

**NOTICE OF OUTREACH AND COMMUNICATIONS COMMITTEE
TELECONFERENCE MEETING AND AGENDA**

**Friday, October 9, 2026
9:00 a.m. – until completion of business**

Committee Members

Shacunda Rodgers, Ph.D, Chair
(remote)
Sheryll Casuga, Psy.D (remote)
Ana Rescate, Public Member (remote)

Board Staff

Jonathan Burke, Executive Officer
Sandra Monterrubio, Assistant Executive Officer
Cynthia Whitney, Central Services Manager
Daniel Phillips, Enforcement Manager
Troy Polk, Continuing and Professional
Development Coordinator
Mai Xiong, BreEZe Coordinator
Shelley Ganaway, Board Counsel

The Committee will meet by teleconference in accordance with Government Code section 11123.5. Committee members will participate remotely from private, nonpublic sites. The public may participate in-person from the physical location or remotely. To participate in the WebEx Events meeting, please log on to the website below on the day of the meeting.

FOR PARTICIPATION VIA WEBEX

Please see the instructions below to observe and participate in the meeting using WebEx.

Members of the public may, but are not obligated, to provide their names or personal information as a condition of observing or participating in the meeting. When signing into the WebEx platform, participants may be asked for their name and email address. Participants who choose not to provide their names will be required to provide a unique identifier such as their initials or another alternative, so that the meeting moderator can identify individuals who wish to make public comment; participants who choose not to provide their email address may utilize a fictitious email address in the following sample format: XXXXXX@mailinator.com.

For those who wish to participate or observe the meeting, please click the following link:
<https://dca-meetings.webex.com/dca-meetings/j.php?MTID=mab8cda897274b38a3324e85098e26884>

If joining using the link above

Webinar number: 2497 712 0702
Webinar password: BOP109

If joining by phone

+1-415-655-0001 US Toll
Access code: 2497 712 0702
Passcode: 267109

The Outreach and Communications Committee will hold the Committee Meeting via WebEx, as noted above, and via teleconference at the following location:

Primary Physical Location (members/staff/public):

Department of Consumer Affairs
1625 N. Market Blvd., El Dorado Room
Sacramento, CA 95834

Licensees attending the meeting either in-person or through WebEx will receive Continuing Professional Development (CPD) credit. For meetings lasting a full day, six (6) hours will be credited to the individuals who attend the full duration of the meeting. In cases of meetings that are three (3) hours or less in duration, attendance will be credited on a one-to-one basis, with one (1) hour of attendance equating to one (1) hour credited towards CPD. Meeting hours and order of agenda items may differ as items may be addressed out of order as deemed necessary, and there is no specific timeframe designated to each agenda item. The total of CPD hours credited for attending the full duration of the meeting will be provided prior to the end of open session or adjournment.

To avoid potential technical difficulties, submit any written comments by October 2, 2026, to bopmail@dca.ca.gov.

IMPORTANT NOTICES TO THE PUBLIC

Action may be taken on any item on the agenda. Items may be taken out of order or held over to a subsequent meeting, for convenience, to accommodate speakers, or to maintain a quorum. Meetings of the Board of Psychology are open to the public except when specifically noticed otherwise, in accordance with the Open Meeting Act.

The meeting is accessible to the physically disabled. To request disability-related accommodations, use the contact information below. Please submit your request at least five (5) business days before the meeting to help ensure availability of the accommodation.

You may access this agenda and the meeting materials at www.psychology.ca.gov. The meeting may be canceled without notice. To confirm a specific meeting, please contact the Board.

Contact Person: Jonathan Burke
1625 N. Market Boulevard, Suite N-215
Sacramento, CA 95834
(916) 574-7720
bopmail@dca.ca.gov

For further information about the meeting, please contact the Board Contact listed above.

Friday, October 9, 2026

AGENDA

9:00 a.m. – OPEN SESSION

1. Call to Order/Roll Call/Establishment of a Quorum
2. Chairperson's Welcome and Opening Remarks
3. Public Comment for Items Not on the Agenda.
Note: The Committee May Not Discuss or Take Action on Any Matter Raised During this Public Comment Section, Except to Decide Whether to Place the Matter on the Agenda of a Future Meeting [Government Code sections 11125 and 11125.7(a)].
4. Discussion and Possible Approval of the Outreach and Communications Committee Minutes: September 19, 2025 (C. Whitney)
5. Strategic Plan Update (J. Burke)
 - a. Discussion and Possible Action to Recommend to the Board Platform(s) to Communicate Board Objectives and Achievements.
6. Social Media Update (C. Whitney)
7. Website Statistics Update (C. Whitney)
8. Update on Newsletter (S. Monterrubio)
9. Outreach Activities Update (J. Burke)
10. Recommendations for Agenda Items for Future Committee Meetings.
Note: The Committee May Not Discuss or Take Action on Any Matter Raised During This Public Comment Section, Except to Decide Whether to Place the Matter on the Agenda of a Future Meeting [Government Code Sections 11125 and 11125.7(a)].
11. Adjournment upon the conclusion of business

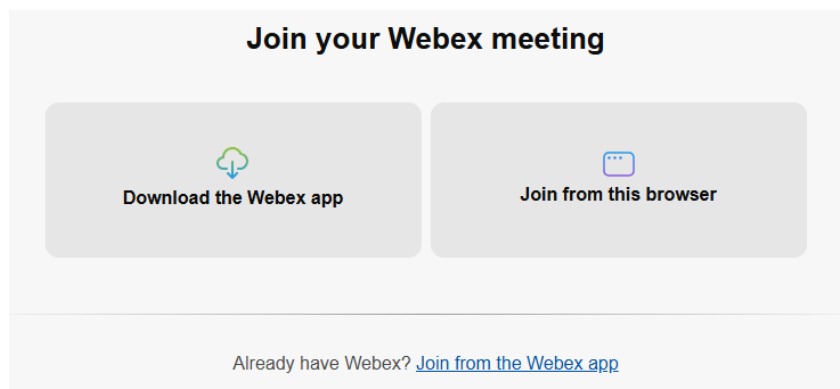
The goal of the Outreach and Communications Committee is to engage, inform, and educate consumers, students, applicants, licensees, and other stakeholders regarding the evolving practice of psychology, the work of the Board, and their relevant laws and regulations.

Recommended: Join using the meeting link.

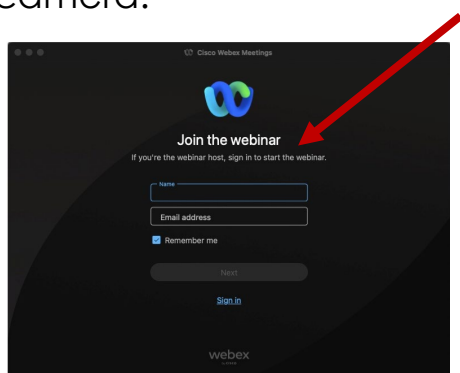
- 1 Click on the meeting link. This can be found in the meeting notice you received and is on the meeting agenda.
- 2 If you already have Webex on your device, click the bottom instruction, "Join from the Webex app."

If you have **not** previously used Webex on your device, your web browser will offer "Download the Webex app." Follow the download link and follow the instructions to install Webex.

DO NOT click "Join from this browser," as you will not be able to fully participate during the meeting.



- 3 Enter your name and email address*. Click "Next."
Accept any request for permission to use your microphone and/or camera.



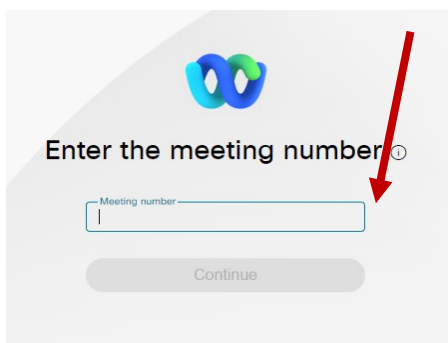
*Members of the public are not obligated to provide their name or personal information and may provide a unique identifier such as their initials or another alternative as well as a fictitious email address like in the following sample format: XXXXX@mailinator.com.

Alternative 1. Join from Webex.com

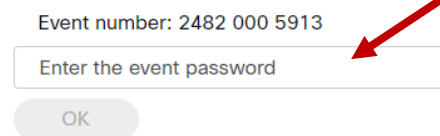
- 1 Click on “Join a Meeting” at the top of the Webex window.



- 2 Enter the meeting/event number and click “Continue.” Enter the event password and click “OK.” This can be found in the meeting notice you received or on the meeting agenda.



To view more information about the event, enter the event password.



- 3 The meeting information will be displayed. Click “Join Event.”

< Back to List

Meeting Name

Jones, Shelly@DCA | 9:45 AM - 9:55 AM | Thursday, Oct 14 2021 |
(UTC-07:00) Pacific Time (US & Canada)



Join Event



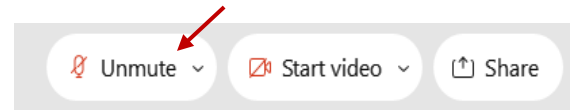
OR

Alternative 2. Connect via Telephone



You may also join the meeting by calling in using the phone number, access code, and passcode provided in the meeting notice or on the agenda.

Microphone control (mute/unmute button) is located at the bottom of your Webex window.



Green microphone = Unmuted: People in the meeting can hear you.



Red microphone = Muted: No one in the meeting can hear you.

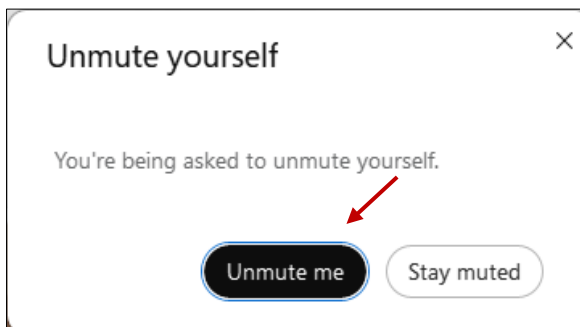
Note: Only panelists can mute/unmute their own microphones. Attendees will remain muted unless the moderator invites them to unmute their microphone.

Attendees/Members of the Public

Joined via Meeting Link

The moderator will call you by name and indicate a request has been sent to unmute your microphone. Upon hearing this prompt:

Click the Unmute me button on the pop-up box that appears.



Joined via Telephone (Call-in User)



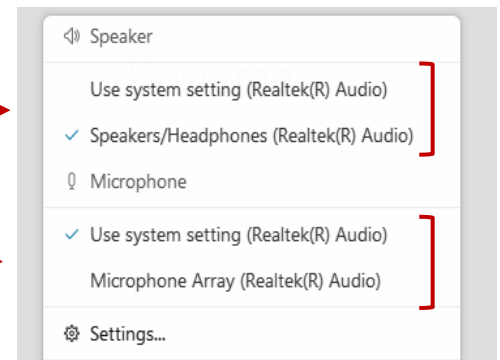
1. When you are asked to unmute yourself, press *6.
2. When you are finished speaking, press *6 to mute yourself again.

If you cannot hear or be heard

- 1 Click on the bottom facing arrow located on the Mute/Unmute button at the bottom of the Webex window.



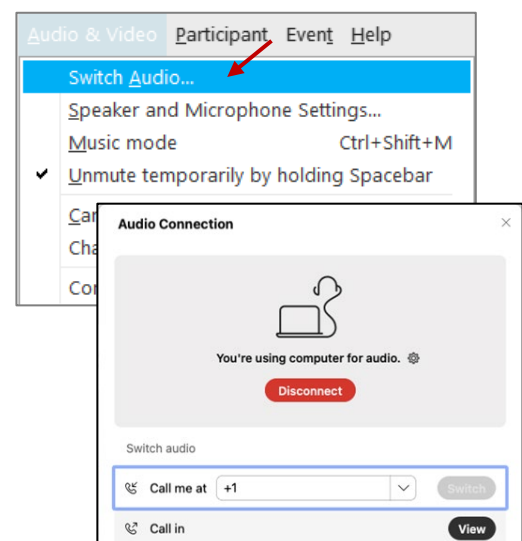
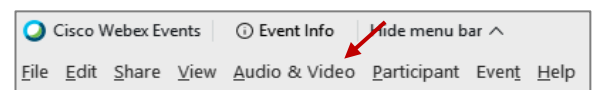
- 2 From the drop-down menu, select different:
 - Speaker options if you can't hear participants.
 - Microphone options if participants can't hear you.



Continue to Experience Issues?

If you are connected by computer or tablet and you have audio issues, you can link your phone to your Webex session. Your phone will then become your microphone and speaker source.

- 1 Click on "Audio & Video" from the menu bar.
- 2 Select "Switch Audio" from the drop-down menu.
- 3 Hover your mouse over the "Call In" option and click "View" to show the phone number to call and the meeting login information. You can still un-mute from your computer window.



Hand Raise Feature

Joined via Meeting Link

- Locate the hand icon at the bottom of the Webex window.
- Click the hand icon to raise your hand.
- Repeat this process to lower your hand.



Joined via Telephone (Call-in User)



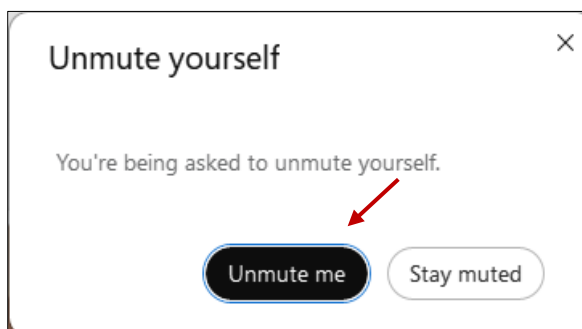
Press *3 to raise or lower your hand.

Unmuting

Joined via Meeting Link

The moderator will call you by name and indicate a request has been sent to unmute your microphone. Upon hearing this prompt:

Click the Unmute me button on the pop-up box that appears.

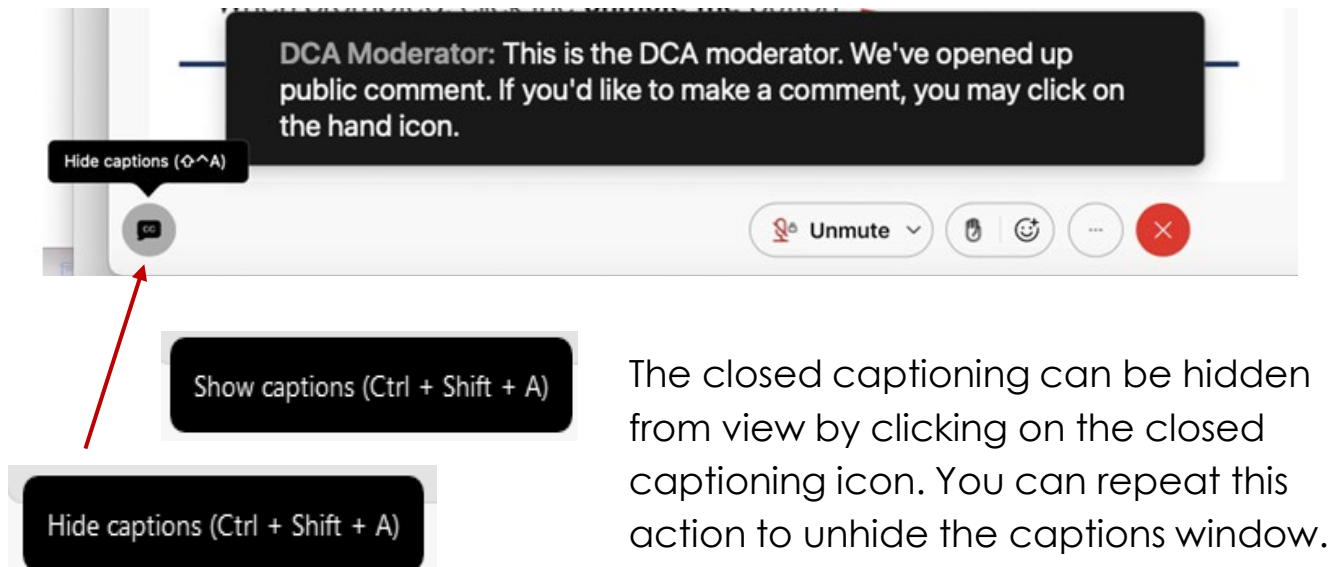


Joined via Telephone (Call-in User/Audio Only)

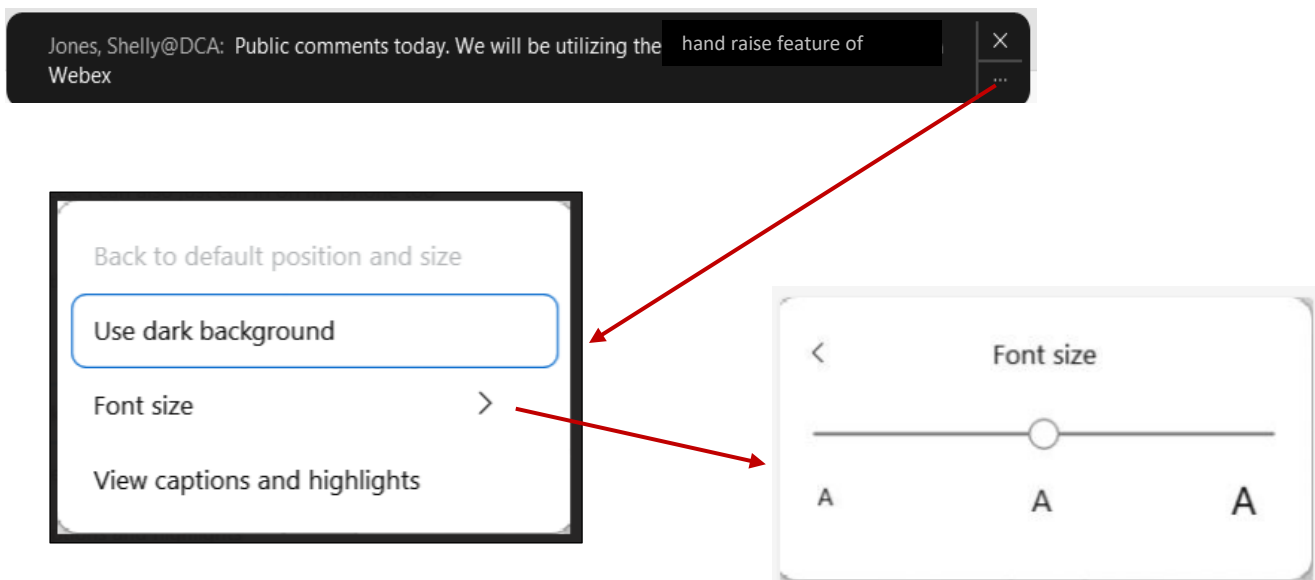


1. When you are asked to unmute yourself, press *6.
2. When you are finished speaking, press *6 to mute yourself again.

Webex provides real-time closed captioning displayed in a dialog box in your Webex window. The captioning box can be moved by clicking on the box and dragging it to another location on your screen.



You can view the closed captioning dialog box with a light or dark background or change the font size by clicking the 3 dots on the right side of the dialog box.



MEMORANDUM

DATE	September 18, 2026
TO	Outreach and Communications Committee Members
FROM	Cynthia Whitney Central Services Manager
SUBJECT	Agenda Item # 4 – Discussion and Possible Approval of the Committee Meeting Minutes: September 19, 2025

Background:

Attached are the draft minutes of the September 19, 2025, Outreach and Communications Committee Meeting.

Action Requested:

Review and approve the minutes of the September 19, 2025, Outreach and Communications Committee Meeting.

Attachment:

September 19, 2025, Draft Outreach and Communications Committee Minutes

1 **Outreach and Communications Committee Minutes**

2
3
4 **Primary Location (Members/Staff):**

5 Department of Consumer Affairs
6 1625 N. Market Blvd., El Dorado Room
7 Sacramento, CA 95834
8

9 **Committee Members Present**

10 Shacunda Rodgers, PhD, Chair (remote)
11 Sheryll Casuga, PsyD (remote)
12 Ana Rescate (remote)
13

14 **Board Staff**

15 Jonathan Burke, Executive Officer
16 Sandra Monterrubio, Assistant Executive Officer
17 Stephanie Cheung, Licensing Program Manager
18 Cynthia Whitney, Central Services Manager
19 Troy Polk, Continuing Professional Development/Renewals Coordinator
20 Evan Gage, Special Projects Analyst
21 Tram Phung, Board Liaison
22

23 **Legal Counsel**

24 Shelley Ganaway, Board Counsel
25 Sam Singh, Regulatory Counsel
26

27
28 **Friday, September 19, 2025**
29

30 **Agenda Item #1: Call to Order/Roll Call/Establishment of a Quorum**

31 Dr. Rodgers called the meeting to order at 9:05 am. A quorum was present and due
32 notice had been sent to all interested parties.

33 Mr. Polk explained the qualifications for receiving continuing professional development
34 credit for attendance at this meeting.
35

36 **Agenda Item #2: Chairperson's Welcome**

37
38 Dr. Rodgers offered opening remarks and called for public comment.

39
40 No public comment offered.
41

42 **Agenda Item #3: Public Comment for Items Not on the Agenda**

43
44 Dr. Rodgers called for public comment.

45
46 No public comment was offered.
47

48 **Agenda Item #4: Approval of Outreach and Communications Committee Meeting**
49 **Minutes: September 27, 2024**
50

51 Dr. Rodgers introduced this item, starting on page 10 of the meeting materials.
52

53 It was (M)Casuga(S)Rodgers(C) to adopt the September 27, 2024, Outreach and
54 Communications Committee meeting minutes.
55

56 Dr. Rodgers called for public comment.
57

58 No public comment was offered.
59

60 Dr. Rodgers commented that the Barriers to Telehealth Survey was not included as an
61 agenda item for this meeting. Mr. Burke explained that staff did not have expertise nor
62 access to the tools that would allow for the interactive dashboard to display live data.
63

64 Votes: 2 ayes (Casuga, Rodgers), 0 noes, 1 abstained (Rescate)
65

66 **Agenda Item #5: Strategic Plan Update**
67

68 Dr. Rodgers introduced Mr. Burke to provide the update on this item.
69

70 Mr. Burke commented that staff is on track to meet the goals laid out in the Strategic
71 Plan, and also said that the Stakeholder Meeting was being pushed to 2026 due to
72 simultaneous Sunset preparations for this Board and the Board of Behavioral Sciences
73 (BBS).
74

75 Dr. Rodgers called for Committee comment.
76

77 No Committee comment was offered.
78

79 Dr. Rodgers called for public comment.
80

81 No public comment was offered.
82

83 **Agenda Item #6: Social Media Update**
84

85 Dr. Rodgers introduced Ms. Whitney to provide the update on this item, starting on page
86 18 of the meeting materials.
87

88 Dr. Rodgers requested that the social media statistics of this Committee be included in
89 future reports.
90

91 Dr. Casuga asked about the typical upload time after a meeting date that the meeting
92 video would be publicly available on the website.

93
94 Ms. Whitney replied that the videos are available on YouTube normally within about two
95 weeks, and that a link to that video would be provided on the Board's website.

96
97 Ms. Rescate asked whether the direct video link could then be posted on social media
98 to announce that the video was available. She suggested that this added notice might
99 generate more traffic to other Board's meetings and webinars.

100
101 Ms. Whitney replied that staff would look into ways to increase the visibility of meeting
102 videos through the website.

103
104 Dr. Rodgers called for public comment.

105
106 No public comment was offered.

107
108 **Agenda Item #7: Website Statistics Update**

109
110 Ms. Whitney provided the update on this item, starting on page 20 of the meeting
111 materials.

112
113 Dr. Rodgers called for Committee comment.

114
115 No Committee comment was offered.

116
117 Dr. Rodgers called for public comment.

118
119 Dr. James Willis requested that the meeting agenda and materials be provided via a link
120 ahead of the meeting to allow time for review.

121
122 No further public comment was offered.

123
124 **Agenda Item #8: Update on Newsletter**

125
126 Ms. Monterrubio provided the update on this item, starting on page 26 of the meeting
127 materials.

128
129 Dr. Rodgers called for Committee comment.

130
131 No Committee comment was offered.

132
133 Dr. Rodgers called for public comment.

134
135 Dr. Veronica Thomas expressed her gratitude to the Committee for enabling remote
136 participation in the meeting.

137
138 No further public comment was offered.

139
140 **Agenda Item #9: Outreach Activities Update**
141

142 Mr. Burke provided the update on this item.
143

144 He commented that staff had attended the California Psychological Association
145 conference in September, providing information and offering guidance on various Board
146 matters. He added that the conference allowed staff to start discussions with the Iranian
147 Psychological Association about possible outreach opportunities through that
148 organization.
149

150 Mr. Burke reported that the volume of survey responses from California licensees
151 regarding the Association of State and Provincial Psychology Boards' (ASPPB)
152 Integrated Examination for the Professional Practice of Psychology (EPPP) was large,
153 representing nearly a quarter of all responses. He said that this ensures that California
154 licensees will be well-represented in this matter.
155

156 Dr. Rodgers called for Committee comment.
157

158 Dr. Casuga asked Mr. Burke how the survey was being disseminated in order to ensure
159 maximum participation.
160

161 Mr. Burke replied that staff would be sending out email notifications and posting
162 reminders on the social media.
163

164 No further Committee comment was offered.
165

166 Dr. Rodgers called for public comment.
167

168 No public comment was offered.
169

170 **Agenda Item #10: Recommendations for Agenda Items for Future Committee**
171 **Meetings**
172

173 Dr. Rodgers called for Committee comment.
174

175 No Committee comment was offered.
176

177 Dr. Rodgers called for public comment.
178

179 No public comment was offered.
180

181 **ADJOURNMENT**
182

183 Dr. Rodgers adjourned the meeting at 9:49 am.
184

185 **CPD Credit for Meeting Attendance**
186

187 Mr. Polk commented that attendance at the meeting provided one hour of CPD credit
188 under Category 1.

MEMORANDUM

DATE	September 24, 2026
TO	Outreach and Communications Committee Members
FROM	Jonathan Burke Executive Officer
SUBJECT	Agenda Item # 5. Strategic Plan Update: Agenda Item # 5a. Discussion and Possible Action to Recommend to the Board Platform(s) to Communicate Board Objectives and Achievements

5 - Strategic Plan Update:

The attached Strategic Plan Action Plan update identifies the action steps that were created to meet the Board's identified goals and objectives in its 2024-2028 Strategic Plan. This document will be updated and provided to the Outreach and Communications Committee (Committee) and to the Board after each Committee meeting. Updates to the document that were made since the November 2025 Board Meeting are indicated in the status column via track changes.

The Board recently distributed a survey through the Licensees ListServ containing two Strategic Plan–related questions. The first question listed four communication methods the Board currently uses to reach licensees, with an additional option to specify “other.” A total of 1,376 licensees responded. Mass emails were the preferred communication method for 78.13% of respondents, followed by Quarterly Newsletters (the Journal) at 18.78%.

The second question asked licensees about their preferred language for Board communications. The Board provided the top five languages identified by the Department of Consumer Affairs as the most commonly used in California, along with an “other” option. There were 1,378 responses. English was the top preference for 99.27% of respondents, with Spanish selected by 0.29%.

The next step for Board staff will be to develop additional communication methods, if appropriate. This is an informational only item. No action is needed.

5a. Discussion and Possible Action to Recommend to the Board Platform(s) to Communicate Board Objectives and Achievements

The Strategic Plan includes an Action Item for the Committee. Object 5.5 is Increase communication regarding the Board's objectives and achievements with a success measure of Communication has increased regarding the Board's objectives and

achievements. The Committee was identified as the responsible party for this task:
Identify platform(s) to communicate board objectives and achievements.

Action Requested:

Discuss and recommend to the Board platform(s) to communicate Board objectives and Achievements

Attachments:

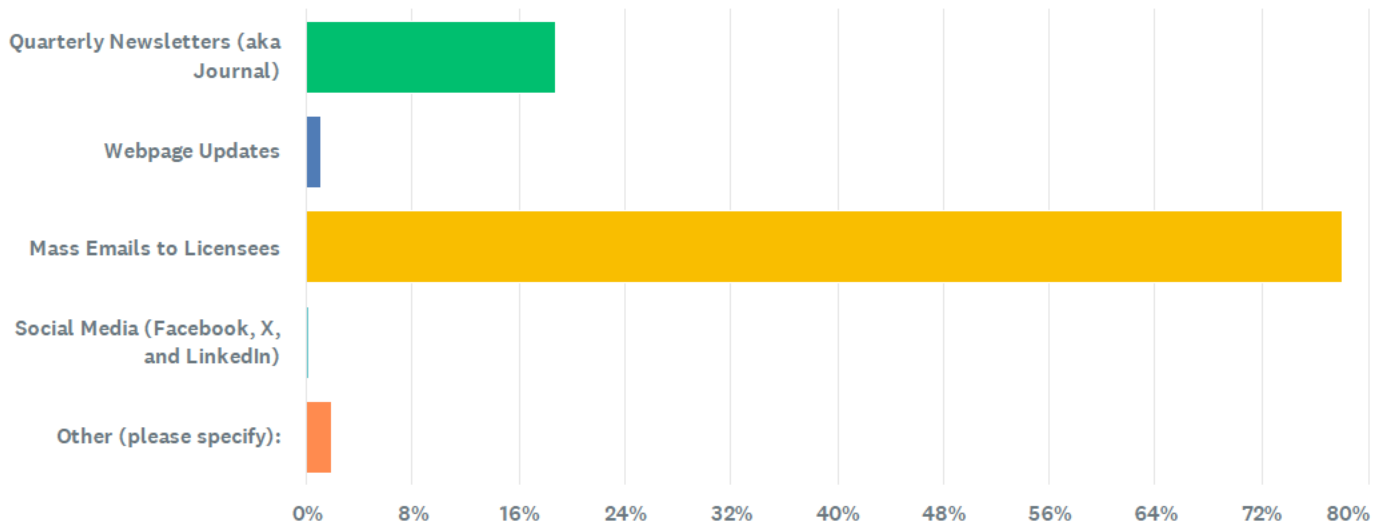
Attachment 1: Communications Survey and Responses

Attachment 2: Strategic Plan: Action Plan

Preferred Communication Methods: Licensees

Q1 1376 responses

Currently, the Board relies on the four communication methods listed below. Which of the following is your preferred method of communication for receiving Board updates?



Answer Choices	Percentage	Responses
● Quarterly Newsletters (aka Journal)	18.75%	258
● Webpage Updates	1.09%	15
● Mass Emails to Licensees	78.13%	1075
● Social Media (Facebook, X, and LinkedIn)	0.15%	2
● Other (please specify):	1.89%	26
Total		1376

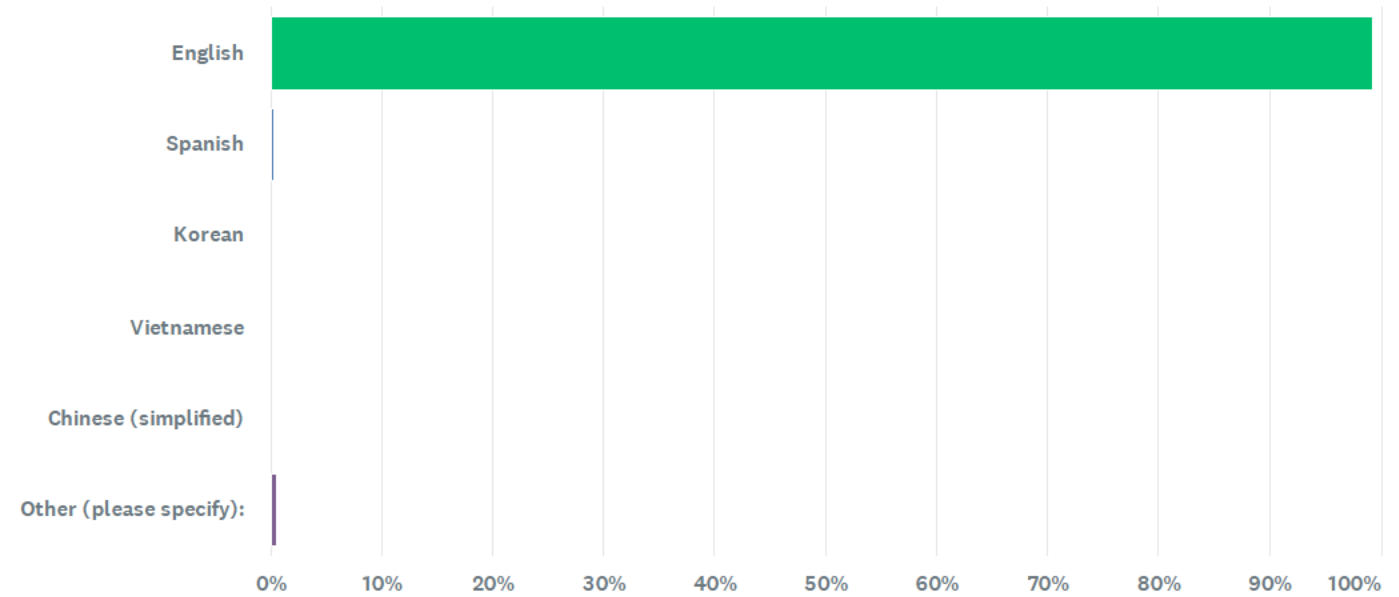
#	OTHER (PLEASE SPECIFY):	DATE
1	USPO regular letter mail	8/14/2026 12:30 PM
2	I do not have any kind of social media because I am a forensic psychologist. PLEASE do not rely on ANY kind of social media for communication to licensees. Social Media communication is far less secure than email, which is my preference. Thank you!	8/10/2026 9:44 AM
3	E-Mail and USPS Mail please.	8/7/2026 12:42 AM
4	email followed by a text heads up	8/6/2026 4:40 PM
5	Mass emails & quarterly newsletters.	8/5/2026 8:49 AM
6	Whats App	8/3/2026 8:10 PM

Preferred Communication Methods: Licensees

7	receiving information from California Psych Association	8/3/2026 2:16 PM
8	Stop sending emails to deceased people	8/3/2026 9:48 AM
9	paper copies	8/2/2026 3:21 PM
10	paper; don't use internet	8/1/2026 1:59 PM
11	Email	7/31/2026 3:49 PM
12	Texts	7/31/2026 3:38 PM
13	Paper mail.	7/31/2026 2:47 PM
14	Regular mail to notify my renewal license along with the form by regular mail	7/31/2026 2:14 PM
15	I phone	7/31/2026 1:16 PM
16	Mail	7/31/2026 1:09 PM
17	This question is too simplistic. It depends on the type of information being communicated.	7/31/2026 11:29 AM
18	Text message	7/31/2026 11:20 AM
19	Social media is a very strong second to email. The BBS posts on their social media and it's super helpful. Our board is behind the times.	7/31/2026 11:10 AM
20	No social media please. Quarterly newsletters helpful.	7/31/2026 11:05 AM
21	Emails	7/31/2026 10:38 AM
22	Text	7/31/2026 10:17 AM
23	email: [REDACTED]	7/31/2026 10:15 AM
24	I prefer the first 3	7/31/2026 10:14 AM
25	Mass email with monthly updates	7/31/2026 10:13 AM
26	Quarterly newsletters and mass emails.	7/31/2026 10:11 AM

Q2 1378 responses

The languages below have been identified by the Department of Consumer Affairs as the most commonly used languages in California. Which of the following is your preferred language for receiving Board communications?



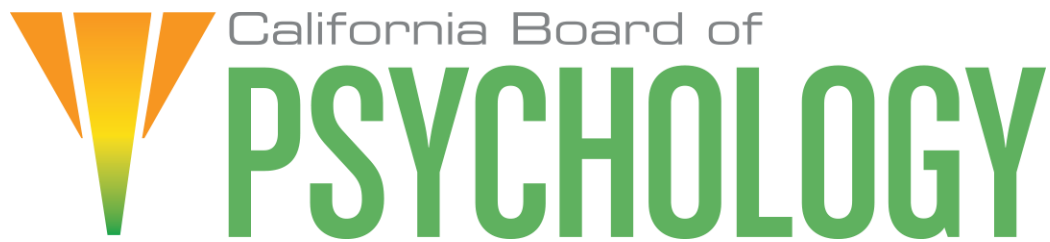
Answer Choices	Percentage	Responses
English	99.27%	1368
Spanish	0.29%	4
Korean	0%	0
Vietnamese	0%	0
Chinese (simplified)	0%	0
Other (please specify):	0.44%	6
Total		1378

#	OTHER (PLEASE SPECIFY):	DATE
1	I do not receive communications through any social media accounts.	8/1/2026 10:13 AM
2	Hebrew	7/31/2026 6:02 PM
3	English is my preferred language. But I want to register my extreme displeasure with the Board. I spent three months getting through to the Board to correct an inaccurate listing of my license as expired--almost three months after my check cleared and all forms had been filed.	7/31/2026 11:15 AM

Preferred Communication Methods: Licensees

Had to contact complaints line to speak to a human being. Board was unresponsive to repeated phone messages and emails.

4	There is no reason to use any other language other than ENGLISH	7/31/2026 11:11 AM
5	I prefer English but it should be a setting in Breeze so each person can select their preferred language.	7/31/2026 10:12 AM
6	English only in all cases.	7/31/2026 10:06 AM



California Board of Psychology

Action Plan

2024 to 2028

Prepared by:

SOLID Planning Solutions

Department of Consumer Affairs

Contents

Goal 1: Licensing.....	3
Objective 1.1	3
Objective 1.2	4
Objective 1.3	5
Objective 1.4	6
Goal 2: Continuing Professional Development.....	7
Objective 2.1	7
Goal 3: Policy and Advocacy	8
Objective 3.1	8
Objective 3.2	9
Objective 3.3	10
Goal 4: Enforcement	11
Objective 4.1	11
Objective 4.2	12
Objective 4.3	13
Objective 4.4	14
Goal 5: Outreach and Communication	15
Objective 5.1	15
Objective 5.2	16
Objective 5.3	17
Objective 5.4	18
Objective 5.5	19
Objective 6.1	20

Goal 1: Licensing

Objective 1.1

Reduce the processing time for the initial review and licensure of new psychologist and psychological associates.

Success Measure: Shortened timelines and increased use of BreEZe.

Due Date: Q1 2028

Task #	Task Description	Responsible Party	Due Date
1.1.1	Create and post application checklist(s) for psychologist applicants on the Board's website.	Licensing Manager, Licensing and BreEZe Coordinator	Q2 2024 Complete
1.1.2	Create and post application checklist(s) for psychological associate registration applicants on the Board's website.	Licensing Manager, Licensing and BreEZe Coordinator	Q4 2024 Complete
1.1.3	Develop and configure additional psychologist applications to be available through BreEZe.	Licensing Manager, Licensing and BreEZe Coordinator	Q2 2027 Q4 2026
1.1.4	Update forms that were incorporated by reference to allow for online submission of psychological associate registration applications.	Licensing Manager, Licensing and BreEZe Coordinator	Q4 2027
1.1.5	Develop and configure psychological associate applications to be available through BreEZe.	Licensing Manager, Licensing and BreEZe Coordinator	Q1 2028

Objective 1.2

Pursue adequate staffing to improve the quality and consistency of customer service and the processing time for applications.

Success Measure: New staff are hired and trained.

Due Date: ~~Q2 2025~~ Complete

Task #	Task Description	Responsible Party	Due Date
	Submit budget change proposal FY 2025-2026.	AEO, Licensing Manager, and Legislation and	Q3 2024 <u>Complete</u>
1.2.2	Once fully staffed, conduct customer service training refresher.	Licensing Manager	Complete Q2 2024 <u>5</u>

Objective 1.3

Establish a pathway for the new licensing types to provide a smooth, transparent implementation process.

Success Measure: [Board is] ready for implementation [of new licensing types].

Due Date: Q1 2026

Task #	Task Description	Responsible Party	Due Date
1.3.1	Develop and configure BreEZe functionality for new categories.	Licensing Manager, Licensing and BreEZe Coordinator	Q4 2024 Complete
1.3.2	Create new website with pages which have instructions and checklists.	Licensing Manager, Licensing and BreEZe Coordinator	Q4 2024 Complete
1.3.3	Share new resources through email and social media.	Licensing Manager and Special Project Analyst	Q4 2024 Complete
1.3.4	Promulgate regulation packages for implementation.	AEO, Licensing Manager, Legislation and Regulation Analyst	Q1 2027

Objective 1.4

Promote the use of electronic processes in licensing to increase efficiencies and improve responsiveness.

Success Measure: Videos have been created and posted.

Due Date: Q2 2026⁶⁷

Task #	Task Description	Responsible Party	Due Date
1.4.1	Work with Office of Public Affairs to create short video tutorial on psychologist licensure application process.	Licensing Manager	Q4 2025 ⁵⁶
1.4.2	Work with Office of Public Affairs to create short video tutorial on psychologist exam applications process.	Licensing Manager	Q1 2026 ⁶⁷
1.4.3	Work with Office of Public Affairs to create short video tutorial on psychological associate application process.	Licensing Manager	Q2 2026 ⁶⁷
1.4.4	Work with Office of Public Affairs to create short video tutorial on psychological associate notification process.	Licensing Manager	Q2 2026 ⁶⁷

Goal 2: Continuing Professional Development

Goal 2: Continuing Professional Development

Objective 2.1

Refine communication channels to ensure that licensees receive clear and timely updates on the new CPD guidelines.

Success Measure: Fewer repeats of the same CPD questions; Webpage updated to the add FAQs.

Due Date: Ongoing

Task #	Task Description	Responsible Party	Due Date
2.1.1	Use social media more, e.g., get new LinkedIn page.	Central Services Manager, CPD Coordinator, and Special Projects Analyst	Ongoing <u>Complete</u>
2.1.2	Update addresses on record where possible.	CPD Coordinator	Ongoing <u>Complete</u>
2.1.3	Conduct additional webinars.	Central Services Manager and CPD Coordinator	Ongoing <u>Complete</u>
2.1.4	Make sure website current with relevant information.	Central Services Manager and CPD Coordinator	<u>Q4 2025 and</u> Ongoing

Goal 3: Policy and Advocacy

Objective 3.1

Communicate the Board's stance on the Psychology Interjurisdictional Compact (PSYPACT) to explain the consumer protection challenges PSYPACT poses.

Success Measure: California remains outside of the PSYPACT.

Due Date: Q3 2024 and ongoing

Task #	Task Description	Responsible Party	Due Date
3.1.1	Newsletter article.	AEO	Completed
3.1.2	Advocate opposition to legislative efforts.	AEO and Legislation and Regulation Analyst	Q3 2024 and Ongoing

Objective 3.2

Seek partnerships to help advance the Board's legislative goals.

Success Measure: Increased partners listed on legislative efforts.

Due Date: ~~Q2 2025~~Ongoing

Task #	Task Description	Responsible Party	Due Date
3.2.1	Update and maintain stakeholder list to enhance partnership opportunities.	Special Projects Analyst and Board Members	Ongoing <u>Q2 2025</u>

Objective 3.3

Monitor and prepare for the changing landscape of psychology to protect consumers and promote safe practices.

Success Measure: Board proactively acting on emerging issues.

Due Date: Ongoing

Task #	Task Description	Responsible Party	Due Date
3.3.1	Monitor legislation, news, and complaints about emerging trends impacting consumers and related psychological services.	EO and All Managers	Ongoing

Goal 4: Enforcement

Objective 4.1

Improve communication to licensees involved in the enforcement process.

Success Measure: Initial contact letter templates for licensees updated.

Due Date: Q1 2027

Task #	Task Description	Responsible Party	Due Date
4.1.1	Review initial contact letters to licensee and [make sure the letters] explain investigative steps.	Enforcement Manager	Q1 2027
4.1.2	Explain complaints are not public information.	Enforcement Manager	Q1 2027

Objective 4.2

Expand licensee and consumers' understanding of the enforcement process to reduce confusion, provide better customer service, and improve relationships with stakeholders.

Success Measure: Brochures created [and distributed].

Due Date: Q1 2027

Task #	Task Description	Responsible Party	Due Date
4.2.1	Create brochure for licensees for when there's a complaint against them (what to expect, FAQs, probation, hiring an attorney, timeframes, etc.).	Enforcement Manager	Q1 2027

Objective 4.3

Provide complaint filing instructions and forms in multiple languages to maximize accessibility and make the complaint process more inclusive.

Success Measure: Complaint instructions and forms are more inclusive based on assessment.

Due Date: Q4 2027

Task #	Task Description	Responsible Party	Due Date
4.3.1	Work with Office of Public Affairs to access complaint filing instructions and forms in multiple languages.	EO, Enforcement Manager, and Office of Public Affairs	Q3 2027
4.3.2	Once determination is made [for language translations needed], work with Office of Public Affairs to update instructions and forms.	EO, Enforcement Manager, and Office of Public Affairs	Q4 2027

Objective 4.4

Build a larger pool of enforcement subject matter experts to increase knowledge of specialties and reduce turnaround times for enforcement cases.

Success Measure: Subject matter expert pool increased.

Due Date: ~~Q2-2025~~Ongoing

Task #	Task Description	Responsible Party	Due Date
4.4.1	Contact psychological associations and see if BOP can recruit with their assistance.	Enforcement Manager	Q1-2026 <u>Ongoing</u>
4.4.2	Send letters to licensees that have been licensed over 5 years.	Enforcement Manager	<u>Ongoing</u> Q1-2026
4.4.3	Ask current experts for referrals.	Enforcement Manager	<u>Ongoing</u> Q4-2025
4.4.4	Include enforcement statistics in newsletter (very few cases result in discipline through a hearing).	Enforcement Manager	<u>Ongoing</u> Q4-2025
4.4.5	Have quotes or letters with input from existing experts about their own experiences and how they prepare for the hearings and the support that they get.	Enforcement Manager	<u>Ongoing</u> Q1-2026

Goal 5: Outreach and Communication

Objective 5.1

Educate the public about the differences between psychologists and other health care professionals to increase clarity regarding the different roles and to better inform consumers.

Success Measure: Meeting has been held and resources have been created.

Due Date: Q4 202~~8~~⁵

Task #	Task Description	Responsible Party	Due Date
5.1.1	Cohost stakeholder meeting with Board of Behavioral Sciences and Commission on Teacher Credentialing.	EO and Licensing Manager	Q 4 ³ 202 8 ⁵
5.1.2	Create informational resources.	EO, Licensing Manager, and Office of Public Affairs	Q 4 ³ 202 8 ⁵

Goal 5: Outreach and Communication

Objective 5.2

Increase access to the Board's informational materials.

Success Measure: Materials are being accessed on website.

Due Date: Q1 2025

Task #	Task Description	Responsible Party	Due Date
5.2.1	Utilize social media and other platforms to publicize informational materials.	Special Projects Analyst	Ongoing
5.2.2	Assess language needs to reach larger audience.	Special Projects Analyst and Office of Public Affairs	Q1 2025 <u>Complete</u>

Goal 5: Outreach and Communication

Objective 5.3

Increase Board and staff attendance and engagement at events to elevate the Board's accessibility.

Success Measure: Board and staff attendance has increased at events.

Due Date: Ongoing

Task #	Task Description	Responsible Party	Due Date
5.3.1	Increase participation in outreach with stakeholder groups.	EO, AEO, Central Services Manager, Licensing Manager, and Enforcement Manager	Ongoing

Goal 5: Outreach and Communication

Objective 5.4

Expand the Board's outreach efforts by using a variety of communication methods.

Success Measure: Internal assessment of current communication methods complete, and new communication method(s) developed if necessary.

Due Date: Q3 2026

Task #	Task Description	Responsible Party	Due Date
5.4.1	Do an internal assessment of current communication methods.	EO, Central Services Manager	Q1 2026 <u>Complete</u>
5.4.2	Survey licensees on their favorite communication method.	EO, Central Services Manager, Office of Public Affairs, and Special Projects Analyst	Q2 2026 <u>Complete</u>
5.4.3	Develop additional communication methods if appropriate.	EO, Central Services Manager, and Office of Public Affairs	Q3 2026

Goal 5: Outreach and Communication

Objective 5.5

Increase communication regarding the Board's objectives and achievements.

Success Measure: Communication has increased regarding the Board's objectives and achievements.

Due Date: Q4 2028

Task #	Task Description	Responsible Party	Due Date
5.5.1	Identify platform(s) to communicate board objectives and achievements.	Outreach and Communications Committee	Q4 2028

Goal 6: Board Operations

Objective 6.1

Establish an onboarding process for new licensees to increase understanding of the Board's role and strengthen relations.

Success Measure: Welcome letter has been written and license anniversaries are being recognized.

Due Date: Q1 2028

Task #	Task Description	Responsible Party	Due Date
6.2.1	Create welcome letter template for new licensees listing resources for maintaining licensure.	All Managers	Q4 2027
6.2.2	Recognize license anniversaries (10 year, 25 year, etc.), check other board practices.	EO and Central Services Manager	Q1 2028

California Board of Psychology

1625 North Market Blvd., Suite N-215

Sacramento, CA 95834

Phone: (916) 574-7720

<https://www.psychology.ca.gov>



Prepared by:

SOLID Planning Solutions

1747 N. Market Blvd., Ste. 270

Sacramento, CA 95834

MEMORANDUM

DATE	September 21, 2026
TO	Outreach and Communications Committee
FROM	Cynthia Whitney Central Services Manager
SUBJECT	Agenda Item #6: Social Media Update

Background:

- a) Instagram – The Board has recently added an Instagram account @capsychboard.
- b) YouTube Webinar Videos
 - March 27, 2026 – CPD Webinar – 527 Views
- c) Board/Committee Meeting Webcast Views:

2026

Board Meetings

- February 13th – 201 Views
- May 15th – 139 Views
- August 14th – 71 Views

Legislative and Regulatory Affairs Committee

- April 24th – 76 Views

Licensure Committee

- January 30th – 221 Views
- July 10th – 93 Views

2025

Board Meetings

- February 27th – 348 View
- February 28th - 91 Views
- April 17th – 42 Views
- May 9th – 162 Views
- August 22nd – 65 Views
- November 6th – 62 Views
- November 7th – 62 Views

Legislative and Regulatory Affairs Committee

- April 11th – 29 Views
- June 6th – 30 Views

Licensure Committee

- January 31st – 42 Views
- August 8th – 30 Views

Outreach and Communications Committee

- September 19th – 28 Views

Action Requested:

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

MEMORANDUM

DATE	September 25, 2026
TO	Outreach and Communications Committee
FROM	Cynthia Whitney Central Services Manager
SUBJECT	Agenda Item #7: Website Statistics

Website Background:

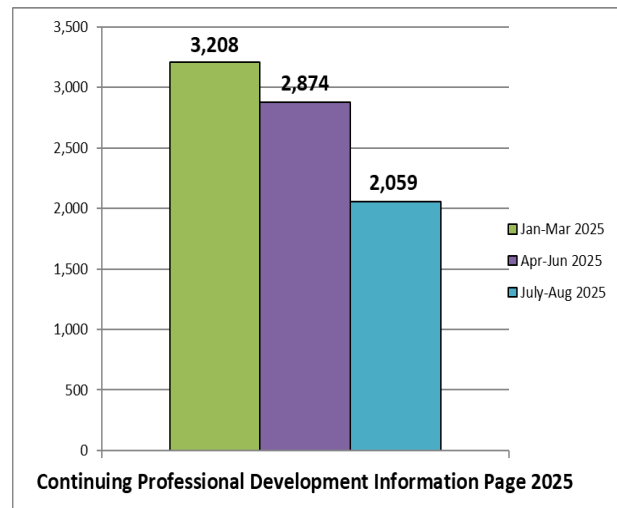
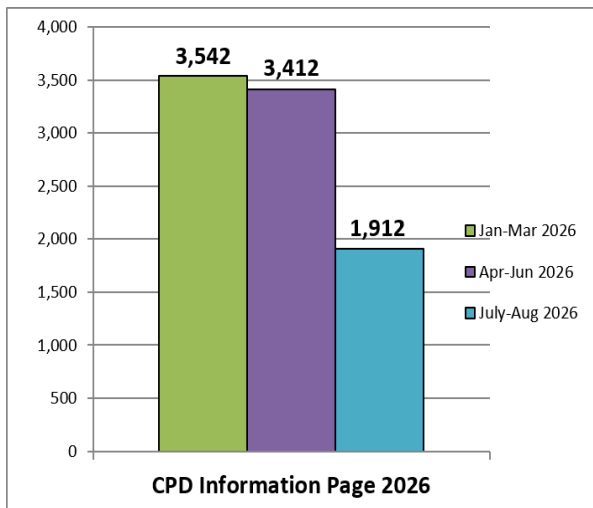
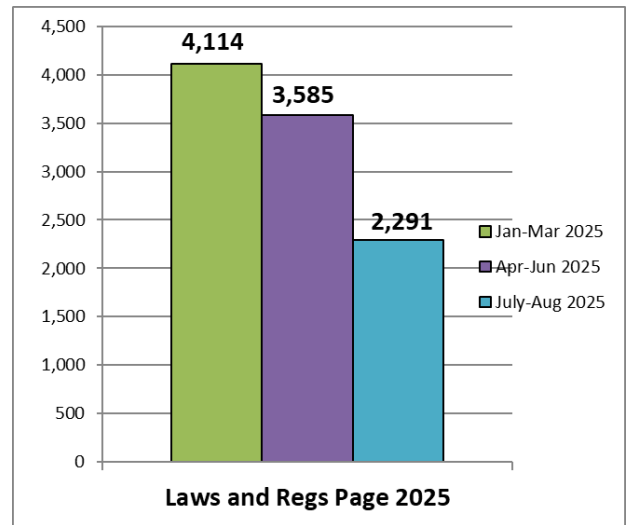
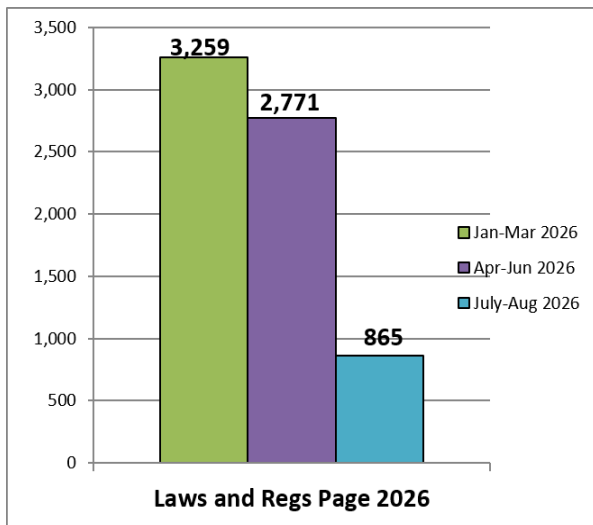
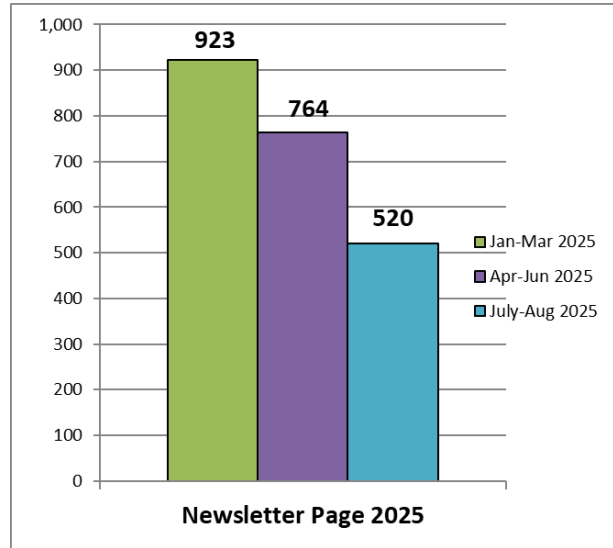
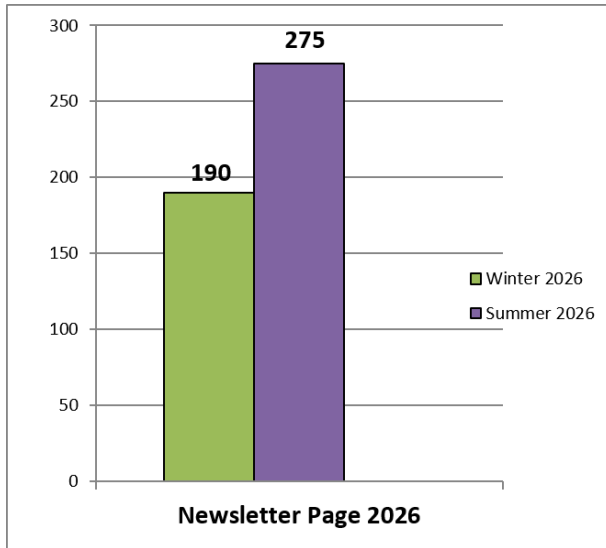
Website: www.psychology.ca.gov

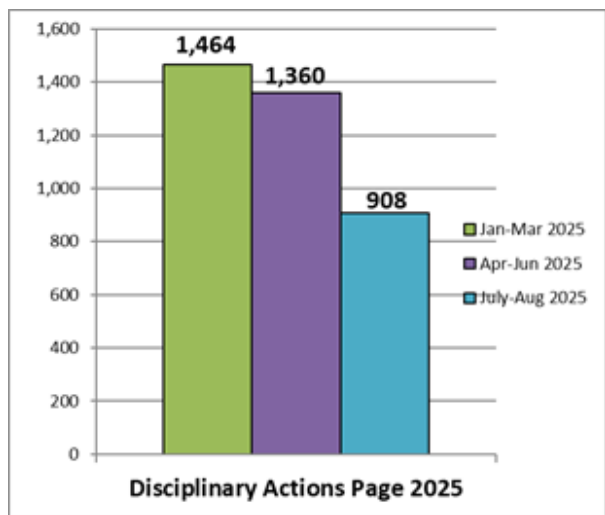
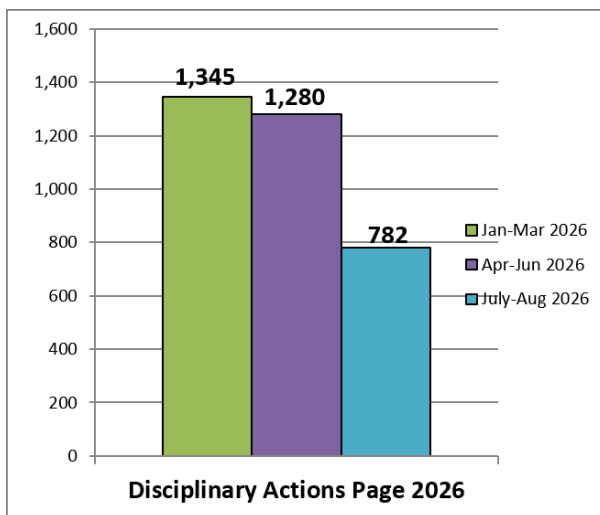
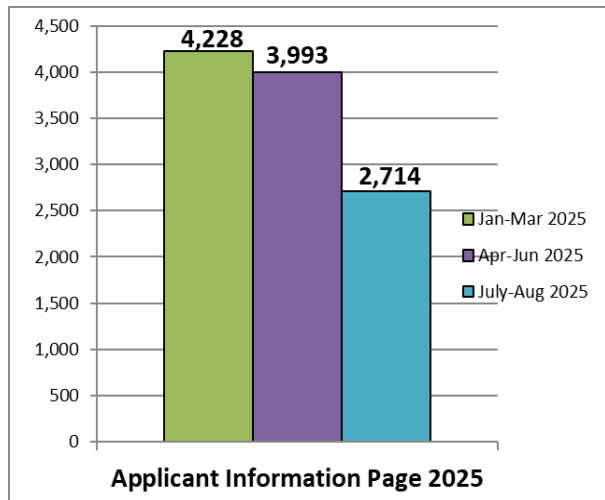
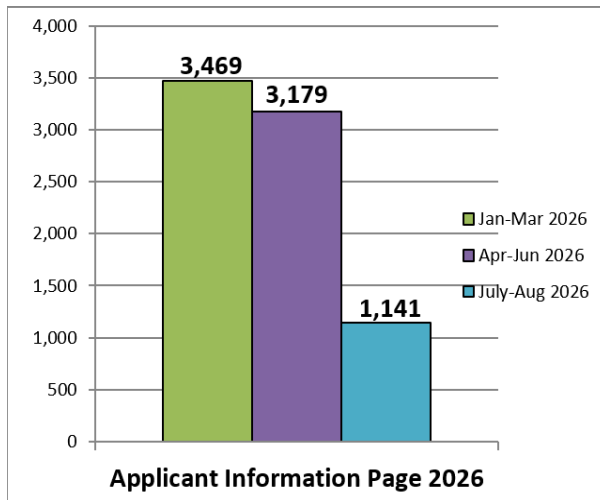
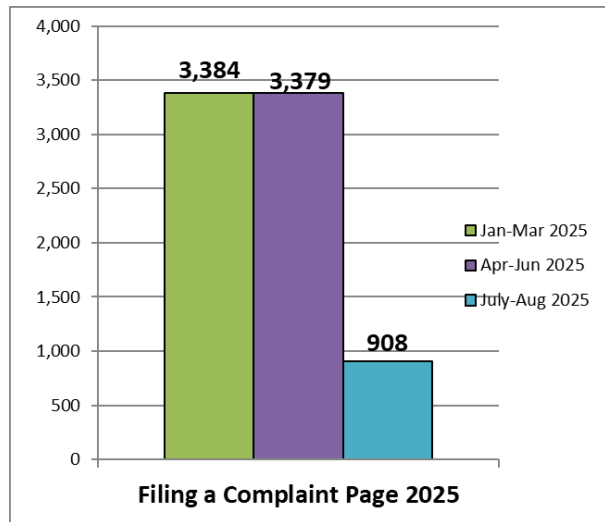
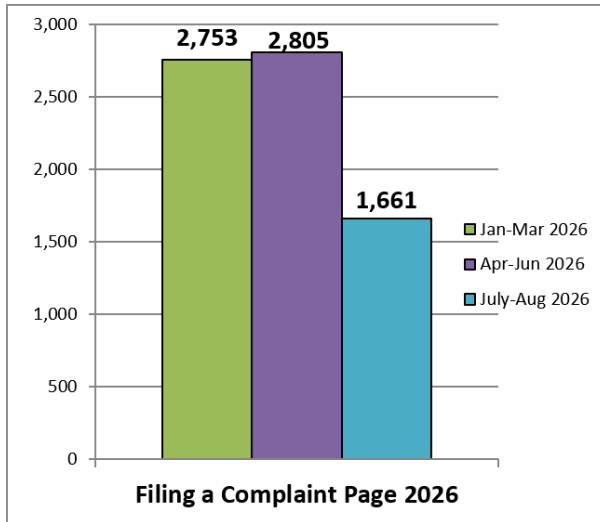
Below are the top five web pages viewed between January 1, 2026, and August 31, 2026. The total number of views are listed for 2025 if that page was in the top five last year.

TOP FIVE PAGES	# OF VIEWS	CONTENT
/licensees/index.shtml	2026 – 21,384 2025 – 28,123	Licensee and Registrant Information Page
/applicants/psychologist.shtml	2026 – 19,421 2025 – 22,920	Psychologist Applicant Page
/licensee/faq.shtml	2026 - 16,970 2025 – 23,828	Licensure as a Psychologist – Frequently Asked Questions Page
/applicants/licupdates.shtml	2026 – 16,598 2025 – 20,140	Application Processing Timeframes
/licensees/ce_faqs.shtml	2026 – 15,801 2025 – 20,499	Continuing Professional Development Information Page

Below please you will find the 2026 and 2025 viewings for the following pages by quarter (through August 31, 2026):

- Newsletter Page
- Laws and Regulations Page
- Continuing Professional Development Information Page
- Filing a Complaint Page
- Applicant Information Page
- Disciplinary Actions Page





<u>Legislative Advisories</u>	<u>Views to Date 2026</u>	<u>Views to Date 2025</u>
AB 282 Advisory	890	N/A
SB 775 (Ashby) – Board of Psychology and Board of Behavioral Sciences	1,157	N/A
AB 489 Advisory	266	N/A
AB 82 and SB 497 Advisory	179	N/A
SB 402 Advisory	224	N/A
<u>Regulation Advisories</u>	<u>Views to Date 2026</u>	<u>Views to Date 2025</u>
Update to TOEFL iBT Scoring Scale for Examination	23	N/A
Inactive Status of Psychological Associate Registration Advisory	336	807
Psychological Associates (2016 Sunset Conforming Changes) Advisory	63	807
Retired License Regulation Advisory	522	594
Continuing Professional Development Regulation Advisory	2,830	3,861
Fee Increase Regulation Advisory	358	355
Telehealth FAQ	5,149	6,451
Standards of Practice for Telehealth Regulation Advisory	1,902	1,373
AB 2138 (Chiu) – Licensing Boards: Denial of Application (Regulation)	295	251
Verification of Experience Regulation	1,382	1,179
Uniform Standards, etc.	548	256
Filing of Addresses Regulation Advisory	358	3,861

Action Requested:

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

MEMORANDUM

DATE	September 18, 2026
TO	Outreach and Communications Committee Members
FROM	Sandra Monterrubio Assistant Executive Officer
SUBJECT	Agenda Item # 8 – Update on Newsletter

The Board's Fall Newsletter is currently in the publishing phase and should be available for distribution at the end of September or early October.

Action Requested:

This item is for informational purposes only. There is no action required at this time.