

## EDUCATION AND OUTREACH STRATEGIC PLAN PROGRESS REPORT

<b>EO-1 Publish the "BOP Update"</b>
<b>Provide an electronic version of the BOP Update.</b>
November 2011: Ongoing. Starting on Summer/Fall Issue after Sunset Review
February 2013: Articles being requested
<b>EO-2 Use the Internet and social media to gather and disseminate information to consumers, licensees, applicants, registrants, and stakeholders.</b>
<b>Executive Officer will post information and comments in an "EO Corner" on the BOP Web site within the online BOP Update.</b>
November 2011: In development
October 2012: On Hold after discussion with other Board E.O.'s
<b>Use multiple means to emphasize Board information to consumers.</b>
November 2011: Ongoing
October 2012: Review Twitter account with other Boards that are using them.
<b>Make all BOP publications available on the BOP website.</b>
November 2011: Ongoing
February 2013: Ongoing
<b>Conduct satisfaction surveys relevant to functioning of the BOP.</b>
November 2011: Ongoing
<b>EO-3 Increase visibility and awareness of the BOP's functions and activities.</b>
<b>Collaborate with DCA and other boards to dispense BOP brochures at state-wide and regional events.</b>
November 2011: Travel Restrictions in effect.
<b>Attend, sponsor, and participate in conferences, events, and workshops.</b>
November 2011: Travel Restrictions in effect.
<b>Present information about licensing and other BOP activities at training institutions.</b>
November 2011: Travel Restrictions in effect.
<b>Invite faculty, students, trainees, and licensees to BOP meetings.</b>
November 2011: Ongoing
<b>Offer continuing education for attendance and participation at relevant Board events.</b>
November 2011: Ongoing
October 2012: Board evaluating attendance and participation in discussion on Continued Professional Development Model
<b>Utilize Board members for outreach and representation to professional organizations and training programs.</b>
November 2011: Travel Restrictions in effect.
February 2012: Attend CPA conference in Monterey and present Enforcement Class and vendor booth
June 2012: Attended conference, presented Enforcement class, well received. Many other interactions.
<b>EO-4 Provide information to psychologists and trainees about opportunities to offer psychological services to underserved communities.</b>
<b>Collaborate with professional organizations and community leaders to offer events which focus on the psychological needs of underserved communities.</b>
November 2011: Travel Restrictions in effect.
<b>Post on the BOP website a list of related service opportunities.</b>
November 2011: Ongoing
<b>EO-5 Monitor and update the BOP website.</b>
<b>Update BOP website with relevant information (e.g. summaries of statutory, regulatory and policy changes and BOP meeting schedules).</b>
August 2011: Ongoing
<b>Report emerging issues in the practice of psychology.</b>
November 2011: Ongoing
<b>Enhance user-friendliness of the BOP website.</b>
November 2011: Ongoing
<b>EO-6 Inform key stakeholders about the role, activities and purpose of the BOP.</b>
<b>Develop a strategy to inform the DCA, Governor, and key legislators about the role and importance of the Board to consumer protection prior to sunset review of 2013.</b>
November 2011: Ongoing
February 2013: Sunset review completed. After review, Board to continue until next Sunset Review 2016
<b>Inform the media of relevant BOP activities.</b>
November 2011: Ongoing

<b>Offer expertise to stakeholders on issues within the BOP's purview.</b>
November 2011: Ongoing
<b>EO-7 Clearly communicate the required qualifications for licensure through publications, web updates and outreach.</b>
<b>Develop outreach programs for Board members or Executive Staff to speak at schools and professional associations regarding qualifications and advantages of licensure.</b>
November 2011: No report
February 2012 No Report
June 2012 No Report
October 2012: No Report Travel restrictions still in place.
February 2013: Begin requesting Board articles, guest column for online BOP Update Summer 2013
<b>Regularly update information regarding licensure</b>
November 2011: No updates to report
February 2012 No Report
June 2012: No report
October 2012: Licensing times updated regarding timeframe and oldest application dates
February 2013: Licensing times updated. Notice to licensees regarding timeframes reviewed.
<b>EO-8 Enhance communication for all applicant and consumer inquiries</b>
<b>Maximize use of internet and other technology to provide relevant and timely information to consumers, trainee, applicants, licensees and registrants.</b>
November 2011: No current updates
February 2012: No report
June 2012: No report
February 2013 BreeZe training continues for all staff
<b>Attend relevant conferences regularly, returning to the Board with information concerning advances in national licensing trends and technology</b>
November 2011: No report
February 2012: No report
June 2012: No report
October 2012: Have approval to attend ASPPB conference in San Francisco/Board President and Vice President may also attend/Executive Officer scheduled to be on two panels
February 2013: Attended ASPPB Conference as described above. The President and Vice President were able to attend for a few days. The conference addressed Practical Approaches to Advance Psychology Regulation. We have also just received permission from DCA to attend the California Psychological Association Conference in April 2013. We will be having a vendor booth, answering questions on CE and Licensing, distributing materials and being available to the conference members.