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

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

Lines 150-152 change to read:

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

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

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

No Public Comment received.

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

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

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

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

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

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

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

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

**Agenda Item #8: Website Update**

Ms. Burns provided the top five Board web pages viewed, and changes over time. She advised that these are tracked as a snapshot in time, and that this would lead into the conversation for agenda item 8b.
Ms. Marks asked if we could add a survey for customer satisfaction. Ms. Harms advised that she believed OIS could add that function through survey monkey. Ms. Burns confirmed that we will be reviewing our website with stakeholders next year.

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

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

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

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

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

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

8b. Board Meeting Statistics – How Should the Committee Report to the Full Board?

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

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

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

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

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

Ms. Harms advised that it is good to ask stakeholders how they want to hear from us and find out whether they prefer Facebook, Twitter, email or other social media programs.
Ms. Acquaye-Baddoo asked if we have a page that just speaks to whatever changes are happening.

Ms. Sorrick provided information on the Alert Box on the Board’s home page.

Ms. Acquaye-Baddoo advised maybe the Alert Box should say “Change”, or “Recent Changes”.

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

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

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

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

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

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

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

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

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

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

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

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

**Agenda Item #11: Update on Outreach Plan for High Schools, Community Colleges, and State and University System to Increase Licensing Population**
Ms. Burns provided the update. She stated that at the November Board meeting, concern was expressed that the plan not unnecessarily duplicate efforts already being done by professional associations.

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

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

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

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

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

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

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

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

Dr. Horn advised that the Wright Institute has a program for their graduate students where they have contracts with the county jails, county mental health, and other agencies near the campus, where they send trainees. She is not sure if it would fit with this campaign, but suggested that it might be good for them to talk to us about their program.
Ms. Sorrick advised that staff could put this more focused goal of Outreach together with what the deliverables would be and present this to the Board in June.

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

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

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

**Agenda Item #14: DCA Brochure “Professional Therapy Never Includes Sex” – Update**

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

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

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

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

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

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

Ms. Kirchmeyer asked about the timing of the revision.

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

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

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

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

Ms. Bernal asked if it would be possible to make a Best Practices document for licensees regarding social media.
Ms. Sorrick advised that she will agendize “best practices for social media” for the next Outreach and Education Committee meeting.

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

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

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

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

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

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

**ADJOURNMENT**

The Committee adjourned at 12:33 p.m.

Chair [Signature]

Date 5/22/18