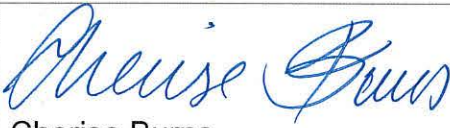


ISSUE MEMORANDUM

DATE	October 24, 2016
TO	Board of Psychology
FROM	 Cherise Burns Central Services Manager
SUBJECT	Agenda Item #9e – Report on SOLID Presentation Regarding Focus Group on User-Friendliness of Board Website

Background:

At the Outreach and Education Committee meeting held on October 4, 2016, the Committee had a discussion with Mr. Dennis Zanchi, Planning Manger from the Department of Consumer Affairs, SOLID Training and Planning Solutions Unit (SOLID), on the options available to the Board for SOLID to help evaluate the user friendliness of the Board's website through the use of website data, surveys, and facilitated focus groups of licensees, applicants, and the public.

After discussion with Mr. Zanchi, the Committee determined that SOLID would work with Board staff in 2017 to determine the most frequented areas of the website by utilizing Google Analytics, as well as emailing licensees and stakeholders a survey for usage trends. After collecting the preliminary information, SOLID would work with Board staff to establish benchmarks for success and would gather a group of no more than 40 stakeholders to discuss specifically the who, what, where, when and why, for what stakeholders want to see on the Board's website. The Committee requested, and Mr. Zanchi agreed, that the project would include two stakeholder groups, one in northern California and one in southern California. Staff and the Committee agreed that they will reach out to SOLID in 2017 when they are interested in starting this project.

Action Requested:

This item is for information purposes only. No action is required.