

CALIFORNIA BOARD OF BEHAVIORAL SCIENCES – STRATEGIC PLAN UPDATE AUGUST 2020

LICENSING GOAL: *Establish licensing standards to protect consumers and allow reasonable and timely access to the profession.*

		DUE DATE	STATUS
1.1	Identify and implement enhanced communication during the application process to respond to stakeholder concerns regarding communication between applicants and the Board.	July 2021	January 2020: Implemented use of social media to communicate application processing times and new examination vendor. April 2020: Initiated Facebook Live events. July 2020 FaceBook Live events continue
1.2	Improve and expand the Board’s virtual online BreEZe functionality to provide applicants with the precise status of their applications and license.	July 2020	
1.3	Research and explore a comprehensive online application process to improve efficiency.	January 2021	March 2018: Request submitted to revise BreEZe to allow L/E exam and Initial Licensure Applications submitted online. March 2019: Online submission for Law and Ethics exam and request for certification of licensure available. April 2020: E-Transcript program initiated to all schools to submit transcripts and program certificates. July 2020 – Exploring options to address signatures on required forms/applications for online submission.
1.4	Evaluate and revise current laws and regulations relating to licensure portability to increase consumer access to mental health care.	January 2021 (COMPLETED)	August 2018: License Portability Committee recommendations and draft regulations will be considered during the August 2018 Policy and Advocacy meeting.

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			<p>September 2018: Board members approve recommendations</p> <p>January 2019: Author for bill obtained</p> <p>March 2019: In the Senate Appropriation committee</p> <p>September 2019: Governor signs bill SB 679.</p>
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EXAMINATION GOAL:

2.1	Improve the efficiency and reduce processing times to streamline the online exam application.	January 2021	<p>February 2019: Submission of Law and Ethics application via online available March 2019</p> <p>July 2020 Board initiated process to implement online submission of re-examination applications.</p>
2.2	Explore methods to improve the candidate’s exam experience to address concerns relating to the quality and customer service.	July 2019 (COMPLETED)	<p>August 2018: Board management initiates process to procure a vendor to administer Board developed examinations.</p> <p>February 2019: Contract submitted to DCA</p> <p>November 2019: New vendor to begin January 2, 2020</p> <p>Completed January 2020</p>
2.3	Improve the Board’s examination study materials to increase access to exam preparation.	July 2019	<p>October 2018: Board management met with OPES to discuss options to assist candidates in examination preparation.</p> <p>November 2019: Candidate handbook will be updated.</p>

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2.4	Evaluate the Association of Marriage and Family Therapy Regulatory Board’s (AMFTRB) national examination to determine if appropriate for use in California.	July 2020	<p>September 2018: Executive Officer attended presentation regarding national exam at the AMFTRB annual meeting.</p> <p>October 2018: OPES indicates evaluation will occur upon completion of Board’s OA for LMFTs.</p> <p>September 2019: EO attends presentation regarding national exam at the AMFTRB annual meeting.</p>
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ENFORCEMENT GOAL: *Protect the health and safety of consumers through the enforcement of laws.*

		DUE DATE	STATUS
3.1	Explore the feasibility of additional staff resources to address the increase in number of licensees placed on probation.	July 2020 (Completed)	<p>June 2018 – Restructured the Enforcement Program to establish a manager position to provide oversight of the Probation and Discipline Unit.</p> <p>July 2018 – Request for 1 full time and 1 half time position to monitor probationers was approved. Initiated recruitment for manager. Initiated recruitment for probation monitor positions.</p> <p>August 2018 – Manager hired.</p> <p>July 2019 New staff member hired. Unit is fully staffed. Completed</p>

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3.2	Educate registrant and licensees about general legal requirements and consequences to practitioners who fail to adhere to these legal requirements.	July 2019 (ongoing)	April 2018- CALPCC Annual Meeting Unprofessional Conduct Presentation May 2019 CALPCC Annual Meeting Unprofessional Conduct Presentation
3.3	Educate the Deputy Attorney Generals and Administrative Law Judges regarding the disease of addiction and substance abuse to increase their awareness during the discipline process.	July 2021	
3.4	Establish uniform standards and templates for reports and evaluations submitted to the Board related to disciplinary matters.	July 2020	April 2018, June 2018, October 2018 – Board staff attends Substance Abuse Coordination Committee to discussion possible revisions to Uniform Standard #4. June 2020 – Developed form that summarizes petitioner’s psychological evaluation and compliance with probation.

LEGISLATION AND REGULATION GOAL: *Ensure that statutes, regulations, policies, and procedures strengthen and support the Board’s mandate and mission.*

		DUE DATE	STATUS
4.1	Pursue legislation to implement the recommendations of the License Portability Committee to improve license portability.	January 2020 (Completed)	August 2018 – Recommendations presented at August 24, 2018 Policy and Advocacy Committee meeting. September 2018 -Board approves language – directs staff to initiate legislation process. January 2019 - Author for bill obtained March 2019 – In the Senate Appropriation committee September 2019 Governor signs bill Completed

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4.2	Reorganize the statutes and regulations specific to each Board license type to improve understanding of application statutes and regulations.	January 2021	December 2019 – Management Team and staff met to discuss viable options to improve organization of law book.
4.3	Continue to review statutory parameters for exempt settings and modify, if necessary, to ensure adequate public protection.	January 2021	<p>August 2018- Final meeting of the Exempt Setting Committee scheduled for September 12, 2018.</p> <p>October 2018 P&A members recommend approving proposed setting definitions to full board.</p> <p>February 2019 P&A Committee refer definitions back to Exempt Committee for additional revisions.</p> <p>April 2019 Set meeting date for June 7, 2019 to discussion definitions.</p> <p>November 2019 Board considers proposed language for 2020 legislation</p> <p>February 2020 AB 2363 introduced</p> <p>April 2020: Bill withdrawn due COVID-19</p>
4.4	Explore the feasibility of improving the law and ethics renewal requirements to inform licensees about updates in relevant laws.	July 2021 (ongoing)	<p>July 2018 – Board’s Continuing Education Analyst attends all major outreach events to educate licensees regarding continuing education requirements.</p> <p>October 2018 & 2019 CE Presentation to LEPs at CASP Conference</p>
4.5	Review and update existing telehealth regulations to improve consumer protection and access to services.	January 2020	<p>May 2018-Board established a Telehealth Committee to begin work after January 1, 2019.</p> <p>October 2019 AEO and Legislative Analyst attend meeting California Telehealth Policy Coalition Briefing</p>

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			August 2020 – Members of the Telehealth Committee announced.
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ORGANIZATIONAL EFFECTIVENESS:

Build an excellent organization through proper Board governance, effective leadership, and responsible management.

		DUE DATE	STATUS
5.1	Implement a strategic succession plan of Board staff to ensure continued success of the Board’s operations.	January 2020	October 2018 – Probation unit updates procedure manuals. January 2020 All units directed to update procedure manuals
5.2	Support DCA efforts to contract with independent organizations to perform occupational analyses and salary surveys of management-level positions equivalent to the Executive Officer and Bureau Chief classifications to enhance the Board’s ability to attract and retain competitive applicants.	July 2020 (Completed)	Spring 2018 – Board management contacts DCA Executive Management offering assistance with the EO survey and process. July 2018 DCA reports requests for bid to conduct EO survey near completion. October 2018 DCA reports some EO’s participated in phone interviews with contractor. Contractor will develop survey for all EO’s to complete. ETA for report early 2019. March 2019 DCA reports study concluded and will share study information with EO’s and Boards at a later date. Report released
5.3	Explore the feasibility of hiring in-house counsel to ensure consistency in the application of law.	July 2021	Winter and Spring 2018 – Board management initiates review of existing laws that allow Board’s to hire in-house counsel.

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			Board management engaged in discussions to seek similar hiring authority. August 2018 - Proposed language to provide the Board with the hiring authority is removed from bill.
5.4	Explore the feasibility of hiring a media and internet technology specialist to increase consistency in messaging to stakeholders.	July 2021	January – March 2019 AEO and EO meet with DCA PIO Officer to establish schedule for consistent messaging in Social Media. May 2019 Initiated use of an APP to load messages for distribution on Social Media.
5.5	Improve customer service with stakeholders to expand (or support) effective communication and accessibility to the Board.	July 2019	Spring 2018 – Implemented revised phone system. January and March 2019 - Began working with department to develop and implement instructional videos and social media campaign that will increase engagement of registrants and licensees. December 2019 Contacted DCA Central Communication Team to explore the possibility of using CIC Team’s phone answering service March 2020: CIC begins answering Board calls

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OUTREACH AND EDUCATION GOAL: *Engage stakeholders through continuous communication about the practice and regulation of the professions, and mental health.*

		DUE DATE	STATUS
6.1	Explore modalities of communication to expand and increase outreach.	January 2020	<p>January and March 2019 Meeting with assigned PIO officer to discuss strategies to enhance social media presence.</p> <p>May 2019 Initiated use of an APP to load messages for distribution on Social Media.</p> <p>November – December 2019 – Actively using social media to communicate important reminders and messages on a scheduled basis.</p> <p>April – May 2020: Video conference presentations to social work students.</p> <p>June 2020 Two video presentations to USC Social Work students and CSCSW members.</p> <p>June – Created video message “Who Is the BBS?”</p>
6.2	Advocate to increase Board presence at national professional association meetings to enhance awareness of national trends and best practices.	July 2021	<p>May 2018 – Received approval for Board EO to attend ASWB Spring Education Conference in Halifax, Nova Scotia to present draft license portability plan.</p> <p>July 2018- Received approval for Board EO to attend NBCC, AMFTRB, and ASWB national meetings in Fall 2018.</p> <p>July 2019 EO and Board Members approved to attend NBCC and ASWB national meetings. EO to attend AMFTRB meeting.</p> <p>November 2019 Board EO elected to ASWB Board of Directors</p>

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			<p>February 2020 Board EO participates in AASCB Regulatory Committee meeting to discuss license portability.</p> <p>June – July 2020 EO and AEO attend virtual meeting sponsored by AASCB.</p>
6.3	Develop an outreach program to educate the public about the benefits of mental health to reduce barriers and destigmatize mental health care.	July 2020	<p>January and March 2019-Initiated a plan with assigned PIO to develop an instructional video to explain more about our licensees and what they do.</p> <p>October 2019 AEO and EO attend workshop related to suicide prevention.</p>
6.4	Explore opportunities to coordinate with stakeholders to increase diversity of mental health practitioners to better serve California’s diverse population.	July 2021	<p>October 2018- Board staff participates in meeting with various stakeholders to discuss implementation of AB 2105.</p> <p>November 2019 OSHP Workforce and Development presentation.</p>
6.5	Improve outreach activities to educational institutions, students, and applicants to educate incoming registrants of application requirements for licensure.	January 2021	<p>August 2018 – Board management initiates discussions with SOLID to discuss developing video tutorials for Board website.</p> <p>January and March 2019-Initiated a plan with PIO to develop an instructional video to guide associates through the registrant process.</p> <p>February 2020 - LMFT unit staff attend CAMFT and MFT Consortium Event for students.</p> <p>June 2020 Two video presentations to USC Social Work students and CSCSW members regarding the application process.</p>

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