



## MEMORANDUM

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| <b>DATE</b>    | April 1, 2026                                    |
| <b>TO</b>      | Outreach and Education Committee                 |
| <b>FROM</b>    | Syreeta Risso, Outreach Coordinator              |
| <b>SUBJECT</b> | Discussion and Consideration of Live Events Plan |

The Board’s current outreach efforts include engagement in stakeholder meetings and attending conferences hosted by California professional associations. A portion of BBS outreach efforts also include staff-led presentations in webinars and informational sessions with academic institutions, offering educators, students and trainees insights into the BBS licensure pathways.

Staff evaluators and analysts from our registration and licensing units often deliver presentations on the laws that govern the requirements for associate registration and licensure. BBS staff-led presentations for schools are usually conducted virtually, with the school hosting the virtual event on its preferred platform (e.g., Zoom, Teams).

In early 2026, staff began promoting the staff-led school presentations to educators from various California schools at consortium meetings. In recent months, staff have observed an increase in outreach requests from schools, primarily seeking BBS presentations focused on the requirements and application processes for associate registration and licensure. In response to this heightened level of interest, staff propose hosting a series of live webinar sessions via Webex, presenting educators, students, trainees and future applicants with an overview of the key components of the BBS licensure process.

Staff propose launching the first live session in the webinar series featuring staff in the registration unit presenting an overview of the requirements associated with initiating the associate registration application process to educators, students, trainees, and future applicants. Subsequent sessions in the webinar series would feature staff presenting the full licensure application process, as well as supervision requirements for both supervisors and supervisees. Each session would be recorded and later posted on the Board’s YouTube page for future viewing and reference.

This approach is intended to streamline the staff-led licensure pathway presentations, currently delivered individually to schools, to reach a wider audience while also aiming to alleviate the burden and confusion future applicants may encounter as they begin to navigate the Board’s licensure processes. If the webinar series is well received, staff propose continuing it on an annual or biannual basis to coincide with the conclusion of the spring and fall academic terms. Individual presentations with schools will continue to be arranged upon requests through the staff outreach coordinator; however, the recorded

sessions in this webinar series may serve as an alternative resource when staff availability to deliver school presentations is limited.

### **Promotion Methods**

Staff plan to promote sessions for this webinar series via the following methods:

- Email Subscriber List – An email invitation with a link to register for a specific live session in this proposed series will be sent to individuals subscribed to the Board’s general email subscriber list. The BBS email subscriber list was utilized to promote the live event hosted by the Board, *BBS Lunchtime Listening Session: Artificial Intelligence in Mental Health Practice* in November 2025.
- BBS Facebook and Instagram pages – As of March 2026, the Board’s Facebook page had about 38,000 followers and about 21,000 followers on Instagram. Promoting the webinar series on the Board’s social media pages can draw a significant amount of interested viewers.
- Stakeholder and Professional Association Outreach – Staff plan to continue to engage and collaborate with professional associations such CAMFT and NASW-CA, and California academic institutions, providing BBS updates and promoting upcoming sessions in this proposed webinar series.

### **Public Engagement**

Staff are continuing to utilize current resources while brainstorming ideas to increase engagement with the public and attendees at Board hosted live events. At the board-hosted live webinar event, *BBS Lunchtime Listening Session: Artificial Intelligence in Mental Health Practice*, a portion of the session included public comment, however questions from the session viewers were not addressed due to time constraints. Following the live event, a survey was provided to viewers to gather the value, relevance, and overall satisfaction of the webinar event. The comments and feedback received from survey respondents mostly expressed more time should be dedicated to public comments. Based on findings from the survey, staff plan to increase engagement with attendees and the public by implementing a Q&A portion for each live session of the webinar series, gathering questions from attendees prior to the live session via the following methods:

- Social media – In addition to promoting the webinar series on the Board’s Facebook and Instagram pages, followers will be encouraged to submit questions they would like addressed during the live session in the comments section of the social media post promoting the event. Questions from the social media post

comments will be shared with the BBS presenters to address during the live session.

- Webinar/Webex registration field – staff intends to include a comment field for those registering for the live event, prompting event registrants to submit their questions they would like addressed during the event. Questions collected via this method will be shared with the BBS presenters to address during the live session.

### **Recommendation**

Conduct an open discussion on the proposed live webinar series featuring an overview of the BBS licensure pathways and consider recommendations for its promotion and implementation.