



Board of Behavioral Sciences

Memo

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To: Board Members

Date: November 12, 2025

From: Steve Sodergren
Executive Officer

Subject: Board Strategic Planning Update

In September 2025, SOLID facilitated the second pre-strategic planning session with Board management to brainstorm ideas for the BBS 2026 Strategic Plan. The information generated from these sessions, together with the environmental scan report, will be used to inform and facilitate the Board's strategic planning session that is planned for the beginning of 2026.

The update on the current 2022-2026 Board strategic plan is attached. (Attachment A)

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STRATEGIC PLAN UPDATE

NOVEMBER 2025

Goal 1: Licensing

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

Objective 1.1: Streamline application process with online submission to decrease processing times.

Success Measure: Processing times have decreased from Q1 2022

Number	Major Activity	Completion Date
	START DATE	Q1 2022
1.1.1	Electronic Form Submittal Staff is in discussion with the Department of Consumer's Office of Information Services (OIS) and outside vendors to identify alternate solution for submitting transcripts and supervision forms.	Ongoing
1.1.1.1	Staff submitted a project request to DCA's Office of Information Services (OIS) to research possible modifications to the Breeze system that will allow applicants to submit supervision forms through Breeze.	April 2023
1.1.1.2	Staff met with the OIS to discuss system requirements and possible solutions	April 2025
1.1.2	Breeze Reconfiguration-Board License Types (WA 165) Staff continues to work with the Breeze team to implement Work Authorization 165 that will make changes the Breeze system that will allow the Board to enhance its efficiencies	Ongoing
1.1.3.1	Staff began collaborating with DCA's BreEZe team to design the online transaction.	July 2023
1.1.3.2	Staff met with the BreEZe design team to discuss the profile reports and application details.	April 2024
1.1.3.3	Online transaction configuration has been completed.	July 2024
1.1.3.4	Data conversion and system review began	February 2025
1.1.3.5	Data conversion and system review continues. Focus is on implementing the AMFT online applications.	November 2025
1.1.3.6	AMFT registration applications online	Planned
1.1.3.7	ASW and APCC registration applications online	Planned

1.1.4	Breeze Subsequent Registration Application Establish online registrant applications.	Ongoing
1.1.5	Breeze Licensure Application Establish online licensing applications	Planned
1.1.6	Breeze Application Deficiencies Update Breeze to allow for applicants to view their application deficiencies through their Breeze account.	Ongoing
1.1.6.1	Staff began reviewing and modifying the current BreeZe deficiency phrases for each license type.	July 2023
1.1.7	Application “Check-in” Process Implemented a new application “check in” process that allows for the early identification and resolution of application errors.	January 2023
1.1.8	Licensing Support Analyst Hired a licensing support assistant to coordinate the collection of application materials to allow licensing evaluator to focus on processing and evaluating rather than researching documents.	March 2023
1.1.9	Breeze Law & Ethics Re-Exam Application Established the online submittal of the Law & Ethics Re-exam application through Breeze	April 2023
	END DATE	Q4 2024

Objective 1.2: Collaborate with the Department of Consumer Affairs’ Organizational Improvement Office to review the application process and implement improvements to reduce processing times.

Success Measure: Processing times have reduced since Q1 2022.

Number	Major Activity	Completion Date
	START DATE	
1.2.1	Process Improvement As-Is Mapping Participate in As-Is mapping session to document the current business process.	March 2022
1.2.2	Process Improvement Value Stream Added Mapping Participate in Value Stream Added mapping sessions	June 2022

Number	Major Activity	Completion Date
1.2.3	Process Improvement Could be Mapping Participate in Could be Mapping sessions	October 2022
1.2.4	Process Improvement Report Finalization OIO finalizing the draft of the report.	March 2023
1.2.5	Process Improvement Implementation Staff is utilizing the OIO report to perform a task analysis of key positions to determine appropriate staffing levels.	August 2024
1.2.6	Supervised Hours Review Improvement Reviewed the process for evaluating experience and implemented an improved and streamline process.	May 2023
	END DATE	Q1 2024

Objective 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.

Success Measure: Plan created for a more culturally diverse workforce and increased outreach.

Number	Major Tasks	Completion Date
	START DATE	Q1 2023
1.3.1	Barriers to Licensure Initiate and/or participate in conversation regarding barriers to licensure	Ongoing
1.3.1.1	Met with California Dean and Directors of social work and members of the National Association of Social Workers California Chapter to discuss the ASWB exam pass rate report.	December 2022
1.3.1.2	Met with representatives from CA Dept of Health Care Access and Information regarding the mental health workforce and wellness coaches.	January 2023
1.3.1.3	Sergio Aguilar-Gaxiola, MD, PhD, presented “An Overview of California’s Behavioral Health Workforce: Challenges and Recommendations” to the Licensing Committee	January 2023
1.3.1.4	Met with representatives from California Alliance of Child and Family Services to discuss recommendation to increase the mental health workforce.	April 2023
1.3.1.5	Representatives from California Alliance of Child and Family Services made a presentation to the Workforce Development Committee regarding testing disparities and barriers.	October 2023

Number	Major Tasks	Completion Date
1.3.1.6	Conducted a pathway to licensure survey to collect information on barriers that Board registrants and licensees may face during the pathway to licensure.	April 2024
1.3.1.7	Staff reported to the Workforce Development Committee on the survey results.	August 2024
	END DATE	Q4 2025

Objective 1.4: Increase communication to applicants and licensees to reduce common application or licensing maintenance errors.

Success Measure: Application deficiencies have decreased since Q2 2022.

Number	Major Tasks	Completion Date
	START DATE	Q2 2022
1.4.1	Registration Application Tutorial Developed a power point presentation that explains the process of applying for a registration and the 90-day rule. The presentation highlights common errors and how to complete an application to avoid delays.	September 2022
1.4.2	Social Media-Registration/License Maintenance Alerts Develop Social Media plan that will alert registrants and licensee of important steps in maintaining and renewing their registration or license.	Ongoing
1.4.3	Registration Sixth Year Alert Began sending email notifications to registrants when they are reaching the sixth year of their registration to ensure they understand the process to apply for a subsequent registration.	March 2022
1.4.4	Website-Instructional Videos Develop short instruction videos to be posted on the Board's website and through social media that will highlight how to apply for and renew a registration or license.	Planned
1.4.6	Online Application Status Checks Establish a system that will allow an applicant or licensee to check on the status of an application or renewal through the Board's website or Breeze.	Planned
1.4.7	License Application Courtesy Email Implemented automated "courtesy email notifications" (CEN) to licensing and examination applicants to notify them when applications are approved.	January 2023

Number	Major Tasks	Completion Date
1.4.8	Registration Application Courtesy Email Implement automated “courtesy email notifications” (CEN) to registrant applicants to notify them when applications are approved.	Planned
1.4.9	Initial License Application Courtesy Email Implement automated “courtesy email notifications” (CEN) to initial license applicants to notify them when applications are approved.	Planned
1.4.10	10 Tips for a Smoother Licensing Process Developed a publication that assists applicants during their licensure process, including tips on applying, use of BreEZe, registration renewal, exams, avoiding loss of experience hours, and the best ways to communicate with the BBS.	May 2023
1.4.11	Update Application Packets Decrease application deficiencies by improving application instructions, providing an application checklist, and performing a complete overhaul of the out-of-state licensure applications.	October 2023
1.4.12	Tips When Taking on a New Supervisee Published in the Board’s Spring newsletter and will be posted as a separate document.	March 2024
1.4.13	Restructure of Website Implement changes to the existing website structure to ensure that information is more easily accessible	Ongoing
1.4.13.1	Staff is reviewing current website structure and discussing possible changes with DCA’s website team	August 2024
	END DATE	Q4 2025

Objective 1.5: Develop video presentations to increase understanding of the licensing process and the pathways to licensure.

Success Measure: Videos posted to website.

Number	Major Tasks	Completion Date
	START DATE	Q1 2022
1.5.1	Pathway to Licensure Videos Develop Pathway to Licensure Videos	COMPLETED
1.5.1.1	Started to collaborate with the Department of Consumer Affairs Public Information Office to develop Pathway to Licensure Videos to be posted on the Board’s website.	April 2022

Number	Major Tasks	Completion Date
	START DATE	Q1 2022
1.5.1.2	Pathway to licensure video complete	September 2022
1.5.1.3	Public Information Office completed 7 Steps to Licensure video.	September 2022
1.5.1.4	LMFT Degree Requirement video in post-production	January 2023
1.5.1.5	LCSW Degree Requirement, LPCC Degree Requirement videos in post-production.	March 2023
1.5.1.6	Law & Ethics Exam, Registrant, 90-day Rule in post-production.	October 2023
1.5.1.7	Supervision and Criminal history video in production.	October 2023
1.5.1.8	Videos posted to the internet and a link created in the Board's FAQs. Staff advertised videos on the Board's social media platforms.	March 2023
	END DATE	Q1 2024

Goal 2: Examinations

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

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

Success Measure: Strategy/policy in place to increase the diversity of Subject Matter Experts (SMEs).

Number	Major Tasks	Completion Date
	START DATE	Q1 2023
2.1.1	Subject Matter Expert Recruitment Implement improvements to the current recruitment process to increase pool of SME candidates.	Ongoing
2.1.1.1	Staff began to revise the current subject matter expert application to include additional voluntary demographic information.	March 2023
2.1.1.2	Staff coordinated with the DCA's Public Information Office in developing a social media campaign to promote the Board's SME program.	March 2024

Number	Major Tasks	Completion Date
2.1.2	Subject Matter Diversity Collaborate with OPES to identify ways to increase diversity of participants in exam development workshops.	Planned
2.1.2.1	Collaborate with DCA's Public Information Office to translate SME social media posts into different languages.	April 2024
	END DATE	Q1 2024

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

Success Measure: Decrease in time in the exam process.

Number	Major Tasks	Completion Date
	START DATE	Q4 2022
2.2.1	ASWB 90-Day Waiting Period Waiver	December 2022
2.2.2	Exam Eligibility Expiration Date Notification: Develop a procedure to notify exam candidates of their impending exam eligibility expiration date.	February 2023
2.2.2.1	Staff began working on developing an exam eligibility expiration report.	August 2022
2.2.2.2	Staff completed report and began to notify exam candidates. This will be done monthly.	February 2023
2.2.3	Path A Email Notifications Staff began tracking and sending email notifications to exam candidates who applied under Path A (portability) or have an exam deficiency in their application for licensure to ensure they understand the next step to licensure.	July 2022
2.2.4	LEP Exam Waiting Periods Staff is discussing with OPES the possibility of reducing the examination waiting periods for the Licensed Educational Psychologist Standard Written Exam.	March 2024
2.2.5	ESL Accommodation Requirements Determine whether the Board's current English as a Second Language (ESL) accommodation requirements need to be modified to mirror the Association of Social Work Boards English Language Learner accommodation requirements.	Ongoing
2.2.5.1	The Workforce and Development Committee directed staff to draft language amending section 1805.2 to include another option for qualifying for the additional examination time that would include the	January 2024

Number	Major Tasks	Completion Date
	application certification under penalty of perjury that their primary or 1st language is one other than English and explore revising the examination time to two hours.	
2.2.5.2	The Workforce and Development Committee directed staff to draft discussed language into and bring the proposal to the Policy and Advocacy Committee for consideration.	April 2024
2.2.5.3	Draft language discussed at Policy and Advocacy Committee meeting and recommended approval to the Board.	August 2024
2.2.5.4	The Board approved the language and directed staff to pursue a regulatory proposal. Staff preparing regulation package for DCA initial review process.	November 2024
2.2.6	Exam No-Show Notifications Staff began tracking and sending email notifications to exam candidates for Boards administered exams who were a no-show. This notification provides instructions on the process to re-apply for the exam.	September 2022
2.2.7	File Abandonment Notifications Staff began tracking and sending email notifications to exam candidates who abandoned their licensing file as per CA CCR 1806. The notification provides instructions on how to reapply.	September 2022
2.2.8	Clinical Exam Seven Year Limit Notification Staff began tracking and sending notification to exam candidates who have been in the clinical exam cycle for seven years from their first attempt and must retake and pass the current version of the law and ethics exam. This notification provides instruction on how to apply for the law and ethics exam and provides the date they must exam by to ensure they maintain licensure eligibility.	September 2022
	END DATE	Q4 2023

Objective 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.

Success Measure: Board has discussed whether to adopt AMFTRB exam.

Number	Major Tasks	Completion Date
	START DATE	Q3 2021
2.3.1	AMFTRB Exam Review Request the DCA's Office of Professional Examination Service (OPES) to conduct a review of the Association of Marriage and	July 2021

Number	Major Tasks	Completion Date
	Family Therapist Regulatory Board's (AMFTRB) Clinical examination.	
2.3.2	AMFTRB Exam Review Presentation OPES to present the findings of their review and provide a recommendation to the Board. Board determines if the AMFTRB Clinical exam should be adopted for California licensure.	November 2022
2.3.3	AMFTRB Staff Research Board staff opened discussions with AMFTRB executive staff to address Board's concerns.	January 2023
2.3.4	AMFTRB Presentation Lois Paff Bergen from AMFTRB presented to the Board an overview of the AMFTRB examination and its development.	August 2023
2.3.5	AMFTRB Board Discussion Conducted a discussion in closed session to discuss the acceptance of the AMFTRB exam.	February 2024
2.3.6	AMFTRB Statutes and Regulatory Amendments Staff presented statutory and regulatory amendments that will be needed to accept the AMFTRB national exam for licensure to the Policy and Advocacy Committee. The Committee approved for Board review.	August 2024
2.3.7	Staff presented statutory and regulatory amendments to the Board. The language was approved.	September 2024
2.3.8	Regulatory amendments approved by the Board.	August 2025
2.3.9	Statutory amendments were enacted as part of the Board's sunset bill SB775	September 2025
	END DATE	Q2 2024

Goal 3: Enforcement

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

Objective 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.

Success Measure: New process has been implemented.

Number	Major Tasks	Completion Date
	START DATE	Q1 2022
3.1.1	Applicant-Enforcement Communication Review current process used to communicate with applicants, complainants, and respondents during the complaint process.	Planned
3.1.2	Complaint-Enforcement Communication Review current process used to communicate with applicants, complainants, and respondents during the complaint process.	Planned
	END DATE	Q4 2025

Objective 3.2: Educate licensees, associates, and consumers about the enforcement process to increase awareness of the Board’s enforcement role and responsibilities.

Success Measure: Awareness plan implemented.

Number	Major Tasks	Completion Date
	START DATE	Q4 2022
3.2.1	Enforcement Outreach Materials Develop and publish outreach material that includes flow chart of enforcement process.	Ongoing
3.2.1.1	Staff met to discuss possible ideas for the outreach materials.	April 2024
3.2.2	Enforcement Outreach Videos Develop video presentations that explain the enforcement process steps.	Planned
3.2.2.1	Staff met to possible ideas for the video presentations.	April 2024
	END DATE	Q4 2023

Objective 3.3: Complete review and make recommendations on the Board’s existing enforcement statutes and regulations for clarity, cohesiveness, and equity.

Success Measure: Regulatory process has begun.

Number	Major Tasks	Completion Date
	START DATE	Q2 2022
3.3.1	Uniform Standards & Disciplinary Guidelines Review Review the Uniform Standards and Disciplinary Guidelines for possible updates or amendments.	Ongoing
3.3.1.1	Recommended changes brought to the P & A Committee	July 2022
3.3.1.2	Recommended changes brought to the P & A Committee	October 2022
3.3.1.3	Recommended changes brought to the P & A Committee	January 2023
3.3.1.4	Recommended changes brought to the P & A Committee and approval was recommended to the Board	July 2023
3.3.1.5	Recommended changes approved by the Board; staff preparing regulation package for DCA initial review	August 2023
3.3.1.6	Additional changes to the regulatory text approved by the Board; Returned to DCA to continue initial review process	September 2024
3.3.1.7	Regulation proposal was noticed to the public	January 2025
3.3.1.8	The Board reviewed public comment on the regulation and directed staff to modify the regulation text	May 2025
3.3.1.9	Staff submitted documents to DCA to complete the rulemaking process	July 2024
3.3.2	Enforcement Statutes & Regulation Review Review current statutes and regulations related to enforcement to determine possible needed updates.	Ongoing
3.3.2.1	Recommended changes to Unprofessional Conduct regulations brought to the P&A Committee	January 2023
3.3.2.2	Unprofessional Conduct regulations brought to the P&A Committee and approval recommended to the Board	July 2023
3.3.2.3	The Board approved the language and directed staff to pursue as a regulatory proposal. Staff preparing regulation package for DCA initial review process	August 2023
3.3.2.4	Unprofessional conduct regulations noticed to the public	February 2024
3.3.2.5	The Board reviewed public comment on the regulation and directed staff to modify the regulation text	May 2024
3.3.2.6	Modified text of unprofessional conduct regulations noticed to the public	June 2024
3.3.2.7	Staff submitted documents to complete the rulemaking process to DCA	July 2024
3.3.2.8	Unprofessional conduct rulemaking approved by the Office of Administrative Law with an effective date of January 1, 2025	October 2024
	END DATE	Q4 2024

Objective 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.

Success Measure: Updated policies, procedures, and reports.

Number	Major Tasks	Completion Date
	START DATE	Q1 2023
3.4.1	Probation Program Reporting Develop an automated report for the probation program that will assist in determining trends and possible opportunities for improvement.	Planned
3.4.2	Application Denial Reporting Develop an automated report that for application denials that will assist in determining trends in violations.	Planned
	END DATE	Q4 2024

Objective 3.5: Create diversity in the pool of qualified enforcement Subject Matter Experts to ensure equitable enforcement proceedings.

Success Measure: Strategy/policy in place to increase the diversity of SMEs.

Number	Major Tasks	Completion Date
	START DATE	Q1 2023
3.5.1	Subject Matter Expert Recruitment Staff began to revise the current subject matter expert application to include additional voluntary demographic information.	March 2023
3.5.1.1	Staff coordinated with the DCA's Public Information Office in developing a social media campaign to promote the Board's SME program.	March 2024
3.5.1.2	Increased compensation rate to help attract qualified and experienced subject matter experts.	August 2025
3.5.2	Subject Matter Diversity Identify ways to increase diversity of subject matter experts.	Planned
3.5.2.1	Staff are collaborating with DCA's Public Information Office to translate SME social media posts into different languages.	April 2024
	END DATE	Q4 2023

Goal 4: Legislation & Regulation

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

Objective 4.1: Implement statutes and regulations that comprehensively address telehealth and educate stakeholders, licensees, and consumers about telehealth.

Success Measure: Law passed, and outreach plan implemented.

Number	Major Tasks	Completion Date
	START DATE	Q1 2022
4.1.4	Temporary License Allowance Consider an Incidental allowance for out-of-state provider providing online telehealth in CA.	COMPLETED
4.1.4.1	Temporary practice allowance proposal was introduced at the Telehealth Committee	June 2022
4.1.4.2	Temporary practice allowance proposal brought to Policy and Advocacy Committee	July 2022
4.1.4.3	Temporary practice allowance proposal brought to Policy and Advocacy Committee	October 2022
4.1.4.4	Temporary practice allowance proposal brought to Board	November 2022
4.1.4.5	AB 232 (Aguiar-Curry) Introduced and moving through the legislative process	January 2023
4.1.4.6	AB 232 signed by the Governor and becomes law January 1, 2024.	October 2023
4.1.5	Telehealth Service Platforms Review Research alternative modes of services (email, texting, and app-based therapy) to identify consumer protection issues that current law does not address.	Ongoing
4.1.6	Online Therapy Sites Review Discuss the necessity of regulating online therapy sites.	Ongoing
4.1.6.1	Online therapy site and alternative modes of therapy discussion brought to Telehealth Committee	December 2022
4.1.6.2	Staff discussed potential concerns with Legislature (Business and Professions Committee)	December 2022
4.1.6.3	Telehealth Committee reviewed draft survey for licensees and registrants who have experience working for these platforms.	March 2023

Number	Major Tasks	Completion Date
4.1.6.4	Survey distributed to licensees and registrants via social media, email subscriber list, and professional associations	April 2023
4.1.6.5	Survey results discussed at Telehealth Committee; next steps determined.	June 2023
4.1.6.6	Online-Only Therapy Platform guidance document reviewed by the Telehealth Committee. Committee directed staff to publish the document.	December 2024
4.1.7	Inter-State Compact Review Examine, research, and discuss Inter-state compacts.	Ongoing
4.1.7.1	Inter-state compacts discussion brought to Telehealth Committee. Committee determined staff will continue to monitor ongoing progress of compacts.	June 2023
4.1.7.2	SB 2566 (Wilson) Interstate Counseling Compact introduced. The Policy & Advocacy Committee held a discussion concerning the bill. No recommendation currently.	April 2024
4.1.7.3	SB 2566 (Wilson) Interstate Counseling Compact brought to the Board for discussion. Board approved motion was to oppose AB 2566 and reach out to the California Commission on Uniform Laws.	May 2024
4.1.7.4	SB 427 (Jackson) Social Work Compact brought to the Board for discussion.	May 2025
4.1.8	Telehealth Best Practice Documents Create best practices document to assist employers/supervisor in determine the best way to proceed with telehealth	COMPLETED
4.1.8.1	Best practices document discussion brought to Telehealth Committee	March 2022
4.1.8.2	Best practices document discussion brought to Telehealth Committee	June 2022
4.1.8.3	Best practices document discussion brought to Telehealth Committee (Staff directed to draft two documents; Videoconferencing in Supervision, Utilizing Telehealth to Deliver Services)	December 2022
4.1.8.4	Telehealth Committee reviewed three best practice documents: for providers, supervisors, and consumers	March 2023
4.1.8.5	Staff worked with DCA's publication office to finalize the documents. Documents were presented to the Board.	April 2023
4.1.8.6	Telehealth best practice documents posted to the Board website and advertised through social media.	July 2023
4.1.9	Telehealth Regulations	Completed

Number	Major Tasks	Completion Date
	Update telehealth regulations to provide clarity and avoid inconsistent compliance with requirements	
4.1.9.1	Proposed telehealth regulations considered by Telehealth Committee	December 2023
4.1.9.2	Proposed telehealth regulations considered by P&A Committee. Approval recommended to the Board	January 2024
4.1.9.3	Board approved the language and directed staff to pursue as a regulatory proposal. Staff preparing regulation package for DCA initial review process	March 2024
4.1.9.4	Regulation noticed to the public	November 2024
4.1.9.5	Board approved responses to comments and directed staff to modify the text and continue the regulation process	February 2025
4.1.9.6	Modified regulatory text noticed to the public	April 2025
4.1.9.7	Regulation package submitted for final DCA approval	June 2025
4.1.9.8	Regulation package submitted to OAL for final approval	July 2025
4.1.9.9	Regulation package approved by OAL and effective January 1, 2026	November 2025
	END DATE	Q4 2025

Objective 4.2: Review current licensing requirements regarding registration, exam, and supervised experience timeframes and make recommendation for possible amendments to current statutes and regulations.

Success Measure: Recommendations made to the Board.

Number	Major Tasks	Completion Date
	START DATE	Q1 2023
4.2.1	Six Year Rule Discuss 6 years rule (experience hours and length of registration).	Ongoing

Number	Major Tasks	Completion Date
	START DATE	Q1 2023
4.2.1.1	Presented draft language at Workforce Development Committee; Staff directed to draft language for all license types.	April 2025
4.2.1.2	Proposed language to extend the 6-year rule to 7 years approved by the Board to run as legislation	August 2025
4.2.2	Law & Ethics Exam Age Limit Discuss in committee the CA law and ethics exam age limit and limiting attempts.	Ongoing
4.2.2.1	Presented draft language at Workforce Development Committee.	April 2025
4.2.2.2	Language to set a 7-year age limit on the Law & Ethics exam score approved by the Board to run as legislation.	August 2025
4.2.3	NCMHCE Acceptance Without Experience Determine National Clinical Mental Health Counseling Examination (NCMHCE) acceptability from applicants who do not have supervised experience.	Planned
4.2.4	Registration of Trainees Consider and make recommendation on the registration of trainees.	Planned
4.2.5	Early Eligibility for Clinical Examinations Permitting applicants for licensure to take the required clinical examination after completing 1,500 hours of postgraduate supervised experience.	Ongoing
4.2.5.1	Early exam eligibility discussed during the Workforce Development Committee.	January 2024
4.2.5.2	Workforce Development Committee directed staff to start drafting the language, consult with legal for direction on what will be proposed in statute and in regulations, and continue discussions to iron out details	April 2024
4.2.5.3	Staff presented proposed language to the Workforce Development Committee.	August 2024
4.2.6	Licensing Pathway Restructure Staff presented a three phased approach to amend current licensure pathway. This will include the “six-year rule”, age limits of exams, waiver of the six-year rule, early exam eligibility.	Ongoing
4.2.6.1	Staff presented a plan and draft language to the Workforce Development Committee.	January 2025
4.2.6.2	Presented draft language at Workforce Development Committee; Staff directed to draft language for all license types.	April 2025

Number	Major Tasks	Completion Date
	START DATE	Q1 2023
4.2.6.3	Presented language to Board for Phase 1; Board approved language and directed staff to pursue as legislation.	August 2025
	END DATE	Q4 2025

Objective 4.3: Review and update statutes and regulations related to additional coursework requirements for associates and the Continuing Education Unit requirements for licensees.

Success Measure: Law passed.

Number	Major Tasks	Completion Date
	START DATE	Q4 2023
4.3.1	Course Requirement Timing Make timing and requirement of course consistent across license types where needed.	Ongoing
4.3.1.1	Staff presented an overview of the additional coursework requirements to the Workforce Committee. The Committee discussed the Human Sexuality Coursework and possible amendments.	April 2024
4.3.1.2	Staff presented to the Workforce Committee recommended amendments to the child abuse assessment and reporting coursework requirements.	August 2024
4.3.1.3	This effort has been moved to “Education Requirements Review” (See below)	October 2025
4.3.2	Education Requirements Review Review and recommend possible changes to the current education requirements for LMFTs and LPCCs.	Ongoing
4.3.2.1	Staff presented a plan to review and recommend changes to the education requirements Workforce Development Committee.	January 2025
4.3.2.2	Staff proposed education survey for educators and associates	April 2025
4.3.2.3	Presented a draft prototype at Workforce Development Committee. Staff to work with subject matter experts and refine the draft further.	October 2025
	END DATE	Q4 2025

Objective 4.4: Modernize and clarify statutes and regulations related to advertising to ensure they keep up with current advertisement practices.

Success Measure: Regulation proposal noticed to the public.

Number	Major Tasks	Completion Date
	START DATE	Q1 2023
4.4.1	Advertising Regulations Update: Update advertising statutes and regulations	ONGOING
4.4.1.1	Recommendations brought to P & A Committee	October 2022
4.4.1.2	Continued discussion of potential amendments to statute and regulation at P&A Committee	October 2023
4.4.1.3	Continued discussion of potential amendments to statute and regulations. Board directed staff to pursue as a legislative proposal.	November 2023
4.4.1.4	Senate Bill 1024 (Ochoa Bogh) was introduced. (Display of license changes)	January 2024
4.4.1.5	Senate Bill 1024 (Ochoa Bogh) enrolled. (Display of license changes)	July 2024
4.4.1.6	Senate Bill 1024 signed by the Governor and becomes law January 1, 2025.	October 2024
4.4.1.7	Complete advertising statutes and regulation revisions approved by the Board. Staff directed to pursue regulations/legislation in specified phases.	September 2024
4.4.1.8	Advertising regulations noticed to the public	March 2025
4.4.1.9	Staff pursuing first phase of legislative amendments. Board approved responses to comments received on regulations and directed staff to modify the text and continue the regulation process	May 2025
4.4.1.10	Modified regulatory text noticed to the public	July 2025
4.4.1.11	Proposed language at the Office of Administrative Law for final consideration	November 2025
4.4.2	Review Requirements for Posting Legal Name Review and possibly amend requirements for posting legal name	COMPLETED
4.4.2.1	SB 372 introduced by stakeholders and is currently moving through the Legislature. The Board will consider updating its position for the latest version of the bill at its August meeting. Staff will continue to provide technical support as the bill moves through the legislative process.	Ongoing
4.4.2.2	SB 372 signed by the Governor and becomes law January 1, 2024.	October 2023
	END DATE	Q4 2025

Goal 5: Organizational Effectiveness

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

Objective 5.1: Review current organizational structure to ensure efficient operations and to foster upward career mobility among staff.

Success Measure: Office of Human Resources (OHR) approves the new organizational chart.

Number	Major Tasks	Completion Date
	START DATE	Q1 2022
5.1.1	Staffing Needs Evaluation Determine current organizational needs based upon current processing times and future workload projections.	Planned
5.1.1.1	Paperwork submitted for approval of two Limited Term Management Service Technicians.	December 2022
5.1.1.2	Approved for one Limited Term Management Service Technician. Filled the position as an evaluator in the Registration Unit.	February 2024
5.1.1.3	Approved for one Limited Term Staff Services Analyst. Filled the position as a Licensing Analyst.	June 2024
5.1.2	Duty Statement Updates Review staff duty statements to ensure they properly reflect current duties.	Ongoing
5.1.2.1	Board AEO began meeting with unit managers to discuss current duties of their unit and staff members to ensure all duties have been documented.	March 2024
5.1.4	Organizational Structure Review Determine appropriate ideal organizational structure.	Planned
5.1.4.1	Board restructured its Registration, Examination, and Cashiering Unit. Restructure created a separate Registration Unit.	February 2024
5.1.4.2	Board restructured its Licensing Unit. The restructure consisted of adding a second Licensing Manager and assigning each manager to oversee two license types.	June 2024
5.1.5	Staff Training and Development Research training opportunities for staff and create a training pathway for upward mobility.	Ongoing
5.1.5.1	Staff met to discuss the creation and implementation of “BBS Academy” and ways to increase awareness of training opportunities for staff.	April 2024
5.1.5.2	Conducted a staff training survey to identify training staff’s training needs and desires.	August 2024
5.1.6	BBS Academy	Ongoing

Number	Major Tasks	Completion Date
	START DATE	Q1 2022
	Implement a BBS Academy designed to provide staff with insight on how the work of the Board impacts behavioral health professionals and the public.	
5.1.6.1	Presented the Board & You: Expand your knowledge about who the “Board” is, its history and how it supports licensees, applicants, and the public while enforcing high standards of professionalism and ethics.	February 2025
5.1.6.2	Presented the Administration and Cashiering Unit overview for staff.	April 2025
5.1.6.3	Presented the Legislation and Regulation Unit overview for staff.	June 2025
5.1.6.4	Presented the Registration and Licensing Unit overview for staff	October 2025

Objective 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.

Success Measure: Streamlined processes implemented.

Number	Major Activity	Completion Date
	START DATE	Q1 2022
5.2.1	Process Improvement As-Is Mapping Participate in As-Is mapping session to document the current business process.	March 2022
5.2.2	Process Improvement Value Stream Added Mapping Participate in Value Stream Added mapping sessions	June 2022
5.2.3	Process Improvement Could be Mapping Participate in Could be Mapping sessions	October 2022
5.2.4	Process Improvement Report Finalization OIO finalizing the draft of the report.	March 2023
5.2.5	Process Improvement Change Management Workshop OIO to conduct organization change management workshop	Planned

Number	Major Activity	Completion Date
5.2.6	Process Improvement Implementation Staff is utilizing the OIO report to perform a task analysis of key positions to determine appropriate staffing levels.	August 2024
	END DATE	Q1 2023

Objective 5.3: Advance transition to reduce the use of paper documents to promote environmental friendliness, reduce costs, and reduce processing times.

Success Measure: Paper reduction of 50%-75%.

Number	Major Tasks	Completion Date
	START DATE	Q1 2022
5.3.1	Document Scanning Scan all in-house licensing files to eliminate paper storage and need to utilize the State Records Center for retention.	Ongoing
5.3.1.1	Began utilizing DCA's Record Imaging Service Unit to scan and archive licensing files.	April 2022
5.3.1.2	Amended the Board's Record Retention Schedule to allow for electronic storage of files.	January 2025
5.3.1.3	Staff to begin in-house scanning efforts	October 2025
	END DATE	Q1 2024

Objective 5.4: Formalize a communication plan that will ensure quicker responses to emerging concerns from stakeholders.

Success Measure: Communication plan implemented.

Number	Major Tasks	Completion Date
	START DATE	Q1 2023
	END DATE	Q3 2023

Goal 6: Outreach & Education

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

Objective 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.

Success Measure: Plan implemented for increased communication of new law changes.

Number	Major Tasks	Completion Date
	START DATE	Q4 2022
6.1.1	Outreach and Education Committee Create a committee that will explore ways to enhance consumer education, extend our reach to more diverse populations, increase engagement with schools and at public events, and boost participation in Board meetings.	Ongoing
6.1.1.1	Outreach and Education Committee established.	October 2024
6.1.1.2	Staff presented to the Committee a report on the current outreach efforts of the Board. The committee also discussed the current goals and possible future outreach efforts.	February 2025
	END DATE	Q4 2025

Objective 6.2: Collaborate with entities that work with consumers to increase equitable and inclusive outreach to diverse populations.

Success Measure: Complete at least 5 collaborations.

Number	Major Tasks	Completion Date
	START DATE	Q1 2023
	START DATE	Q4 2025

Objective 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.

Success Measure: A presentation posted on website.

Number	Major Tasks	Completion Date
	START DATE	Q1 2022
6.3.1	Develop social media campaign for awareness days and months.	Ongoing
6.3.1.1	Developed Social media campaign for National School Counseling Week (February 6-10), Mental Health Awareness Month (May), National Minority Mental Health Awareness Month (July), National Psychotherapy Day (September 25), National Social Workers Month (	February 2023
6.3.2	Outreach Coordination Streamlined outreach with schools and associations by creating a new centralized calendar and email account dedicated to outreach events and requests.	March 2023
6.3.3	Quarterly School Outreach Presentations Develop quarterly outreach events for schools that will focus on the pathway to licensure and law and ethics.	Planned
	END DATE	Q4 2025

Objective 6.4: Identify and implement strategies to gain increased participation in Board meetings from a wider group of stakeholders.

Success Measure: Increase Board meeting attendance by 10%.

Number	Major Tasks	Completion Date
	START DATE	Q4 2022
6.4.1	6 Hours of Continuing Education for Attending Meetings Discussed the possibility at the August 2024 P & A Committee meeting. Credit 6 hours of CE per renewal cycle for licensees attending California Board of Behavioral Sciences meetings.	August 2024
6.4.2	The Board approved the language and directed staff to pursue as a regulatory proposal. Staff preparing regulation package for DCA initial review process.	September 2024
6.4.3	Additional changes identified during the DCA initial review process and returned to the Board for approval. The Board approved the changes and directed staff to continue the regulation process	February 2025
	END DATE	Q4 2025

