



OUTREACH AND EDUCATION COMMITTEE MINUTES

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DATE January 26, 2026

TIME 1:00 p.m.

LOCATIONS

Primary Location Department of Consumer Affairs
Ruby Room
1747 N. Market Blvd., #182
Sacramento, CA 95834

Alternative Platform WebEx Video/Phone Conference

ATTENDEES

Members Present at Remote Locations

Dr. Annette Walker, Ed.D., Chair, Public Member
Dr. Nicholas Boyd, Ph.D., LPCC Member
Susan Friedman, Public Member

Members Absent John Sovec, LMFT Member

Staff Present at Primary Location

Steve Sodergren, Executive Officer
Marlon McManus, Assistant Executive Officer
Tony Beasley, Administrative Analyst
Shelley Ganaway, Legal Counsel
Julie Weddle, Enforcement Analyst

Other Attendees Public participation via WebEx

1 **1. Call to Order and Establishment of Quorum**

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3 Dr. Annette Walker, Chair of the Outreach and Education Committee
4 (Committee), called the meeting to order at 10:00 a.m. Roll was called, and a
5 quorum was established.
6

7 **2. Introductions**

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9 Committee members introduced themselves during role call; staff introduced
10 themselves. Public attendees opted not to introduce themselves.
11

12 **3. Consent Calendar: Discussion and Possible Approval of September 12,
13 2025, Outreach and Education Committee Minutes**

14
15 Motion: Approve the September 12, 2025 Outreach and Education Committee
16 meeting minutes.
17

18 M/S: Friedman/Boyd
19

20 Public Comment: None
21

22 Motion carried: 3 yea, 0 nay, 1 absent

Member	Vote
Dr. Nicholas Boyd	Yes
Susan Friedman	Yes
John Sovec	Absent
Dr. Annette Walker	Yes

23
24 **4. Update on Outreach and Education Goals Status**

25
26 **Goal 1: Expand Live Event Outreach – In Progress**

27 Staff hosted the first virtual listening session on November 12, 2025, focusing on
28 AI in mental health, with over 450 attendees and 118 survey responses. Future
29 events will focus on licensure pathways, public input, and expanded engagement
30 tools.
31

32 **Goal 2: Establish Outreach Partnerships – In Progress**

33 Staff met with the Board of Psychology and Board of Vocational Nursing and
34 Psychiatric Technicians to explore collaborative efforts with the Department of
35 Health Care Access and Information (HCAI). Work will continue to identify
36 partner agencies and develop new outreach materials and videos.
37

38 **Goal 3: Update Website and Outreach Materials – In Progress**

39 Website content review and redesign is underway in coordination with DCA's
40 Office of Information Services. New enforcement content has been drafted; FAQs

1 and telehealth guidance are being updated. Future work includes finalizing
2 content and creating new educational materials.

3
4 **Goal 4: Strengthen Educational Institution Outreach – In Progress**

5 Staff continues school and association presentations. Upcoming efforts include
6 expanding campus outreach and developing video presentations on licensure
7 pathways and laws.

8
9 **Goal 5: Increase Consumer Outreach – Not Started**

10 Planned efforts include identifying key messaging, updating consumer
11 publications, and producing informational videos on consumer rights and safety.

12
13 Discussion

14 Friedman: Expressed disappointment in the participation numbers for the virtual
15 Listening Session, noting that only about 450 licensees attended the webinar and
16 approximately 120 submitted responses despite the Board having roughly
17 160,000 licensees. She observed that nearly all questions submitted during the
18 session focused on artificial intelligence (AI) and emphasized that AI is becoming
19 a central issue for both licensees and their clients. Recommended placing an AI-
20 related update on the agenda for the next Board meeting, including information
21 on current legislation and broader developments, so the Board can be better
22 informed before considering any actions. Supported the idea of developing
23 outreach strategies to reach the public. Suggested exploring whether billboard
24 companies might provide public service space at no cost and noted that mental
25 health messaging could be an effective use of such outreach.

26
27 In response to Friedman’s comment regarding AI, staff stated that the Policy and
28 Advocacy Committee is currently looking at AI regulation. During the next board
29 meeting, staff will present an analysis and text of a bill that addresses the use of
30 AI.

31
32 Walker: Requested a spreadsheet of this Committee’s goals. Suggested that
33 staff consider providing updates on conferences, events, and community
34 engagements attended by Board members that align with Board goals. These
35 activities could be recognized as forms of outreach.

36
37 Public Comment

38 Shant Ezrine, California Association of Marriage and Family Therapists
39 (CAMFT): Shared an update related to Goal 2 on outreach partnerships,
40 highlighting recent discussions with the Department of Health Care Access and
41 Information (HCAI). HCAI now has over 3,800 certified wellness coaches
42 statewide—a growing, non-clinical workforce that supports early intervention
43 behavioral health services for children and youth. These roles, typically filled by
44 individuals with associate or bachelor’s degrees, can serve as a pathway into
45 licensed behavioral health professions and may contribute to workforce
46 development aligned with the Board’s goals.

1
2 **5. Discussion and Possible Recommendation on Social Media Events**
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4 The Board continues using Facebook, Instagram, and X for outreach and has
5 used Facebook Live for engagement. Staff held two brainstorming sessions to
6 explore additional platforms and identified four promising tools to expand
7 outreach: TikTok, Instagram Reels, SMS messaging, and pre-recorded
8 Facebook videos. Staff also evaluated AI video-editing tools (Submagic,
9 Captions.AI, OpusClip) to improve content production.

10
11 Staff will further research platform options, coordinate with DCA's Public
12 Information Office for approval, and proceed with subscriptions and technical
13 setup once authorized.

14
15 Discussion

16 Friedman: Asked whether the Board has utilized TikTok for outreach and, if not,
17 what type of content is being considered for that platform. Asked who would be
18 recommended to serve as the on-camera speaker for the short video content
19 being developed for social media platforms

20
21 Staff replied that they are exploring short, direct video content for licensees and
22 registrants, using platforms such as Instagram Reels or TikTok. The goal is to
23 address frequently asked questions in a concise format that allows users to
24 quickly access needed information.

25
26 Staff added that they are exploring AI-based video editing platforms that can
27 generate and modify short videos, including the use of AI-generated voiceovers.
28 These tools can also publish content directly to platforms such as TikTok and
29 Instagram Reels, supporting streamlined outreach efforts.

30
31 Friedman: Suggested selecting an on-camera presenter who is engaging,
32 articulate, and capable of effectively connecting with audiences on platforms
33 such as TikTok and Facebook. She emphasized that videos must capture
34 viewers' attention to be effective and recommended considering individuals who
35 are already active on these platforms or choosing a licensee with strong
36 communication skills.

37
38 Walker: Inquired about budgeting for media production, asking what costs might
39 be associated with acquiring the technological tools needed to create video
40 content and how these expenses fit within the Board's current budget and
41 available resources.

42
43 In response to Dr. Walker's inquiry, staff explained that additional research is
44 needed to compare the features and pricing of various AI-based editing
45 platforms. Staff also noted that production efforts must utilize departmental
46 resources, which can be time-intensive due to competing priorities. In addition to

1 time constraints, there are associated pro rata costs for using departmental
2 services, which are already included in the Board's budget.

3
4 Walker: Expressed concerns about ensuring authenticity in media content, noting
5 recent public discussion about AI-generated videos. Emphasized the importance
6 of due diligence when using AI-moderated, edited, or produced video content.

7
8 Boyd: Asked whether social media platforms could be used not only for
9 disseminating information but also for hosting live Q&A opportunities. Noted that
10 survey feedback—particularly regarding AI—showed strong interest from
11 stakeholders in having more real-time opportunities to ask questions and receive
12 immediate responses.

13
14 Staff responded that they are exploring ways to make Q&A opportunities more
15 interactive, including considering additional formats such as listening sessions.

16 Public Comment

17
18 Shanti Ezrine, CAMFT: Provided feedback on the Board's current social media
19 presence. Noted that while Facebook and Instagram are effective platforms,
20 there are additional opportunities to repurpose newsletter and email content—
21 such as policy updates and new legislation—for social media. Suggested adding
22 more context to certain posts, such as explaining fluctuations in processing
23 times, and recommended using tools like a link tree in Instagram bios to help
24 users easily access key resources. Encouraged improving post thumbnails to
25 make content easier to locate, especially if posting frequency increases.
26 Recommended expanding the Board's presence to LinkedIn, where many
27 professionals seek industry information. Offered continued support from
28 CAMFT's marketing and social media teams to collaborate on enhancing and
29 disseminating BBS content.

30 31 **6. Discussion and Possible Recommendation on Newsletter**

32
33 The Board publishes a triannual newsletter for students, applicants, registrants,
34 and licensees. The next edition is scheduled to be published for late January
35 2026.

36
37 Each issue includes articles on supervision, continuing education,
38 licensing/registration processes, and other professional topics. Standard sections
39 include:

- 40 • Chair's Report
- 41 • Staff and Board Member Updates
- 42 • Citations and Fines
- 43 • Enforcement Actions
- 44 • Upcoming Meeting Dates
- 45 • Noteworthy Events
- 46 • Breeze Services

- Reminders and Tips
- Law Updates
- Updates from HCAI
- Relevant Governor’s Initiatives

Click counts for the past two years range from 184 to 5,022 per issue. Although recent issues show fewer clicks, totals continue to rise over time as newsletters remain posted.

To improve readership, staff added a newsletter highlight on the homepage and sends email notices to subscribers with content highlights and a link to the full issue. Staff is exploring improved email functionality due to current system limitations.

Discussion

Boyd: Suggested exploring whether the BreEZe system could allow licensees and registrants to be automatically enrolled in the Board’s newsletter, with the option to opt out, to improve access to important updates. Recommended expanding the legislative section of the newsletter to include more context about current bills, noting that many individuals do not attend Board or committee meetings where such information is otherwise discussed. Recommended that the newsletter include information about the various professional organizations in the state—such as CAMFT and others—as they play an important role in disseminating Board-related updates. Highlighting these organizations could help licensees and registrants connect with additional sources of reliable information.

Public Comment

Shanti Ezrine, CAMFT: Shared positive feedback about the Board’s newsletter and noted strong stakeholder appreciation for its content. Suggested repurposing more newsletter material for social media. Recommended adding a section for upcoming events, particularly as the committee anticipates hosting more activities.

7. Suggestions for Future Agenda items

Friedman: suggested addressing Goal 5: Increase Consumer Outreach: Develop strategies to reach the public and increase awareness of their rights as mental health consumers.

Friedman: proposed discussing outreach strategies aimed at engaging high school students, undergraduate students, and underserved communities to encourage entry into the mental health professions.

8. Public Comment for Items not on the Agenda

1 Friedman: Requested discussion on companies that offer mental health services
2 online or by phone. Expressed interest in understanding how these businesses
3 verify the licensure of the providers they use and what information the Board can
4 gather about such organizations.

5

6 **9. Adjournment**

7

8 The Committee adjourned at 11:20 a.m.