

EDUCATION AND OUTREACH STRATEGIC PLAN PROGRESS REPORT

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| EO-1 Publish the "BOP Update" |
| Provide an electronic version of the BOP Update. |
| June 2013: Reminder sent to Board for contributions to e-BOP Update |
| EO-2 Use the Internet and social media to gather and disseminate information to consumers, licensees, applicants, registrants, and stakeholders. |
| Executive Officer will post information and comments in an "EO Corner" on the BOP Web site within the online BOP Update. |
| June 2013: Continues to be On Hold after discussion with other Board E.O.'s |
| Use multiple means to emphasize Board information to consumers. |
| October 2012: Review Twitter account with other Boards that are using them. |
| Make all BOP publications available on the BOP website. |
| Ongoing |
| Conduct satisfaction surveys relevant to functioning of the BOP. |
| June 2013: EO met with CIC for setup of Twitter and Facebook page |
| EO-3 Increase visibility and awareness of the BOP's functions and activities. |
| Collaborate with DCA and other boards to dispense BOP brochures at state-wide and regional events. |
| Ongoing |
| Attend, sponsor, and participate in conferences, events, and workshops. |
| Utilize Board members for outreach and representation to professional organizations and training programs. |
| October 2012: Board evaluating attendance and participation in discussion on Continued Professional Development Model. Board President and Vice President attended the ASPPB Conference in San Francisco |
| June 2013: Staff attended CPA Conference in Orange County in March. A vendor booth was staffed where questions relating to licensing and CE were addressed and materials were distributed to conference attendees. |
| EO-4 Provide information to psychologists and trainees about opportunities to offer psychological services to underserved communities. |
| Collaborate with professional organizations and community leaders to offer events which focus on the psychological needs of underserved communities. |
| Ongoing |
| Post on the BOP website a list of related service opportunities. |
| Ongoing |
| EO-5 Monitor and update the BOP website. |
| Update BOP website with relevant information (e.g. summaries of statutory, regulatory and policy changes and BOP meeting schedules). |
| Ongoing |
| Report emerging issues in the practice of psychology. |
| Ongoing |
| Enhance user-friendliness of the BOP website. |
| Ongoing |
| EO-6 Inform key stakeholders about the role, activities and purpose of the BOP. |
| 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. |
| February 2013: Sunset review completed. After review, Board to continue until next Sunset Review 2016 |
| Inform the media of relevant BOP activities. |
| Ongoing |
| Offer expertise to stakeholders on issues within the BOP's purview. |
| Ongoing |

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| EO-7 Clearly communicate the required qualifications for licensure through publications, web updates and outreach. |
| Develop outreach programs for Board members or Executive Staff to speak at schools and professional associations regarding qualifications and advantages of licensure. |
| June 2013: Requesting Board articles, guest column for online BOP Update Summer 2013 |
| Regularly update information regarding licensure |
| June 2013: Licensing times updated. |
| EO-8 Enhance communication for all applicant and consumer inquiries |
| Maximize use of internet and other technology to provide relevant and timely information to consumers, trainee, applicants, licensees and registrants. |
| June 2013: Executive Officer met with Consumer Information Center for setting up a Facebook and Twitter page for the BOP. The CIC manager will be working with the Executive Officer to ensure confidentiality and communication. |
| Attend relevant conferences regularly, returning to the Board with information concerning advances in national licensing trends and technology |
| June 2013: Staff attended CPA Conference in Orange County in March. A vendor booth was staffed where questions relating to licensing and CE were addressed and materials were distributed to conference attendees. |