

MEMORANDUM

DATE	April 29, 2026
TO	Board Members
FROM	Steve Sodergren, Executive Officer
SUBJECT	Outreach & Education Update

Outreach & Education Committee Update

The Outreach and Education Committee met on April 16, 2026. During the meeting, the Committee discussed the following items:

- The draft publication of an informational bulletin on Education and Continuing Education Opportunities in Perinatal Mental Health. Staff was directed to bring the publication for Board review and approval.
- The draft Information bulletins regarding protecting client confidentiality and working with marginalized communities. The Committee asked staff to make changes discussed and bring for additional Committee review.

Additionally, Board staff provided updates to the Committee on live outreach events, social media, the website re-design, and Board publications.

Outreach Presentations

		3rd Quarter FY 24/25	3rd Quarter FY 25/26	Difference
Outreach Events	Presentations	14	13	-1
	Conference Attendance	1	1	N/A
	Total	15	14	-1

2026 MFT Practicum & Associate Faire: This in-person event allowed Board staff to directly engage with students, trainees, and registered associates to answer questions concerning the licensure pathway.

New Publications

Since the last Committee meeting, the following new BBS publications were published:

[Frequently Asked Questions for Supervisors](#)

[Stay Audit Ready: Don't Let Continuing Education Requirements Catch You Off-Guard](#)

Updated Publications

Since the last Committee meeting, the following publications have received significant edits:

[Advertising Fact Sheet and Frequently Asked Questions](#)

[Advertising Examples for Licensees](#)

[Advertising Examples for Registrants and MFT Trainees](#)

Social Media

SOCIAL MEDIA ENGAGEMENT (3rd QTR FY 2025-2026)				
	REACH	VISITS	FOLLOWS	FOLLOWERS
Facebook	63,500	86,100	1,300	39,421
Instagram	35,900	19,200	1,900	22,459
Reach: number of people that have interacted with content				
Visits: number of times a Facebook/Instagram page has been visited				
Follows: number of people that began following the Board's page				