



Board of Behavioral Sciences

Memo

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To: Board Members

Date: November 10, 2025

From: Steve Sodergren
Executive Officer

Subject: Outreach and Education Committee Update

The Outreach and Education Committee (Committee) held its most recent meeting on September 12, 2025. The following items were discussed:

Goals of the Committee

The Committee reviewed its charge to enhance educational resources, expand outreach to diverse populations, strengthen engagement with schools and training programs, and encourage greater stakeholder participation. Members agreed to develop more measurable objectives, such as reaching high school and undergraduate students, improving accessibility and in-person engagement, and focusing efforts on underserved communities.

Staff proposed that the Committee focus in 2026 on expanding live outreach events, supporting other agencies' efforts to promote mental health careers, improving website accessibility, strengthening partnerships with educational institutions, and increasing public awareness of consumer rights.

Artificial Intelligence Listening Sessions

Staff proposed holding the Board's first AI listening session in November 2025 to gather input on how artificial intelligence is used in mental health practice. The event would include representatives from CAMFT, NASW-CA, CALPCC, and CASP. The discussion will focus on current uses of AI, potential benefits and risks, ethical considerations, and whether Board guidance may be needed.

Social Media Outreach

Staff provided an update on the "Facebook Fridays" initiative, which previously featured live sessions on licensure and application topics. The events were well-received but paused due to staffing limitations. Staff are exploring ways to relaunch interactive online events using more reliable and accessible platforms.

Website Redesign

The Board is working with the Department of Consumer Affairs' Office of Information Services (OIS) to improve website navigation and accessibility. Planned updates include reorganizing tabs for clearer content placement and adding new features such as "Popular Links" and "Quick Hits" for frequently accessed information. Implementation will continue in coordination with OIS.

Outreach Events

As of August 27, 2025, staff have participated in 37 outreach events, including presentations to schools, county agencies, and professional associations on supervision and licensure. The Board also collaborated with NASW-CA through "Lunch n' Learn" sessions, joined NASW-CA Lobby Days, and continued participating in statewide MFT consortium meetings.

In May 2025, a graduation-season YouTube video was released to guide students through licensure requirements and Board initiatives. Staff plan to release similar content annually and are developing a survey with the DCA SOLID unit to evaluate outreach effectiveness.

The next Outreach and Education Committee meeting will be held on January 8, 2026.