



Attached for your review is the draft version of the 2022-2026 BBS Strategic Plan.

**Recommendation**

Review and discuss the 2022-2026 BBS Strategic Plan draft. If the Strategic Plan is acceptable to the Board Members, the Board Members should vote to adopt the Strategic Plan and direct Board staff to initiate the steps to finalize the document for publication.



# 2022 - 2026 Strategic Plan

Adopted:  
SOLID PLANNING



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## Members of the Board

Massimiliano “Max” Disposti, Public Member - Chair  
Christina Wong, LCSW Member - Vice Chair  
Crystal Anthony, LCSW Member  
Deborah Brown, Public Member  
Ross Erlich, Public Member  
Susan Friedman, Public Member  
Diana Herweck, LPCC Member  
Christopher C. Jones, LEP Member  
Justin Huft, LMFT Member  
Kelly Ranasinghe, Public Member  
John Sovec, LMFT Member  
Wendy Strack, Public Member  
Yvette Casares Willis, Public Member

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Gavin Newsom, Governor

Lourdes M. Castro Ramírez, Secretary, Business, Consumer Services and Housing Agency

Kimberly Kirchmeyer, Director, Department of Consumer Affairs

Steve Sodergren, Executive Officer, Board of Behavioral Sciences

## Message from the Board President

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## About the Board

### **A Pioneering Beginning**

In 1945, California became the first state to register social workers with the formation of the Board of Social Work Examiners. Jump ahead 18 years, to 1963, and this young regulatory agency received a new responsibility: administration of the Marriage, Family, and Child Counselor Act (later renamed the Social Worker and Marriage Counselor Act). New responsibilities meant a new name too. Appropriately, the Board was renamed the Social Worker and Marriage Counselor Qualification Board.

The 1960s proved to be a busy decade with the establishment of the Licensed Clinical Social Worker Program in 1967. Then in 1970, a licensing program for Educational Psychologists was added to the Board, inspiring a new name: the Board of Behavioral Science Examiners.

### **Continuing Change**

The Board took its current name, the Board of Behavioral Sciences, on January 1, 1997. This name better represents the true mission and duties of the Board.

Effective July 1, 1999, the then Marriage, Family, and Child Counselor profession underwent a name change. All references in statute or regulation to "licensed marriage, family, and child counselor" or "marriage, family, and child counselor" were changed to "licensed marriage and family therapist" or "marriage and family therapist." The Board discontinued regulating MFT and LCSW corporations on January 1, 2000. However, the corporations are still required to file their articles with the California Secretary of State.

### **The Board Forges Ahead...**

Focusing on its mission, The Board of Behavioral Sciences looks to continue its commitment to protect the consumers of California through effective enforcement, ensure credibility and high professional standards through examinations and licensing requirements, and provide excellent customer service to all its constituents.

### **The BBS Way**

- **Be a person of Integrity**
- **Be Professional and Dedicated**
- **Serve with Excellence**

## Mission, Vision, and Values

### Our Mission

Protect and serve Californians by setting, communicating, and enforcing standards for safe and competent mental health practices.

### Our Vision

All Californians are able to access the highest quality mental health services.

### Our Values

- Accountability
- Customer Service
- Integrity
- Quality
- Respect

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## Goal 1: Licensing

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

- 1.1 Streamline application process with online submission to decrease processing times.
- 1.2 Collaborate with the Department of Consumer Affairs' Organizational Improvement Office to review the application process and implement improvements to reduce processing times.
- 1.3 Partner with other agencies and stakeholder groups to reduce barriers to licensure and foster the development of a diverse and culturally responsive mental health workforce.
- 1.4 Increase communication to applicants and licensees to reduce common application or licensing maintenance errors.
- 1.5 Develop video presentations to increase understanding of the licensing process and the pathways to licensure.

## Goal 2: Examination

*Administer fair, valid, comprehensive, and relevant licensing examinations.*

2.1 Identify and implement strategies to increase diversity of Subject Matter Experts to ensure that examinations are culturally responsive and address diverse populations.

2.2 Improve examination process to ensure timely and equitable access to licensure.

2.3 Review, report, and determine feasibility of adopting the use of the Association of Marital and Family Therapists Regulatory Boards (AMFTRB) national exam for the Licensed Marriage and Family Therapist (LMFT) Clinical exam.

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## Goal 3: Enforcement

*Protect the health and safety of consumers through the enforcement of laws.*

- 3.1 Develop and implement an effective communication process from open to close of a case to ensure applicants, complainants, and respondents are better informed about the status of their case.
- 3.2 Educate licensees, associates, and consumers about the enforcement process to increase awareness of the Board's enforcement role and responsibilities.
- 3.3 Complete review and make recommendations on the Board's existing enforcement statutes and regulations for clarity, cohesiveness, and equity.
- 3.4 Evaluate and establish internal policies and procedures related to enforcement issues to ensure an equitable process that reflects rehabilitation versus punitive measures for the purpose of consumer protection.
- 3.5 Create diversity in the pool of qualified enforcement Subject Matter Experts to ensure equitable enforcement proceedings.

## Goal 4: Legislation & Regulation

*Ensure the statutes, regulations, policies, and procedures strengthen the Board's mandates and mission.*

- 4.1 Implement statutes and regulations that comprehensively address telehealth and educate stakeholders, licensees, and consumers about telehealth.
- 4.2 Review current licensing requirements regarding registration, exam, and supervised experience timeframes and make recommendation for possible amendments to current statutes and regulations.
- 4.3 Review and update statutes and regulations related to additional coursework requirements for associates and the Continuing Education Unit requirements for licensees.
- 4.4 Modernize and clarify statutes and regulations related to advertising to ensure they keep up with current advertisement practices.

## Goal 5: Organizational Effectiveness

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

- 5.1 Review current organizational structure to ensure efficient operations and to foster upward career mobility among staff.
- 5.2 Collaborate with the Department of Consumer Affairs Organizational Improvement Office to review internal processes and implement improvements to better serve the stakeholders and the Board.
- 5.3 Advance transition to reduce the use of paper documents to promote environmental friendliness, reduce costs, and reduce processing times.
- 5.4 Formalize a communication plan that will ensure quicker responses to emerging concerns from stakeholders.

## Goal 6: Outreach & Education

*Engage stakeholders through continuous communication about the practice and regulation of the professions, and mental health care.*

- 6.1 Create a more robust consumer and licensing education program through videos, social media campaigns, and electronic publications to ensure understanding of new changes in laws and regulations.
- 6.2 Collaborate with entities that work with consumers to increase equitable and inclusive outreach to diverse populations.
- 6.3 Increase Board engagement with schools, training programs, public events, and relevant professional organizations to raise awareness of the Board's role and activities.
- 6.4 Identify and implement strategies to gain increased participation in Board meetings from a wider group of stakeholders.

## Strategic Planning Process

To understand the environment in which the Board operates and to identify factors that could impact the Board's success, the California Department of Consumer Affairs' SOLID Planning unit (SOLID) conducted an environmental scan of the internal and external environments by collecting information through the following methods:

- Interviews were conducted with all thirteen board members, the executive officer, and six members of board management during the month of April 2021, to assess the challenges and opportunities the Board is currently facing or will face in the upcoming years.
- Online surveys were sent to external stakeholders and board staff on March 30, 2021 and closing on April 23, 2021. In the survey, external stakeholders and board staff provided anonymous input regarding the challenges and opportunities the Board is currently facing or will face in the upcoming years. A total of eleven staff and one thousand nine hundred and seventy-six external stakeholders participated in the survey.

The most significant themes and trends identified from the environmental scan were discussed by the board members and the executive officer during two strategic planning sessions facilitated by SOLID Planning on September 9<sup>th</sup>, 2021 and October 4<sup>th</sup>, 2021. This information guided the Board in the review of its mission, vision, and values while directing the strategic goals and objectives outlined in its new strategic plan.