)
Strategic Plan
Campaign Information (e.g. Value of a California License)
Issue Updates (e.g. Policy Changes)

What the Board Wants to Accomplish via a New Communications Plan (Objectives and Tactics)

1. Provide Excellent Customer Service to Stakeholders
 - Provide information to consumers
 - Respond appropriately to consumer complaints (both jurisdictional and non-jurisdictional)
 - Provide clear and timely information to applicants/licensees/registrants
2. Recognition as a Valued Resource
 - Information provided by the Board is not only useful, but timely and user-friendly to stakeholders
3. Provide Transparent and Easy-to-Access Information
 - Through all communications mediums, especially the Board's Web site, provide information to targeted stakeholder groups
4. Visibility for the Board and the Industry it represents
 - Increasing the output of information from the Board by leveraging partnerships; therefore, providing recognition to the psychological community
5. Influence Government, Media, Licensees, Consumers, and Other Audiences
 - Provide information regarding issues such as telepsychology, access to psychological services, changing demographics and its impact on practice, etc. to bring about awareness in the community-at-large and influence public policy.

Target Audiences for Board Communications

Direct Stakeholders

Consumers of Psychological Services

Students/Applicants/Licensees/Registrants (Psychologists, Registered Psychologists, Psychological Assistants)

Board Members

Board Staff

Indirect Stakeholders

Policy Makers (local, State and Federal Government)

Law Enforcement

Educational Institutions

Association of State and Provincial Psychology Boards

Parallel Industries (Mental Health Organizations)

Professional Associations

Other Regulatory Entities (Board of Behavioral Sciences, Medical Board of California)

Business Community

Media

General Public

Tools and Timetable to Meet Each Objective

1. Provide Excellent Customer Service to Stakeholders
 - Meeting Information (Board, Committee Meetings) – As Scheduled
 - Regulatory Hearing Information – As Scheduled
 - Publications (e.g. Newsletter) - Quarterly
 - Changes to statutes/regulations (Advisories) – As Published
 - Create and Maintain Targeted E-mail Lists (Diversity, Geographic, Schools, Consumer Groups) to Communicate Legislative, Regulatory, and Process Changes Within the Board's Operations – As Needed
 - Provide Information Regarding the Application, Renewal, and Complaint Process that is User-Friendly, Transparent, and Accountable to Stakeholders – As Needed
 - Board Staff will Provide Updates to Board Members on Meeting Items Between Meetings – As Needed
2. Recognition as a Valued Resource
 - Posting of local, State and Federal law changes, proposed legislation and regulations – As Needed
 - Provide Research Papers, Articles, and other Newsworthy Items on Board's Social Media Pages – As Needed

3. Provide Transparent and Easy to Access Information
 - Annual Reports to the Legislature – Annually
 - Practice Act Update - Annually
 - Sunset Review Report – As Legislatively Mandated
 - Department of Consumer Affairs Reports (Performance Measures) – Monthly
 - Provide Updates to Applicants Regarding Licensing Process, Timeframes, Fees, and Requirements – As Needed
 - Educate Licensees Regarding Benefits of New Continuing Education and Competency Requirements (E-mail/Web site, Newsletter, Leverage Partnerships with Stakeholders, Physical Attendance at Organization Meetings such as California Psychological Association). – After Changes Go Into Effect
 - Provide Up-to-Date Enforcement Statistics and Information Regarding the Complaint and Enforcement Process (E-mail/Web site, Newsletter, Leverage Partnerships with Stakeholders, Physical Attendance at Organization Meetings such as California Psychological Association). – As Needed
 - Provide a Legislative and Regulatory Digest in Each Newsletter – Quarterly
 - Update Board’s Web site for Ease of Use – As Needed
4. Visibility for the Board and the Industry and it represents
 - Campaign Information (e.g. Value of a California License) – Annually
 - Attendance at Conferences and Public Events (Create Proactive Agendas to Increase Likelihood of Approval to Attend) – As Needed
 - Increase visibility of Board by conducting Board Meetings at schools. - Quarterly
5. Influence Government, Media, Licensees, Professional Associations, Consumers, and Other Audiences
 - Campaign Information (e.g. Value of a California License) - Annually
 - Legislation/Regulation – As Needed

**How Will the Board Measure the Results of the Communications Plan?
(Evaluation)**

- Status updates by Outreach and Education Committee (web hits, social media participation, surveys, ListServ membership, participation at designated events, readership for publications)