



# STRATEGIC PLAN 2019–23

*Prepared by SOLID Planning Solutions*

# Table of Contents

- 2 Board of Psychology Board Members
- 3 Message from the Board President
- 4 About the Board
- 5 Who Does the Board Regulate?
- 6 How Does the Board Accomplish Its Mission?
- 7 2014–18 Accomplishments
- 8 Mission, Vision, and Values
- 8 Strategic Goals —
  - 8 Goal 1 Licensing
  - 9 Goal 2 Continuing Professional Development
  - 9 Goal 3 Policy and Advocacy
  - 10 Goal 4 Enforcement
  - 11 Goal 5 Outreach and Education
  - 11 Goal 6 Board Operations

## Board of Psychology

# Board Members

### Stephen C. Phillips

*J.D., Psy.D.  
President*

### Seyron Foo

*Public Member  
Vice President*

### Lucille

### Acquaye-Baddoo

*Public Member*

### Alita Bernal

*Public Member*

### Sheryll Casuga

*Psy.D.*

### Mary Harb Sheets

*Ph.D.*

### Jacqueline Horn

*Ph.D.*

### Nicole J. Jones

*Public Member*

### Lea Tate

*Psy.D.*

### Gavin Newsom

*Governor*

### Alexis Podesta

*Secretary, Business, Consumer  
Services, and Housing Agency*

### Dean R. Grafilo

*Director, Department of  
Consumer Affairs*

### Antonette Sorrick

*Executive Officer*

### Jeffrey Thomas

*Assistant Executive Officer*

## Message from the

# Board President

As president of the California Board of Psychology (board), it is my honor to introduce the *2019–23 Strategic Plan* and to express appreciation for the work and contribution of the board members and staff in developing our current *Strategic Plan*, which includes multiple areas of increased emphasis and change in the years to come.

The board will continue to primarily focus on the following areas:

- Protecting the health, safety, and welfare of consumers of psychological services.
- Advocating for the highest standards of professional psychology.
- Empowering consumers and licensees through public and professional education.

In addressing these areas, the board intends to protect and empower the consumers of psychological services while advocating for the highest standards for, and the continuing competency of, the profession. Additional areas of focus include:

- Continuing emphasis on reducing licensing times, increasing transparency about the disciplinary process to the extent legally permissible, and effecting outreach and education to licensees, stakeholders, and the public.
- Completing the process of developing, adopting, and implementing regulations on telepsychology.
- Continuing involvement in the legislative process with proactive advocacy as to issues affecting the board, the field of psychology, and consumers of psychological services.
- Completing the regulatory approval process for, and implementation of, new regulations concerning continuing professional development, retired status, and the pathways to licensure.
- Providing excellent customer service in all we do.

The board would like to thank the readers of the *Strategic Plan* for active consideration of its goals and we look forward to our continued communications over the next five years.

**Stephen C. Phillips**

*J.D., Psy.D., President  
California Board of Psychology*



# About the Board

The California Board of Psychology dates back to 1958 when the first psychologists were certified in the state. The Board of Psychology is one of 37 regulatory entities that fall under the organizational structure of the Department of Consumer Affairs.

The board consists of nine members (five licensed psychologists and four public members) who are appointed to the board for four-year terms. Each member may serve a maximum of two terms. The five licensed members and two of the public members are appointed by the governor. One public member is appointed by the Senate Rules Committee, and one public member is appointed by the speaker of the Assembly. Public members cannot be licensed by the Board of Psychology or by any other Department of Consumer Affairs healing arts board.

The board's executive officer is appointed by the board to ensure that the board functions efficiently and effectively, and serves solely in the interests of the consumers of psychological services in California.

The board is funded totally through license, application, and examination fees. The board receives absolutely no tax money from the general revenue fund of the state.

The board exists solely to serve the public by:

- Protecting the health, safety, and welfare of consumers of psychological services with integrity, honesty, and efficiency.
- Advocating the highest principles of professional psychological practice.
- Empowering the consumer through education on licensee/registrant disciplinary actions, and through providing the best available information on current trends in psychological service options.



Who Does the

## Board Regulate?

- Licensed psychologists, who may practice independently in any private or public setting.
- Psychological assistants, who must possess a qualifying master's degree and are registered to provide limited psychological services to the public under the direct supervision of the psychologist or psychiatrist to whom they are registered.
- Registered psychologists, who must possess a doctoral degree that meets licensure requirements and possess at least 1,500 hours of qualifying supervised professional experience are registered to engage in psychological activities at nonprofit community agencies that receive a minimum of 25 percent of their funding from some governmental source. Registered psychologists may not engage in psychological activities outside the approved nonprofit community agency where they are registered.

## How Does the Board

# Accomplish Its Mission?

The board accomplishes its mission by working to ensure that psychologists provide consumers appropriate and ethical psychological services and do not exploit consumers by abusing the power advantage inherent in any psychotherapeutic relationship. The board also works to ensure that:

- Those entering the profession of psychology possess minimum competency to practice psychology independently and safely. This is achieved by requiring candidates for a license to possess an appropriate doctorate degree from an approved or accredited university and by requiring the completion of a minimum of 3,000 hours of supervised professional experience. Each license applicant must also pass a national written examination and a California examination. In addition, in order to renew a license, a psychologist must complete 36 hours of approved continuing education every two years.
- The board's enforcement efforts are focused on protecting a vulnerable consumer population from exploitative, unscrupulous, and/or otherwise incompetent licensed psychologists.

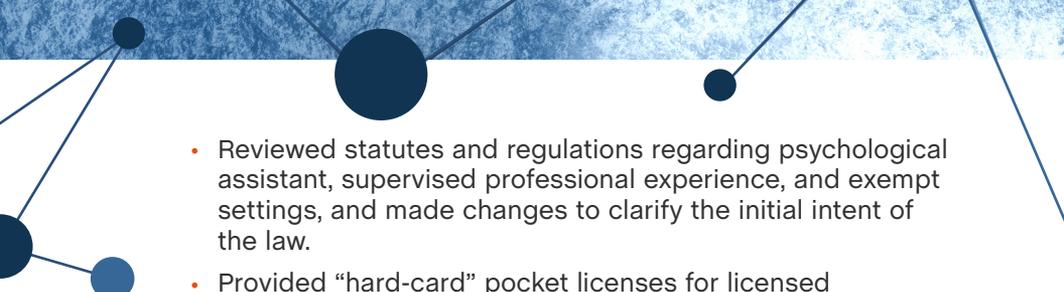
## 2014–18 Strategic Plan

# Accomplishments

The board accomplished the following strategic objectives since the adoption of the 2014–18 *Strategic Plan*:

### Licensing

- Performed a process analysis to ensure the board was using and asking for resources necessary to reduce license processing times.
- Submitted a budget change proposal to establish a full-time licensing manager position.
- Provided customer service training to licensing staff to enhance service to stakeholders.

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- Reviewed statutes and regulations regarding psychological assistant, supervised professional experience, and exempt settings, and made changes to clarify the initial intent of the law.
  - Provided “hard-card” pocket licenses for licensed psychologists and registered psychological assistants.
  - Created the statutory authority for a “retired” status for licensed psychologists.

## **Continuing Education**

- Created the statutory authority and initiated the promulgation of continuing education/continuing professional development (CE/CPD) regulations.

## **Policy and Advocacy**

- Created a greater presence in the legislative arena to more proactively address issues affecting the board and the practice of psychology.
- Initiated the promulgation of telepsychology regulations.

## **Enforcement**

- Educated consumers and licensees about enforcement processes and outcomes.
- Modified the board's website to include dedicated information and resources on license probation and to include probationer forms.
- Established standardized training and educational resources for expert reviewers to improve effectiveness and consistency.

## **Outreach**

- Developed and implemented a communications plan—identifying stakeholders, messages to communicate, and communication methods.

## **Organizational Effectiveness**

- Provided professional development for staff to facilitate opportunities for advancement and professional growth.
- Improved board member understanding of staff activities between meetings by implementing a monthly executive officer report.



# Strategic Goals

## Goal 1: Licensing

The board establishes pathways to obtain and maintain a license to provide psychological services in California.

- 1.1 Implement electronic submission of application and renewal processes to reduce paper and administrative costs.
- 1.2 Examine reliability and accuracy of license application and renewal data to reduce unnecessary and duplicative requests to licensees.
- 1.3 Implement the “Pathways to Licensure” as approved by the board to reduce barriers to licensure, eliminate confusion, and streamline the process.

**1.4** Create an online system to check application progress for applicants to easily check their application or renewal status.

**1.5** Establish and implement a plan to improve responsiveness to address stakeholder concerns.

**1.6** Implement retired status regulations and ensure board staff and licensees are educated about the new requirements to provide licensees an additional option.

## **Goal 2: Continuing Professional Development**

The board ensures that licensees maintain competency to practice psychology in California.

**2.1** Implement licensed board member continuing professional development (CPD) audits each license renewal cycle for transparency.

**2.2** Create a media presentation for Continuing Education (CE)/CPD process to improve clarity, reduce confusion, and increase stakeholder satisfaction.

**2.3** Create a web page that links to the American Psychological Association, California Psychological Association, Accreditation Council for Continuing Medical Education, Association of Black Psychologists, and their approved providers to assist licensees in selecting available CE courses.

**2.4** Implement CPD regulations and ensure board staff and licensees are educated about the new requirements to broaden licensees' opportunities to maintain professional competence.

## **Goal 3: Policy and Advocacy**

The board advocates for statutes and develops regulations that provide for the protection of consumer health and safety.

**3.1** Conduct landscape analysis of potential partners for legislative advocacy to implement the board's mission and meet its goals.

**3.2** Increase the effectiveness of communication regarding the board's legislative efforts to help stakeholders understand the policy priorities of the board.

**3.3** Implement telepsychology regulations and ensure board staff and licensees are educated about the new regulations to allow licensees to incorporate technology into their practices.



## **Goal 4: Enforcement**

The board investigates complaints and enforces the laws governing the practice of psychology in California.

**4.1** Develop and implement an effective communication process from open to close of a case to better inform complainants and respondents.

**4.2** Educate licensees and consumers about the enforcement process to clarify for stakeholders the roles and responsibilities in the decision-making process.

**4.3** Support DCA's efforts to recruit and maintain investigative staff and resources to reduce investigative time frames.

**4.4** Complete review of the board's existing and proposed enforcement statutes and regulations for clarity, cohesiveness, and effectiveness.

**4.5** Evaluate internal policies and procedures related to evolving enforcement issues, such as child custody evaluations, to ensure a fair and equitable process.

**4.6** Increase pool of qualified enforcement subject matter experts to ensure effective and fair enforcement proceedings.



## Goal 5: Outreach and Education

The board engages, informs, and educates consumers, licensees, students, and other stakeholders about the practice of psychology and the laws that govern it.

**5.1** Expand current communication plan and collaborate with entities that work with consumers to increase community outreach.

**5.2** Update instructional videos regarding licensing application to better inform stakeholders.

**5.3** Increase board engagement with schools, training programs, public events, and relevant professional organizations to raise awareness of the board's activities.

**5.4** Analyze resources allocated to outreach and education to maximize outreach and education efforts.

**5.5** Improve communication of the board's activities to an interested parties list to expand understanding of the board's actions.

**5.6** Review, update, and create informational publications to foster effective communication and reduce stakeholder confusion.

**5.7** Develop campaign(s) to communicate what the board is and what it does to promote a better understanding to specific stakeholders of the purpose, activities, and processes of the board.

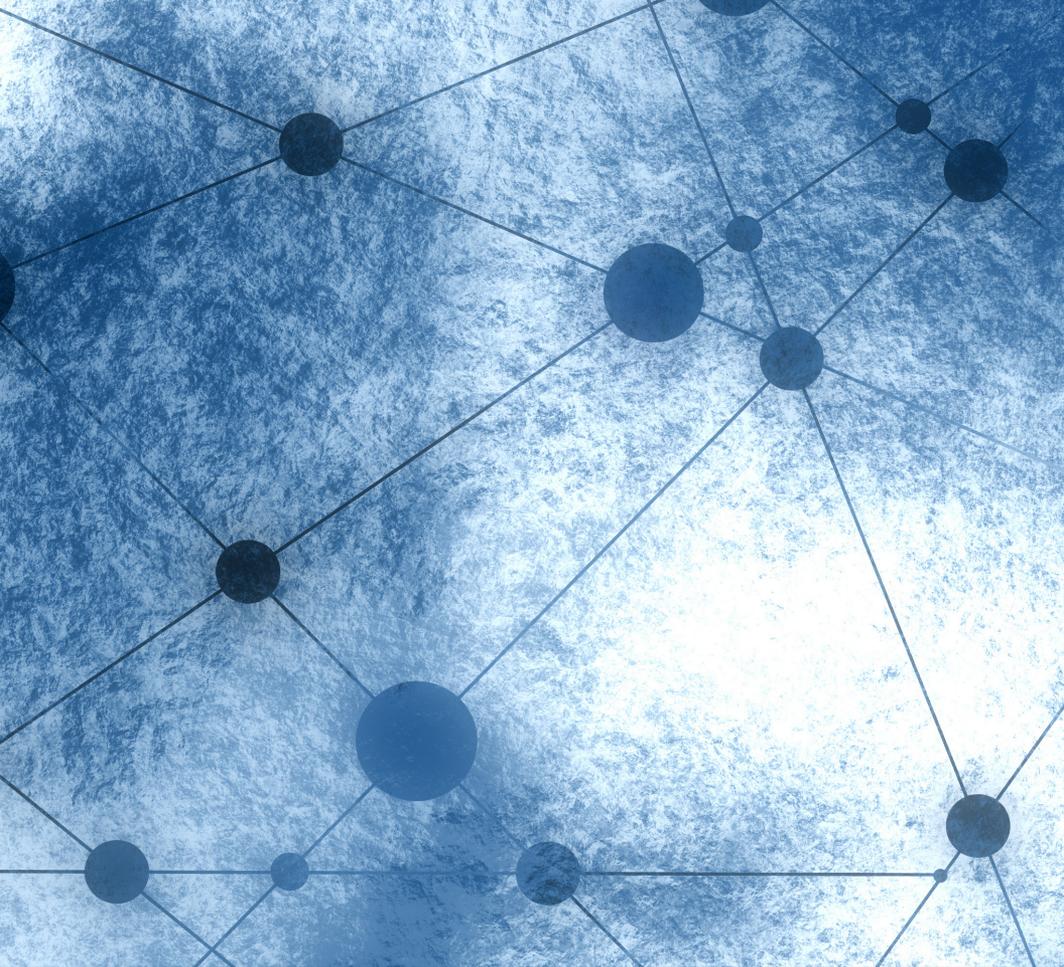
## Goal 6: Board Operations

Board members and staff work together to maintain the resources necessary to implement the board's mission and meet its goals.

**6.1** Strengthen internal culture of customer service to respond to consumers, applicants, and licensees of the board.

**6.2** Collaborate with DCA to review internal processes and implement recommended improvements to better serve the stakeholders of the board.

**6.3** Advance transition to reduce the use of paper documents to promote environmental friendliness and reduce costs over time.



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