



Board of Behavioral Sciences

# Memo

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**To:** Board Members

**Date:** November 8, 2023

**From:** Steve Sodergren  
Executive Officer

**Subject:** Education & Outreach Report

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## **SOCIAL MEDIA ENGAGEMENT**

The Board continues to use social media to communicate with licensees, applicants, and consumers. The Board has noticed some decreases in Facebook and Instagram reaches. The decreases are likely a result of the cyclical nature of the volume of workload. As a result of the graduation season, new applicants have submitted their applications and are now monitoring social media for processing time updates.

The Board's Facebook page reach was down 27.6% and the Instagram page reach was down 10.5% since the last report. However, the Board's Facebook and Instagram Page and Profile visits have increased dramatically, 101.4% and 69.6% respectively. Both the Board's Facebook and Instagram pages have steadily increased followers.

### **Twitter (X) Reporting Changes**

Since Twitter has changed to X, the analytics provided by the social media platform are limited. Board staff continue to monitor and evaluate its use of Twitter or X account and consider how to better use the platform or whether to continue using this platform.

## **CONSUMER INFORMATION CALL CENTER VOLUMES**

Month	Calls Offered	Calls Handled	Avg Wait	Max Wait
July	1,060	1,036	0:58	11:07
August	1,389	1,347	1:10	30:39
September	1,352	1,301	1:17	15:48

## **BBS E-MAIL ACCOUNTS VOLUMES**

1 <sup>st</sup> Quarter	2 <sup>nd</sup> Quarter	3 <sup>rd</sup> Quarter	4 <sup>th</sup> Quarter
24,640			

## **PATHWAY TO LICENSURE VIDEOS**

Board staff continue to collaborate with DCA's Office of Public Affairs to create these videos.

<b>TITLE</b>	<b>STATUS</b>
<b>Pathway to Licensure</b>	Post-production
<b>Pathway to Licensure LEP</b>	Pre-production
<b>LMFT Degree Requirements</b>	Post-production
<b>LCSW Degree Requirements</b>	Post-production
<b>LPCC Degree Requirements</b>	Post-production
<b>CA Law &amp; Ethics Examination</b>	Post-production
<b>Tips for Registrants</b>	Post-production
<b>Supervision Overview</b>	Post-production
<b>90-Day Rule Overview</b>	Post-production
<b>Applicant Conviction Reporting</b>	Production

## **OUTREACH EVENTS 4<sup>th</sup> QUARTER FY 22/23**

<b>DATE</b>	<b>EVENT</b>
July 7, 2023	3,000 Club (Redding Chapter)
July 14, 2023	CALPCC Educator's Forum
July 19, 2023	MFT Consortium Orange County
July 19, 2023	NASW Lunch with the BBS
August 25, 2023	MFT Consortium Sacramento
August 28, 2023	KP School of Allied Sciences (MFT Program)
September 1, 2023	MFT Central Coast Consortium
September 8, 2023	MFT Consortium Greater LA
September 14, 2023	MFT Consortium Inland Empire
September 12, 2023	USF Sacramento
September 20, 2023	MFT Consortium Orange County