


MEMORANDUM

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| DATE | February 2, 2016 |
| TO | Board Members |
| FROM |  Antonette Sorrick Executive Officer |
| SUBJECT | Communications Plan Update: Agenda Item 9(b) |

Background:

The attached Communications Plan Update will be updated and provided as a report to the Outreach and Education Committee and the Board at its quarterly meetings. The plan will guide the Board's outreach and education efforts over the next five years.

Action Requested:

No action required.

| Objective | Tools | Timetable |
|--|---|---------------------------------------|
| <i>Provide Excellent Customer Service to Stakeholders</i> | | |
| | Meeting information (Board, Committee Meetings) | As Scheduled |
| | Regulatory Hearing Information | As Scheduled |
| | Publications (e.g. Newsletter) | Quarterly |
| | Changes to statutes/regulations | 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 |
| <i>Recognition as a Valued Resource</i> | | |
| | 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 |
| <i>Provide Transparent and Easy to Access Information</i> | | |
| | Annual Reports to the Legislature | Annually |
| | Practice Act Update | Annually |
| | Sunset Review Report | 1-Dec-15 |
| | Department of Consumer Affairs' Reports - Performance Measures (Enforcement) | Quarterly |
| | 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, Website, Newsletter, Leverage Partnerships with Stakeholders, Physical Attendance at Organization Meetings (e.g. California Psychological Association) | Before CE Regulation Goes into Effect |
| | Provide Up-to-Date Enforcement Statistics and Information Regarding the Complaint and Enforcement Process (E-mail, Website, Newsletter, Leverage Partnerships with Stakeholders, Physical Attendance at Organization Meetings (e.g. California Psychological Association) | As Needed |
| | Provide Legislative and Regulatory Digest in Each Newsletter | Quarterly |
| | Update Board's Website for Ease of Use | As Needed |
| <i>Visibility for the Board and the Industry it Regulates</i> | | |
| | Campaign Information (e.g. Value of a California License) | As Needed |
| | 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 | 1-2 times per year |
| <i>Influence Government, Media, Licensees, Professional Associations, Consumers, and Other Audiences</i> | | |
| | Campaign Information (e.g. Value of a California License) | As Needed |
| | Legislation/Regulation | As Needed |