


MEMORANDUM

DATE	March 12, 2017
TO	Outreach and Education Committee
FROM	 Cherise Burns Central Services Manager
SUBJECT	Item #11 – Update on Draft Outreach Plan for High Schools, Community Colleges and University System to Increase Licensing Population – Access to Mental Healthcare Campaign

Background:

At the Outreach and Education Committee meeting held on January 15, 2016, the Committee discussed the merits of doing outreach to high schools and community colleges to increase access to mental healthcare. The committee assigned Board Member Lucille Acquaye-Baddoo and Executive Officer Sorrick to draft an outreach plan for the Committee to consider at a future meeting.

Ms. Sorrick, along with Cherise Burns, Central Services Manager, and Konnor Leitzell, student assistant, developed the Draft Outreach Plan for High Schools, Community Colleges and University System to Increase Licensing Population (Plan), which was presented to the Committee at its' meeting held on October 4, 2016. At the October meeting, the Committee reviewed the Plan and noted that the Plan focuses on clinical psychology but was missing examples of other areas of professional psychology, such as industrial and environmental psychology, noting that psychologists do a lot of consulting and helping businesses. The Committee also suggested that the Plan could be expanded to younger students, such as middle school aged students, and second career adults. The Committee decided that the Plan should be expanded to include other specialties within psychology and as part of a phased implementation, the Plan would first focus on high school and college students and then be expanded to middle school aged students and second career adults. The Committee asked staff to work with Dr. Horn to expand the Plan to include other specialties within psychology before presentation of the Plan at the November Board meeting.

At the November 2016 Board Meeting, staff presented an expanded Draft Plan including other specialties within psychology and a phased implementation. Board Members expressed the following concerns regarding the Plan:

- There were concerns that this could be an unnecessary duplication of effort since the American Psychological Association already has a campaign and toolkit for psychologists to use to encourage students to enter the field of psychology, and the creation of curriculum and toolkits would be time consuming.

Draft Outreach Plan for High Schools and Colleges to Increase Licensing Population and Access to Care

Partnering with Schools and Colleges

1) Develop Message: Open people's minds to what a job in Psychology can mean for themselves and others.

a) Personal benefits from pursuing a career in psychology

i) Median income for licensed psychologists in different areas of practice, e.g. Median annual wages for psychologists in May 2015, were as follows:

Psychologists, all other	\$94,590
Industrial-organizational psychologists	\$77,350
Clinical, counseling, and school psychologists	\$70,580

Source: <http://www.bls.gov/ooh/life-physical-and-social-science/psychologists.htm#tab-1>

- ii) Focus on interpersonal motivation and how psychologists help people in their everyday lives.
 - (1) "Are you passionate about helping others?"
 - (2) Are you interested in the impacts human emotions and behavior have on the environment, politics, advertising, personal health?
- iii) Detail examples of the various specialties within the field of psychology (environmental, industrial, and political) and the many occupational fields and businesses that employ psychologists.
- iv) Discuss areas of growth within the field of psychology, such as Behavioral Health Treatment and helping people with Pervasive Developmental Disorder (PDD) or Autism Spectrum Disorder (ASD)

b) Societal benefits that psychologists provide:

- i) Aiding medical professionals and researchers to understand how emotional and behavioral factors contribute to disease progression, prevention and treatment
- ii) Aiding people through the recovery process from substance abuse, post-traumatic stress, and traumatic life events including physical and mental abuse

- c) Develop guidance to licensed psychologists on how to get involved and promote their profession within their community and local schools.
- 3) High school listservs, see if school districts would be willing to send out informational video to students in their Junior/Senior year
- 4) Reach out to statewide organizations for high schools, community colleges (Association of Community College Administrators) and state/university system.
 - a) High Schools – [California School Boards Association](#), [Association of California School Administrators](#), [California Association of School Psychologists](#), [California Career Development Association](#); [Alliance of Career Resource Professionals](#)
 - b) Community Colleges – [Association of California Community College Administrators](#), [Faculty Association of California Community Colleges](#); Academic and Career Counselors (focusing on liberal arts and undecided majors), Transfer Counselors, Heads of Psychology Departments
 - c) CSU/UC – [California Faculty Association](#), [Council of UC Faculty Associations](#), Deans of Schools of Psychology
 - d) Private Colleges – Academic and Career Counselors, Deans of Schools of Psychology

Partnering with other Boards

- 1) Board of Behavioral Sciences
 - a. Joint effort to promote the behavioral sciences and the many career options
- 2) Medical Board of California
 - a. Joint effort to encourage careers in the Healing Arts for high school and college students

Partnering with other Departments/Entities

- 1) [California Department of Education](#)
- 2) [Association of Independent California Colleges and Universities](#)