

**OUTREACH AND EDUCATION COMMITTEE TELECONFERENCE MEETING  
Minutes**

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

Los Angeles Harbor College  
1111 Figueroa Place, Suite NEA147  
Wilmington, CA 90744

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**Tuesday, March 21, 2017**

Alita Bernal, Committee Chair, called the meeting to order at 9:21 a.m. A quorum was present and due notice had been sent to all interested parties.

**Members Present:**

Alita Bernal, Chair  
Lucille Acquaye-Baddoo  
Jacqueline Horn, PhD

**Others Present:**

Antonette Sorrick, Executive Officer  
Jeffrey Thomas, Assistant Executive Officer  
Cherise Burns, Central Services Manager  
Jason Glasspiegel, Central Services Coordinator  
Norine Marks, DCA Legal Counsel  
Sandra Monterrubio, Enforcement Program Manager  
Stephanie Cheung, Licensing Program Manager  
Kim Madsen, Executive Officer, Board of Behavioral Sciences  
Kim Kirchmeyer, Executive Director, Medical Board of California  
Charles Johnson, Board of Behavioral Sciences

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

Ms. Bernal welcomed those in attendance and read the mission statement of the Committee.

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

There were no public comments.

**Agenda Item #4: Approval of the Outreach and Education Committee Minutes:  
October 4, 2016**

35 Dr. Horn requested page 3, line 103 change "are consistent" to "is consistent"; Page 4 lines  
36 138-140, change paragraph 2 under item 10 to read:

37  
38 Dr. Horn wanted to provide an update on the EPPP Part 2 exam developments. She  
39 reported that, out of all responses to the job task analysis survey in the United States  
40 and Canada, California provided 33 percent of the total responses.

41  
42 Lines 150-152 change to read:

43  
44 Dr. Horn commented that clinical psychology is talked about, but not other areas of  
45 professional psychology, and asked that other psychological specializations be  
46 added to the outreach plan.

47  
48 Ms. Bernal requested the text on page 3, first paragraph, reflect the third paragraph of page  
49 3 paragraph 3 of the *Journal*.

50  
51 It was M(Horn)S/(Acquaye-Baddoo)/C to accept the minutes as amended and direct staff to  
52 correct paragraph one of page three.

53  
54 No Public Comment received.

55  
56 Vote: 3 aye (Bernal, Horn, Acquaye-Baddoo), 0 no.

57  
58 **Agenda Item #5: Strategic Plan Update**

59  
60 Ms. Sorrick provided the Strategic Plan update. She advised that the most recent changes  
61 were highlighted in yellow. She advised that the reason for the changes was due to updates  
62 in the time line for legislative and regulatory changes.

63  
64 Dr. Horn asked about item 1.9, which is to create a Retired status for licensees and is  
65 currently only listed in statute. Ms. Sorrick confirmed this and advised that regulations will  
66 have to be promulgated to begin issuing a Retired status license. Dr. Horn asked if we will  
67 be working on this item this year. Ms. Sorrick advised the Committee that the Board would  
68 pursue the regulatory change in 2018.

69  
70 **Agenda Item #6: Communications Plan Update**

71  
72 Ms. Sorrick provided the communications plan update. There were no updates to the plan.

73  
74 **Agenda Item #7: Board's Use of Social Media - Update**

75  
76 Ms. Burns provided the current social media statistics and advised the Committee that the  
77 YouTube videos are still down pending regulatory changes.

78  
79 **Agenda Item #8: Website Update**

80  
81 Ms. Burns provided the top five Board web pages viewed, and changes over time. She  
82 advised that these are tracked as a snapshot in time, and that this would lead into the  
83 conversation for agenda item 8b.

84

85 Ms. Marks asked if we could add a survey for customer satisfaction. Ms. Harms advised  
86 that she believed OIS could add that function through survey monkey. Ms. Burns confirmed  
87 that we will be reviewing our website with stakeholders next year.  
88

89 Dr. Horn commented that it is not helpful to see the statistics of how many views the  
90 home page receives because everyone has to go to the home page before  
91 accessing any other page. Ms. Harms advised that it might be helpful to try and track  
92 "unique users" that view the home page. Ms. Bernal asked Ms. Harms what other  
93 boards do for website data.  
94

95 Mr. Johnson from The Board of Behavioral Sciences (BBS) advised that they pull the  
96 same statistics quarterly as we presented from Google Analytics. Similar to what the  
97 Board does, they create a pdf and quarterly reports. He thought that Google  
98 Analytics could pull unique views and MAC addresses. Also, the BBS reports on how  
99 someone gets to their website. The top way people find their address is by searching  
100 for BBS on Google.  
101

102 Ms. Bernal asked the information would be reported to the Committee at its  
103 meeting in a monthly format and to the Board in a Quarterly format.  
104

105 Ms. Acquaye-Baddoo agreed with the idea of staff collecting the data in a new way.  
106

#### 107 **8a. Update on Focus Group on User-Friendliness of Board Website**

108

109 Ms. Burns provided an update on the focus group. She confirmed that the focus  
110 group will be held in 2018.  
111

#### 112 **8b. Board Meeting Statistics – How Should the Committee Report to the Full** 113 **Board?** 114

115 Ms. Burns asked what should staff be tracking for the Board regarding website and  
116 social media data. She advised that she is aware that Ms. Jones previously asked to  
117 see how often the public is accessing our newsletters.  
118

119 Ms. Sorrick asked if the Committee would consider tracking how successfully we are  
120 communicating with our stakeholders, by tracking both the top 5 visited pages and  
121 whatever else we want to track on the user end. Ms. Sorrick recommended that we  
122 include what was new in the last quarter - agendas, advisories, newsletters, etc.  
123

124 Ms. Harms advised that a successful social media post often relies on a call to  
125 action, such as a heading like, "Check this out" or "Don't miss out".  
126

127 Mr. Johnson advised that he uses the same catchy phrases like, "Don't miss out" or  
128 other similar type phrases.  
129

130 Dr. Horn posited that we should think about this in a marketing way - not just  
131 providing information, but how do we get people's attention in a professional way?  
132

133 Ms. Harms advised that it is good to ask stakeholders how they want to hear from us  
134 and find out whether they prefer Facebook, Twitter, email or other social media  
135 programs.

136  
137 Ms. Acquaye-Baddoo asked if we have a page that just speaks to whatever changes  
138 are happening.

139  
140 Ms. Sorrick provided information on the Alert Box on the Board's home page.

141  
142 Ms. Acquaye-Baddoo advised maybe the Alert Box should say "Change", or "Recent  
143 Changes".

144  
145 Dr. Horn advised that the Alert Box is lost on the home page because the page is so  
146 text heavy.

147  
148 Ms. Sorrick advised that we have a focus group planned for 2018 which will help us  
149 identify what information is desired on our home page.

150  
151 **Agenda Item #9: Update on Newsletter**

152  
153 Ms. Sorrick provided an update on the newsletter. She reminded the Committee that this  
154 publication is issued quarterly and staff try to get each publication out by the last day of the  
155 season that it is published.

156  
157 Dr. Horn recommended changing how the season is reflected in the title of the newsletter so  
158 that the issue can be sent at the beginning of the season versus the end of the season.

159  
160 Ms. Harms asked how long we have been doing a newsletter. Ms. Sorrick responded that  
161 the Board had been doing a quarterly newsletter since 2014.

162  
163 Ms. Bernal liked the idea of a perspective of the new season, versus a recap of the old  
164 season.

165  
166 **Agenda Item #10: Outreach Activities Update**

167  
168 Ms. Sorrick provided the outreach activities update. She discussed outreach done at the  
169 February meetings with CPA and legislative visits, as well as Dr. Phillips' and Ms. Cheung's  
170 presentation to CPA Division II.

171  
172 Dr. Horn commented that the presentation given by Ms. Cheung and Dr. Phillips was very  
173 well received.

174  
175 Dr. Horn also advised that the Annual Meeting for The Association of State and Provincial  
176 Psychology Boards (ASPPB) is in October. She wanted Board staff to request permission  
177 for Ms. Sorrick to attend the meeting ASAP.

178  
179 Ms. Sorrick advised that she would discuss with Dr. Horn and ASPPB a topic she might be  
180 able to present, to give a better chance of being approved to attend the meeting.

181  
182 **Agenda Item #11: Update on Outreach Plan for High Schools, Community Colleges,**  
183 **and State and University System to Increase Licensing Population**

184

185 Ms. Burns provided the update. She stated that at the November Board meeting, concern  
186 was expressed that the plan not unnecessarily duplicate efforts already being done by  
187 professional associations.

188  
189 Discussion ensued regarding the best way to focus an Outreach Plan on encouraging  
190 students to complete doctoral programs and apply for licensure, without overlapping with  
191 current efforts by professional associations to encourage entry into the field.

192  
193 Ms. Acquaye-Baddoo mentioned that we should find out the kinds of questions students are  
194 asking about the profession so that we can provide information that is valuable to them as  
195 they are making decisions about their educational and career paths.

196  
197 Dr. Horn discussed the problem that, for a variety of reasons, many psychology students  
198 stop at the Master's level. She mentioned an article that highlighted data showing that  
199 psychologists are less likely than their Master's level counterparts to practice in  
200 underserved communities throughout the state, less likely to practice in socio-economically  
201 disadvantaged communities, and less likely to identify as a member of a racial minority. She  
202 also stated that the article speculated that people are not going to the doctoral level  
203 because it's more expensive, and students can stop at a Master's degree if they want to  
204 provide psychotherapy. Dr. Horn stated that she would rather see the outreach efforts focus  
205 on getting more psychologists serving in underserved areas and educating students on how  
206 the educational requirements of doctoral programs will allow them to provide more services  
207 than a master's degree.

208  
209 Ms. Burns stated that the campaign can highlight how the enhanced educational  
210 requirements for Psychologists broaden what they can offer in a professional capacity.

211  
212 Ms. Acquaye-Baddoo and Ms. Bernal both stated that the campaign should focus on  
213 enhancing the level of diversity in psychology.

214  
215 The discussion then moved on to what level of students the Board should focus its efforts  
216 on first. Dr. Horn suggested the community college and undergrad level first. Ms. Acquaye-  
217 Baddoo suggested starting with high schools.

218  
219 Ms. Burns suggested that the Board lead two campaigns. One that focuses on the reasons  
220 why people should pursue a doctorate degree and become psychologists. The other  
221 campaign would be to enhance diversity and cultural competency in the field of psychology.  
222 She believes this will be a good opportunity to partner with the California Department of  
223 Public Health and other associations.

224  
225 Ms. Acquaye-Baddoo and Dr. Horn agreed. Dr. Horn also mentioned that we can work with  
226 the Association of Black Psychologists and the National Association of Latino  
227 Psychologists. Ms. Sorrick advised the Board might also want to work with Dr. Gallardo, a  
228 former Board member, and psychologist whose professional interests are in this area.

229  
230 Dr. Horn advised that the Wright Institute has a program for their graduate students where  
231 they have contracts with the county jails, county mental health, and other agencies near the  
232 campus, where they send trainees. She is not sure if it would fit with this campaign, but  
233 suggested that it might be good for them to talk to us about their program.

234

235 Ms. Sorrick advised that staff could put this more focused goal of Outreach together with  
236 what the deliverables would be and present this to the Board in June.

237  
238 **Agenda Item #13: Outreach Activities Update Consideration of a New Two-Year**  
239 **Outreach and Education Campaign**

240  
241 It was M(Acquaye-Baddoo)/S(Horn) that our efforts would be two-fold and that the Outreach  
242 and Education campaign will be on: why pursue a doctorate degree to become a  
243 psychologist, and the two-year campaign would focus on enhancing diversity and cultural  
244 competency in the field.

245  
246 Vote: 3 aye (Bernal, Horn, Acquaye-Baddoo), 0 no

247  
248 **Agenda Item #14: DCA Brochure "Professional Therapy Never Includes Sex" –**  
249 **Update**

250  
251 Ms. Sorrick introduced the history of the publication. She advised that the content has not  
252 been looked at in some time. Staff are recommending that the Committee delegate staff to  
253 work with the staffs of the Board of Behavioral Sciences and the Medical Board to see what  
254 can be addressed and what needs changing, then work with experts from all three Boards  
255 to rework the publication.

256  
257 Ms. Madsen agreed that revising the publication is a great idea and welcomed the  
258 opportunity to bring it up-to-date.

259  
260 Ms. Kirchmeyer advised she was not involved in the initial development of the brochure, but  
261 would welcome the opportunity as well.

262  
263 Dr. Horn asked if the title of the publication could change.

264  
265 Ms. Marks advised that section 28 of the Business and Professions Code does not mandate  
266 the specific title.

267  
268 Ms. Sorrick confirmed that a motion is not needed to delegate to staff to work on the  
269 publication.

270  
271 Ms. Kirchmeyer asked about the timing of the revision.

272  
273 Ms. Sorrick advised that the anticipated timeline is the beginning of 2018 for completion of  
274 the publication.

275  
276 Ms. Marks stated that the Board may want to make a motion if it is going to expend funds.

277  
278 Ms. Harms would like her office to be involved from the beginning of the process.

279  
280 **Agenda Item #15: Recommendations for Agenda Items for Future Committee**  
281 **Meetings.**

282  
283 Ms. Bernal asked if it would be possible to make a Best Practices document for licensees  
284 regarding social media.

285

286 Ms. Sorrick advised that she will agendize "best practices for social media" for the next  
287 Outreach and Education Committee meeting.

288  
289 **Agenda Item #12: Use of Social Media Platforms for Communicating to Stakeholders**

290  
291 Ms. Sorrick introduced this topic. She advised that we have asked the Department of  
292 Consumer Affairs to help evaluate the Board's use of social media and to assist the  
293 Committee in discussing the current platforms used and possible amendments.

294  
295 Ms. Harms provided her personal background with the Department. She explained that the  
296 way the Board currently uses Facebook and Twitter is on par with the rest of the Boards at  
297 the Department of Consumer Affairs. She discussed that the issue of individuals that "troll"  
298 social media is an issue with all Board's and a downfall of using social media.

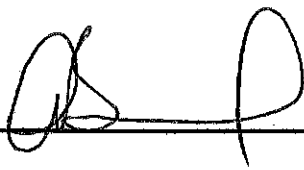
299  
300 Ms. Sorrick thanked Ms. Harms for attending and presenting. Ms. Sorrick advised that she  
301 is aware that the Medical Board frequently receives "trolling" via Twitter as well. She agreed  
302 that the Board can block or mute, but that would not stop people who are trolling social  
303 media from mentioning us on Twitter.

304  
305 Ms. Harms continued to advise that if the Board chose to pursue a LinkedIn account, the  
306 strategy would have to be much different. Ms. Sorrick expressed an interest in using  
307 LinkedIn for campaigns.

308  
309 Ms. Bernal indicated that she thought it would be best to leave our current social media  
310 platforms as they are, and during the new Outreach campaign, maybe start LinkedIn at that  
311 point. She asserted that the Board should tailor Facebook and Twitter posts to better catch  
312 the attention of the prospective reader.

313  
314 **ADJOURNMENT**

315  
316 The Committee adjourned at 12:33 p.m.

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321 

5/22/18  
Date

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