



MEMORANDUM

DATE	April 1, 2026
TO	Outreach and Education Committee
FROM	Steve Sodergren, Executive Officer
SUBJECT	Outreach & Education Committee Goals Update

To more effectively communicate progress on the Committee goal and objectives, staff have developed a new reporting format. (Attachment A) It is important to note that these objectives and tasks are preliminary until the Board adopts its new strategic plan. This is expected to be in May 2026. Once the plan is adopted, Board staff will develop tasks designed to help the Committee achieve its objectives and, in turn, the Board’s broader goals.

Future Committee discussions will focus on reviewing these objectives and tasks, including assessing their appropriateness and timing. The intent of this revised reporting format is to present a clearer and more accessible presentation for the reader.

Currently, the objectives that were set by the committee are as follows:

- 5.1 Expand current outreach efforts by hosting live online events for educators, supervisors, and associates to address common licensure pathway concerns and gather ongoing feedback.
- 5.2 Identify current outreach efforts or initiatives by other State, local and community agencies in reaching high school and undergraduates in underserved communities to increase awareness and encourage entry into the mental health profession and determine how the Board can support those efforts.
- 5.3 Update the Board’s website and outreach material to increase accessibility and expand resources for licensees and individuals pursuing a mental health career.
- 5.4 Strengthen outreach to educational institutions and students to promote understanding of the licensure pathway and legal obligations of practitioners.
- 5.5 Develop strategies to reach the public and increase awareness of their rights as mental health consumers.

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OUTREACH & EDUCATION COMMITTEE GOALS STATUS REPORT

5.1 Objective Tasks	REF #	STATUS	DUE DATE
Conduct a targeted survey of educators to identify key concerns and topics for live events.	5.1.1	Not Started	Jan - Mar 2027
Conduct a targeted survey of supervisors and associate to identify key concerns and topics for live events.	5.1.2	Not Started	Oct - Dec 2026
Host two live online events 2026	5.1.3	In Progress	Oct - Dec 2026
Host five live online events 2027	5.1.4	Not Started	Oct - Dec 2027
Host five live online events 2028	5.1.5	Not Started	Oct - Dec 2028
Host five live online events 2029	5.1.6	Not Started	Oct - Dec 2029
Host five live online events 2030	5.1.7	Not Started	Apr - Jun 2030
5.2 Objective Tasks	REF #	STATUS	DUE DATE
Identify and establish partnerships with at least four state, local, or community organizations.	5.2.1	Not Started	Oct - Dec 2026
Develop accessible, culturally responsive outreach materials tailored for high school and undergraduate students.	5.2.2	Not Started	Jan - Mar 2027
Participate in at least two outreach events annually focused on engaging high school and undergraduate students in underserved communities.	5.2.3	Not Started	Apr - Jun 2027
5.3 Objective Tasks	REF #	STATUS	DUE DATE
Enhance the Board website structure to improve navigation, streamline access.	5.3.1	In Progress	Oct - Dec 2026
Review and update existing outreach materials to ensure accuracy, clarity, and consistency.	5.3.2	In Progress	Oct - Dec 2026
Develop additional resources for supervisors.	5.3.3	Not Started	Jan - Mar 2027
5.4 Objective Status	REF #	STATUS	DUE DATE
Develop standardized, reusable presentations for school outreach.	5.4.1	Not Started	Jan - Mar 2027
Develop additional resources for educational institutions to support understanding of licensure requirements and curriculum alignment.	5.4.2	Not Started	Jan - Mar 2027
Participate in 50 outreach events 2026	5.4.3	In Progress	Oct - Dec 2026

OUTREACH & EDUCATION COMMITTEE GOALS STATUS REPORT

Participate in 50 outreach events 2027	5.4.4	Not Started	Oct - Dec 2027
Participate in 50 outreach events 2028	5.4.5	Not Started	Oct - Dec 2028
Participate in 50 outreach events 2029	5.4.6	Not Started	Oct - Dec 2029
Participate in 50 outreach events 2030	5.4.7	Not Started	Apr - Jun 2030
5.5 Objective Status	REF #	STATUS	DUE DATE
Identify and analyze key consumer issues to inform targeted outreach and education efforts.	5.5.1	Not Started	Apr - Jun 2027
Develop and publish short, accessible videos and graphics that clearly explain consumer rights.	5.5.2	Not Started	Jul - Sept 2027
Develop new guidance documents for consumers.	5.5.3	Not Started	Jul - Sept 2027