



Board of Behavioral Sciences



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www.bbs.ca.gov

Gavin Newsom, Governor
State of California

Business, Consumer Services and Housing Agency
Department of Consumer Affairs

OUTREACH AND EDUCATION COMMITTEE MINUTES

DATE April 16, 2026

TIME 9:00 a.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
Christina Kitamura, Administrative Analyst
Syreeta Risso, Special Projects and Research Analyst

Other Attendees Public participation via WebEx

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

2
3 Dr. Annette Walker, Chair of the Outreach and Education Committee
4 (Committee), called the meeting to order at 9:00 a.m. Roll was called, and a
5 quorum was established.
6

7 **2. Introductions**

8
9 Committee members introduced themselves during role call; staff introduced
10 themselves. Public attendees introduce themselves.
11

12 **3. Consent Calendar: Discussion and Possible Approval of January 26, 2026,**
13 **Outreach and Education Committee Minutes**

14
15 Motion: Approve the January 26, 2026 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 Staff presented a new reporting format to better communicate progress on the
27 Committee's goals and objectives. The report was provided in the meeting
28 materials as Attachment A. The objectives and tasks are preliminary and will be
29 finalized after the Board adopts its strategic plan in May 2026. After adoption,
30 staff will develop tasks aligned with the Committee's objectives and the Board's
31 broader goals. Upcoming Committee discussions will focus on reviewing and
32 refining these objectives and tasks.
33

34 **Current Committee Objectives**

- 35 5.1 Host live online outreach events for educators, supervisors, and associates
36 to address licensure pathway questions and gather feedback.
37
38 5.2 Identify outreach efforts by other agencies targeting underserved high
39 school and undergraduate students and determine how the Board can
40 support them.

1 5.3 Update the Board’s website and outreach materials to improve accessibility
2 and expand resources for licensees and aspiring professionals.
3

4 5.4 Strengthen outreach to educational institutions and students to improve
5 understanding of the licensure pathway and legal obligations.
6

7 5.5 Develop strategies to increase public awareness of their rights as mental
8 health consumers.
9

10 Committee Comments

11 Walker: Provided feedback on formatting of the chart.
12

13 Public Comments: None
14

15 **5. Discussion and Possible Action to Make Recommendations of the** 16 **Information Bulletin on Education and Continuing Education Opportunities** 17 **in Perinatal Mental Health** 18

19 Two 2024 laws (AB 2270 and AB 2581) require the Board to consider adding CE
20 courses in menopausal and maternal mental health. In November 2025, the
21 Board emphasized the importance of these topics but opted to refer them to
22 committees for broader CE and outreach review. Staff collaborated with Elyse
23 Springer, representing the California Chapter of Postpartum Support International
24 (PSI-CA) to create an informational bulletin using the more inclusive term
25 “perinatal mental health.” The bulletin provides key concepts, common clinical
26 issues, and resources to support licensees’ competency in this area.
27

28 Once finalized, the informational bulletin will be posted on the Board’s website,
29 included in the newsletter, and shared across social media. Its content will also
30 be used for periodic posts to support ongoing awareness and education.
31

32 The bulletin was provided in the meeting materials as Attachment A.
33

34 Discussion

35 Boyd: Thanked staff for preparing the comprehensive report and acknowledged
36 the significant effort involved. Asked where this type of information would be
37 located on the Board’s website.
38

39 Sodergren: Responding to Dr. Boyd’s question, he explained that important
40 bulletins may temporarily appear as website alerts before being moved into the
41 FAQs and Updates section. As the website redesign progresses, staff may
42 consider creating a helpful tab or another dedicated area to highlight this type of
43 information for licensees.
44

45 Friedman: Emphasized the importance of making this information easy to find on
46 the website. Recommended placing a clear, prominent link near the top of the

1 site so practitioners can quickly locate resources, especially when treating
2 patients experiencing menopause, postpartum depression, pregnancy, or similar
3 issues.

4
5 Sodergren: Noted that it can be difficult to drive traffic to the website, so
6 consistent social media outreach is an important strategy. Relevant information
7 can be shared through recurring social media posts that link directly to the
8 document, reducing the need for users to locate it on the website. This approach
9 would support consistent and planned messaging efforts.

10
11 Boyd: Asked whether a digital version of the document (provided in the meeting
12 materials) could include hyperlinks to the referenced resources and information.

13
14 Sodergren: Responded that staff usually provide links to resources whenever
15 possible.

16
17 Motion: Bring this matter to the full Board for further consideration.

18
19 M/S: Walker/Friedman

20
21 Public Comments

22 Shanti Ezrine, California Association of Marriage and Family Therapists
23 (CAMFT): Emphasized the importance of the perinatal topics addressed and
24 thanked staff and contributors for their work. Noted that CAMFT will review the
25 materials more closely and provide feedback. Also expressed willingness to
26 share the information with their members and repost it on social media once
27 available.

28
29 Elyse Springer, (PSI-CA): Thanked staff for continuing the dialogue on perinatal
30 topics and highlighted emerging public policy developments recognizing the
31 perinatal period as a distinct behavioral health concern. Reiterated their belief
32 that this area warrants formal education requirements but expressed appreciation
33 for any information being shared with clinicians. Supported keeping the
34 information prominently accessible on the website and distributing it through the
35 listserv. Also welcomed CAMFT's willingness to disseminate the material and
36 emphasized the importance of reaching as many clinicians as possible, noting
37 that many are still unaware that perinatal mental health affects all types of
38 parents. Offered to answer questions and continue serving as a resource.

39
40 Motion carried: 3 yea, 0 nay, 1 absent

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

1 **6. Discussion and Possible Action to Make Recommendations of the**
2 **Information Bulletin Protecting Client Confidentiality and Working with**
3 **Marginalized Communities**
4

5 During the February 2026 Board meeting, concerns were raised about better
6 supporting licensees who work with marginalized and vulnerable communities. In
7 response, staff prepared two informational bulletins: one on protecting client
8 confidentiality and another on considerations for working respectfully and
9 effectively with these communities. Once approved, both documents will be
10 posted on the Board's website and promoted through social media.
11

12 "Protecting Client Confidentiality" bulletin was provided in the meeting materials
13 as Attachment A. "Working with Marginalized or Vulnerable Communities"
14 bulletin was provided as Attachment B.
15

16 Discussion

17 Friedman: Raised concerns about how client information stored on a computer
18 can be adequately protected from unauthorized access, particularly from
19 individuals who may attempt to break into the system.
20

21 Boyd: Suggested adding the ACA Code of Ethics and related standards.
22

23 Motion: Bring this matter to the full Board for further discussion.
24

25 M/S: Friedman/Boyd
26

27 Public Comments

28 Shanti Ezrine, CAMFT: Thanked the staff for developing the informational
29 bulletins and for including CAMFT's Code of Ethics as a resource. Noted that
30 CAMFT has created many resources on confidentiality and marginalized
31 communities, and they will review the bulletins with their team to provide any
32 feedback or additional resources for consideration.
33

34 Lisa Wenninger, LPCC: Expressed concern that therapists now have less control
35 over client data due to expanded government access. Emphasized the ethical
36 responsibility to protect sensitive information, especially regarding gender identity
37 and immigration status. Suggested the bulletin offer stronger wording or clearer
38 guidance, particularly on responding to different types of subpoenas, noting that
39 some agencies may misuse them. Requested additional clarity to help therapists,
40 many of whom find these legal issues confusing, better understand their
41 obligations.
42

43 Ben Caldwell, LMFT: Expressed appreciation for the Board's efforts but raised
44 two concerns. First, the confidentiality bulletin may not fully reflect the many
45 situations under Civil Code section 56.10 in which therapists can or must break
46 confidentiality, and they recommended broadening that section. Second, the

bulletin on marginalized communities may need more flexibility, as ethical obligations vary across provider types. They suggested adjusting the language to better reflect differences among professional codes as the documents move forward to the Board.

Additional Committee Comments

Boyd: Asked whether the bulletin could better capture the full range of confidentiality exceptions and suggested including the relevant code sections directly within the document. Recommended adding a note advising therapists to consult an attorney when uncertain, to clarify that the bulletin is not exhaustive and has inherent limitations.

Motion carried: 3 yea, 0 nay, 1 absent

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

7. Update on Live Outreach Events

Staff reported on current outreach efforts, including participation in stakeholder meetings, conferences, and virtual presentations for educators, students, and trainees about BBS licensure pathways. Due to increased interest from schools, staff propose launching a series of live Webex webinars covering associate registration requirements, the full licensure process, and supervision requirements. Sessions would be recorded and posted on YouTube for ongoing access. This webinar series is intended to streamline school presentations, reach a wider audience, and reduce confusion for future applicants. If successful, the series may continue annually or biannually, with individual school presentations still available upon request.

Staff outlined plans to promote the webinar series through multiple channels, including email invitations sent to the Board's subscriber list, posts on the Board's Facebook and Instagram pages, and continued outreach to professional associations and academic institutions to share updates and encourage participation.

Staff reported that they are exploring ways to increase engagement during Board-hosted live events. Feedback from the recent Lunchtime Listening Session indicated that attendees wanted more time for public comments and questions. In response, staff plan to include a Q&A segment in each webinar and collect questions in advance through social media posts and a comment field in the Webex registration form. These questions will be shared with presenters to address during the live sessions.

Discussion

The discussion focused on how questions are managed during outreach presentations, especially given the high volume of anticipated inquiries. Staff explained that attendees are encouraged to submit questions in advance through the BBS outreach email to help manage time during the Q&A portions of each session, though additional questions arising during the live presentation may also be addressed if time permits. They noted past practices where staff monitored the chat in real time to capture more questions, acknowledging resource limitations. The conversation then shifted to the number of outreach presentations conducted annually (about 40), plans to expand into more structured live events, and considerations for scheduling them around academic terms. Questions were also raised about webinar capacity limits and whether required pre-registration might unintentionally block last-minute attendees. Staff agreed these issues need review and emphasized plans to make recordings available on YouTube for continued access.

The conversation shifted to whether the new webinar series on licensure pathways represents a new approach for the Board. Staff confirmed that using a webinar format for this topic is indeed new and was developed in response to increasing outreach requests, with the goal of reaching a broader audience and improving engagement. Dr. Walker expressed appreciation, noting that the series helps address known bottlenecks and barriers within the licensure process and commended staff for pairing information with needed resources. The discussion closed with questions about who leads these webinars and how staff collaborate to deliver them, recognizing that staffing and resource availability are central to sustaining this new format.

Public Comments

Shanti Ezrine, CAMFT: Expressed strong support for the webinar initiative, offering to help promote it and serve as a resource. Proposed sending a list of common licensure-related questions developed by CAMFT attorneys.

Sara Carrasco, William Jessup University: Expressed appreciation for BBS staff, noting that their efforts have been extremely helpful for students. Mentioned that some students were unable to register for a previous webinar due to capacity limits but greatly valued the recorded version. Expressed enthusiasm for integrating these webinars into classroom curriculum to streamline learning. Thanked the Board for participating in their career expo, which helped students see BBS staff as approachable and supportive.

8. Update on Social Media

Staff provided an update on efforts to enhance outreach through new communication tools. They are refining strategies to improve the Board's social media presence, focusing on pre-recorded Facebook videos, Instagram Reels, and exploring SMS capabilities. After evaluating video-editing options, staff

1 identified Canva AI as an effective platform for producing high-quality, engaging
2 content and are working with DCA's Office of Information Systems (OIS) to
3 secure licensing. Staff have begun developing the Board's first Instagram Reel
4 and continue exploring potential use of TikTok. Additionally, staff met with OIS to
5 consider implementing an SMS system, though the current platform is limited to
6 internal DCA use; further discussions will continue to assess BBS workflow
7 needs and possible solutions.

8
9 Staff will explore Canva AI and other engagement platforms to identify the most
10 effective long-term communication tools. Throughout this process, they will
11 coordinate with OIS to ensure all tools align with departmental standards,
12 branding, and communication guidelines.

13 14 Discussion

15 The group discussed using TikTok and Instagram Reels for outreach, focusing
16 on targeting registrants, recent graduates, and younger audiences entering the
17 mental-health field. Staff confirmed they have not yet produced videos but are
18 procuring tools and plan to create short informational content tied to licensure
19 topics. Board members emphasized the importance of defining the target
20 audience, using social media to reach younger generations, and tracking
21 progress with clear timelines and status updates. Staff agreed and noted the
22 outreach plan is a living document that will incorporate these new social media
23 efforts.

24
25 Written Comments Submitted by Board Member John Sovec: Suggested creating
26 a structured social media content calendar that highlights one theme per month
27 using existing assets like FAQs and publications. Recommended bringing back
28 Facebook Fridays in an updated form, identifying staff willing to appear on
29 camera for reels and videos, and developing a "Get to Know Your BBS" series to
30 highlight different roles within the Board. Encouraged partnering with other
31 mental-health boards and agencies to share content and coordinate public
32 awareness campaigns.

33 34 Public Comments

35 Sara Carrasco: Noted that most of their students are young recent graduates and
36 said those students are excited about the Board's social-media efforts.
37 Emphasized that the planned outreach is well-targeted and aligns perfectly with
38 the audience the Board is trying to reach.

39
40 Shanti Ezrine, CAMFT: Asked whether LinkedIn had been considered as an
41 outreach platform, noting its strong professional engagement, high traffic, and
42 ability to host video content—making it a useful addition alongside Canva- and
43 AI-supported efforts.

9. Update on Website Re-Design

Staff are working with the OIS to redesign the Board's website homepage with a focus on improving usability, accessibility, and clarity. Since presenting initial navigation and layout proposals in September 2025, the team has refined the design to enhance user experience and streamline access to high-demand information.

The redesign introduces a simplified top-level navigation menu—Consumers, Updates/FAQs, Applicant, Enforcement, Exams, Licensees, and Online Services—and an enhanced Quick Hits section linking directly to frequently accessed resources such as complaint filing, regulations, supervision tools, and continuing education.

New mid-page functional sections further improve access to key areas: licensure requirements, license verification, renewals, outreach platforms, and military-related licensing resources.

Staff will continue collaborating with OIS to finalize the layout, organize related content, and improve overall accessibility, with updated drafts to be provided to the Committee as development progresses.

Discussion

Boyd: Asked when the planned updates are expected to go live and be finalized.

Staff explained that there is no set launch date yet because they first want the committee's feedback on the proposed updates. Once the content and layout are finalized based on that input, the updates could go live within a few months.

Friedman: Suggested separating website content for consumers from content intended for licensed professionals, noting the two audiences have different needs.

Staff agreed and explained that the consumer section will prominently feature basic board information, complaint resources, license verification, and introductory materials for non-clinicians.

Boyd: Added that supervisors also need a dedicated, easily accessible section. Staff acknowledged this and said they can incorporate a more comprehensive supervision area within the updated navigation structure.

Public Comments

Shanti Ezrine, CAMFT: Suggested adding TikTok, LinkedIn, and other discussed platforms to the social-media section of the outreach plan, since only Facebook and Twitter are currently listed. Also asked whether processing timelines could be highlighted on the homepage for easier visibility.

Staff agreed with the suggestion and explained that processing times are already posted on the website under the social-media section, though that wasn't reflected in the printed materials. They said they can look for an additional, more visible place to display processing timelines since they know how important that information is to users.

Additional Committee Comments

Walker: Suggested using more visual tools—like a countdown clock or calendar—to display processing timelines, instead of relying on text-heavy explanations. She emphasized that visual communication could make the information clearer and more engaging.

10. Update on Publications

Staff continue to review and update Board publications based on feedback and changes in law, and the Board publishes a newsletter at least three times annually. Since the last Committee meeting, several new publications have been released, including the Winter 2026 Newsletter, Frequently Asked Questions for Supervisors, and a continuing education compliance resource. Additionally, key advertising-related publications for licensees, registrants, and trainees have undergone significant revisions.

Committee Comments

Boyd: Expressed appreciation for the work being done on supervision resources, noting that the dedicated sponsor and subject-matter experts involved are a valuable addition

Public Comments: None

11. Suggestions for Future Agenda items

Boyd: Recommended adding a future agenda item to develop informational materials on conversion therapy and ethical practice, especially in light of current events.

Friedman: Suggested adding a future agenda item focused on reaching young people who are deciding on career paths, exploring ways to encourage them to consider careers in mental health services.

Lisa Wenninger, LPCC: Supported adding conversion-therapy–related information. Recommended addressing upcoming changes to student loan qualifications that may limit opportunities for counseling and therapy students. She emphasized the financial hardships students face during internships and suggested creating resources to help them navigate these challenges. Also encouraged “humanizing” the BBS by adding staff photos and improving email

1 response times, noting that these steps could reduce the power imbalance
2 applicants often feel.

3
4 **12. Public Comment for Items not on the Agenda**

5
6 None

7
8 **13. Adjournment**

9
10 The Committee adjourned at 10:51 a.m.

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Gavin Newsom, Governor
State of California

Business, Consumer Services and Housing Agency
Department of Consumer Affairs

OUTREACH AND EDUCATION COMMITTEE MINUTES

DATE June 23, 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
Lorez Bailey, Public Member
Dr. Nicholas Boyd, Ph.D., LPCC Member
Susan Friedman, Public Member (*arrived at 1:25 p.m.*)
John Sovec, LMFT Member

Staff Present at Primary Location

Marlon McManus, Assistant Executive Officer
Tony Beasley, Administrative Analyst
Christy Berger, Regulatory Manager
Shelley Ganaway, Legal Counsel
Christina Kitamura, Administrative Analyst
Syreeta Risso, Special Projects and Research Analyst

Other Attendees Public participation via WebEx and in-person

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

2
3 Dr. Annette Walker, Chair of the Outreach and Education Committee
4 (Committee), called the meeting to order at 1:04 p.m. Roll was called, and a
5 quorum was established.
6

7 **2. Introductions**

8
9 Committee members introduced themselves during role call; staff introduced
10 themselves. Public attendees introduce themselves.
11

12 **3. Consent Calendar: Discussion and Possible Action to Approve the April 16,**
13 **2026, Outreach and Education Committee Minutes**

14
15 This item was tabled.
16

17 **4. Update on Status of Outreach and Education Goals**

18
19 Staff reviewed portions of the draft strategic plan that fall under the Outreach and
20 Education Committee's oversight. Several prior objectives have been
21 consolidated into three broader goals and will be presented to the full Board for
22 final approval.
23

24 **Outreach and Education Goal**

25 Engage and educate through ongoing communication about the practice and
26 regulation of the professions and the delivery of mental health care.
27

28 **Objectives**

- 29 5.1 Host events for associates, educators, licensees, and supervisors to
30 address licensure pathway questions and gather feedback.
31 5.2 Enhance outreach and communication to ensure applicants, licensees,
32 and consumers receive accurate, timely, and culturally responsive
33 information about the Board's role and services.
34 5.3 Develop and distribute guidance materials outlining professional
35 obligations of registrants and licensees, and consumer rights, with
36 attention to supporting marginalized communities.
37

38 These objectives remain preliminary until the Board adopts the final strategic
39 plan, expected in August 2026. After adoption, staff will create specific tasks to
40 help meet these objectives and further the Board's broader goals.
41

42 Discussion: None

43
44 Public Comment: None
45

5. Update on Live Outreach Events

During the Committee meeting in April 2026, staff proposed launching a new Webex-based licensure pathways webinar series to provide broad, consistent guidance on all stages of the BBS journey to licensure. Each webinar will cover a different phase—from applying for associate registration through supervision requirements and full licensure—and all sessions will be recorded and posted to the Board’s YouTube page.

The series is intended to streamline staff presentations currently delivered individually to schools, improve clarity on licensure requirements, and reduce applicant confusion.

First Webinar – June 2026

The inaugural live event, *Journey to BBS Licensure – Getting Started with Associate Registration*, will focus on requirements for obtaining associate registration and is aimed at students, trainees, and recent graduates.

Q&A Plan

Questions for each session’s Q&A portion may be submitted:

- Through a comment field in the Webex registration form
- Via comments on the Board’s Facebook and Instagram promotion posts
- In real time through the Webex chat during the live event
-

Next Steps

For future sessions, the outreach coordinator will collaborate with Licensing Unit staff to develop presentations on full licensure requirements, including supervision standards. A separate live event is planned for late 2026 or early 2027 to explain proposed 2027 licensing process changes.

If well received, the series may continue annually or biannually. Individual school presentations will still be offered upon request, with recorded webinars serving as an alternative resource when staff availability is limited.

A tentative schedule of live events was provided in the meeting materials as Attachment A.

Discussion

Mr. Sovec asked how staff determined that the webinar series was “well received.” He requested clarification on whether any follow-up evaluation was conducted—such as surveys, interviews, or other feedback—and how the term “well received” was being defined or measured.

Ms. Risso reported that staff held the first live webinar on the associate registration process last week and included a post-webinar survey, which is still open. Once the survey results are in, staff will be able to assess how well the

1 webinar was received and identify areas for improvement. She noted that some
2 technical issues occurred during the live event, and staff has already identified
3 ways to improve future sessions. Attendance reports will also be reviewed to
4 understand viewer participation.

5
6 Boyd suggested that future webinar sessions be scheduled earlier in the year so
7 students receive the information before graduating, which may help them prepare
8 and submit their applications more effectively. He also asked for clarification on
9 the attendance process for the webinar series, noting past issues with attendees
10 needing to register or encountering access limitations, and inquired how access
11 will be handled going forward.

12
13 Ms. Risso explained that the recent live webinar had a registration cap of about
14 1,000 attendees. To address this, staff coordinated with the webcast team to
15 create a separate livestream link and shared it in advance through social media
16 and the email list to ensure broader access. She noted that livestream viewers
17 could watch but not participate. The session was also recorded and will be
18 posted on the department's YouTube channel for future viewing.

19
20 Ms. Risso added that Webex registration allowed attendees to submit questions
21 in advance, and staff received a report listing registrants and their questions.
22 Although technical issues and time constraints prevented those questions from
23 being addressed during the live event, the plan moving forward is to continue
24 gathering questions ahead of time through Webex registration and social media
25 for future Q&A sessions.

26
27 Dr. Boyd suggested that the questions submitted for the webinars could be
28 posted or compiled into a reference source, such as an FAQ, noting that many of
29 them may be useful for future guidance.

30 31 Public Comments

32 Shanti Ezrine, California Association of Marriage and Family Therapists (CAMFT)
33 suggested making social media posts more descriptive by including the webinar
34 topic and date on the post cover, which would make it easier for their
35 communications team to reshare. He expressed appreciation for the team's work,
36 saying he looks forward to the next webinar.

37 38 **6. Update on Social Media**

39
40 Staff reported progress on implementing new outreach methods discussed at the
41 previous Committee meeting, focusing on improving communication reach and
42 the effectiveness of Board messaging. Efforts have included expanding use of
43 Canva to create Instagram Reels, increasing production of pre-recorded
44 Facebook videos, and identifying staff to assist with content development.

Video Editing and Instagram Reel Update

Since acquiring Canva, staff produced and posted the Board's first Instagram Reel, which performed strongly with over 22,200 views, 321 likes, and more than 100 shares. Public comments were invited to suggest future topics, and several useful ideas were received. A second reel is currently in development. Moving forward, staff plan to release at least one detailed reel every other month to strengthen outreach and increase visibility.

Upcoming Strategic Initiatives

Staff will continue using Canva to create a wider range of polished and accessible social media content across all platforms. Several staff members have been identified to appear on camera or provide voice-overs, allowing for more versatile content formats, including explainers, updates, and short educational pieces. These efforts aim to diversify messaging, improve the Board's online presence, and better connect with the public.

Discussion

Mr. Sovec recommended increasing the frequency and variety of social media posts, noting that posting once every month or two is not effective given how quickly social media moves. He encouraged repurposing existing content and creating more visually engaging posts that clearly reflect the intended audience—such as newly graduating students. He also pointed out that the recent webinar post labeled “notice” appeared more like an official alert than an inviting webinar announcement, suggesting that future visuals be designed with clearer intent and audience focus.

Mr. Manus agreed with the feedback and acknowledged that posting only once or twice a month is not sufficient. He explained that limited staff resources initially influenced their posting frequency, but he agreed that more frequent content—including reposts and targeted posts during key periods like graduation season—would be beneficial. He stated that the team plans to increase the number of videos and social media posts moving forward.

Mr. Sovec suggested exploring partnerships with affinity organizations, noting that groups like CAMFT already repost Board content and create strong visual materials. He recommended building relationships with similar organizations to coordinate messaging and broaden the reach of announcements and webinar promotions.

Ms. Bailey noted that while social media is often encouraged, it requires significant planning, effort, and time. She suggested developing a strong content calendar created months in advance to make posting more proactive and consistent. She emphasized the importance of intentionality in managing social media and thanked staff for their ongoing work, acknowledging that building an effective presence takes time.

1 Ms. Friedman emphasized the importance of selecting presenters who visually
2 and culturally resonate with the target audience. For webinars aimed at recent
3 graduates, she suggested choosing speakers who are younger, newly licensed,
4 and who present themselves in a way that reflects that demographic. She noted
5 that being intentional in “casting” these roles is essential for effective outreach.
6

7 Mr. Sovec noted that he previously submitted suggestions for creating a
8 structured content schedule and asked whether anyone had discussed or
9 reviewed the idea of developing a social media content calendar, emphasizing
10 the need for a planned approach rather than sporadic posting.
11

12 Mr. McManus explained that the team does have a basic content calendar and
13 has discussed the timing of posts, but since this is a new effort, they have been
14 focused on building and improving their content and becoming comfortable with
15 the tools. He noted they are experimenting with elements like AI voices and
16 considering adding faces to future content. As they gain experience and learn
17 from early challenges, they plan to refine their approach and produce stronger,
18 more polished material.
19

20 Mr. Sovec advised that developing a content calendar first is essential, as it helps
21 guide what needs to be created and makes production more efficient. He
22 explained that planning topics month-by-month—such as content for new
23 students in September or a supervision series in October—provides clarity and
24 direction, making it easier to produce effective social media materials.
25

26 Mr. Sovec recommended repurposing webinar recordings by using tools that can
27 automatically create short soundbite videos, allowing staff to generate multiple
28 pieces of reusable content efficiently. He also suggested using the questions
29 submitted during webinars as ready-made material for quick, informative social
30 media posts. Additionally, he advised breaking larger topics into multiple short,
31 focused reels—rather than combining several subjects into one—to better serve
32 viewers and improve overall content quality.
33

34 Ms. Bailey emphasized that post-pandemic attention spans are shorter, so
35 outreach should use small, concise content rather than comprehensive pieces.
36 She also noted the importance of ensuring materials visibly represent the
37 diversity of the community so prospective professionals can see themselves
38 reflected in the field.
39

40 Public Comment

41 Mr. Ezrine thanked staff for their work to strengthen the Board’s social media
42 presence and expressed support for the suggestions shared by other members.
43 He added that videos should also be reposted on additional platforms such as
44 Facebook and LinkedIn, noting that these sites have active professional and
45 therapy-related communities. He emphasized that reusing existing content

across multiple platforms can help expand reach and provide more frequent posting opportunities.

7. Update on Website Re-Design

Staff provided an update on ongoing collaboration with DCA's Office of Information Services on redesigning the Board's website homepage to improve usability, accessibility, and clarity. Several adjustments have been made since the Committee's last review based on Committee direction.

Homepage Updates Implemented

- Supervisor Resources was moved from Quick Hits to the mid-page functional navigation to align with other licensure-related materials.
- Verify a License was moved from the mid-page section to Quick Hits to increase visibility for this frequently used tool.

New Quick Hits Additions

- Processing Times – Provides current processing dates for applications and registrations.
- Education Resources – Lists California schools offering degree programs that may qualify for licensure.

Board Meeting Section Reintroduced

A Board Meeting section has been added directly below the Important Alerts/Updates area, offering a second prominent access point for meeting agendas, materials, and participation information to increase stakeholder engagement.

Supervisor Resources Section Enhancements

The Supervisor Resources area was restructured to better serve both supervisors and supervisees. Two clearly labeled pathways are now provided:

- For Supervisors – Existing guidance for supervising associates and trainees.
- For Supervisees – Information on supervision requirements, supervisor qualifications, and how to select a supervisor.

Next Steps

If the Committee is satisfied with the homepage layout changes, staff will proceed with updating and reorganizing content within the top-level navigation menus to improve clarity, align with Board processes, and reflect the redesigned structure.

Discussion

Dr. Boyd noted that the Board's home landing page feels overly busy and suggested reevaluating which information is most important to feature. He

1 questioned whether leadership listings need to appear at the top since they
2 already exist under “About Us,” and recommended elevating “What’s New” so
3 users can see key updates without scrolling. He also pointed out that some
4 elements, such as related links and duplicate search bars, may not be the best
5 use of space and could be reconsidered to improve clarity and usability.
6

7 Mr. Sovec noted that the current website does not display consistently across
8 devices, explaining that formatting is lost when viewed on different mediums. He
9 expressed hope that the redesign will address these responsiveness issues.
10

11 Mr. Sovec said the project overall looks good, but the navigation for the Updates
12 section is confusing and needs to be more direct. Right now, clicking “Updates”
13 takes users to a page with a picture saying “Updates,” which then links to another
14 page that says there are updates, and only after another click do users reach the
15 actual update descriptions. He said this structure doesn’t make sense and that
16 when someone clicks “Updates,” it should take them directly to the actual
17 updates page. He asked whether streamlining this is part of the current focus.
18

19 Mr. McManus explained that the team wasn’t allowed to fully overhaul the
20 website initially, so they started by finalizing the homepage layout. Now that the
21 homepage structure is set, the next step is revising each linked page so the
22 content is reorganized, clearer, and more meaningful for users. Overall, the
23 upcoming focus is improving each section so navigation flows better and
24 information is more accessible.
25

26 Public Comment

27 Mr. Ezrine appreciated that processing times were added under Quick Hits, since
28 that’s a resource they frequently direct people to. He offered several suggestions:
29 rename “Supervisor Resources” to “Supervision Resources” to better reflect
30 content for both supervisors and supervisees; reconsider terms like “Subject
31 Matter Expert” and “Fee Schedule” in Quick Hits because the public may not
32 understand them, potentially using clearer labels; and consider creating a single,
33 centralized forms page that could also be placed under Quick Hits. He noted that
34 this would greatly help licensees and applicants who currently have to navigate
35 multiple pages or rely on Google searches.
36

37 Dr. Ben Caldwell reinforced earlier feedback and emphasized the importance of
38 ensuring the website is fully responsive across devices. He noted that traffic
39 likely varies between desktop, mobile, and tablet users, and each format requires
40 tailored design adjustments to support easy navigation. He acknowledged the
41 phased nature of the project and said the progress so far looks great.
42

43 Further Discussion

44 Mr. Sovec noted that the website still lists Twitter/X even though the board hasn’t
45 posted there since 2022. He recommended discontinuing the account altogether,
46 explaining that Twitter/X is a questionable platform and may not be an

appropriate environment for the board's work. He suggested the social media team consider exiting the platform. He also pointed out that Facebook and Instagram are missing from the social media section and should be included.

Ms. Friedman suggested that the team should consider posting on TikTok.

8. Update on Publications

Staff reported ongoing efforts to review and update Board publications based on stakeholder feedback, Board direction, staff input, and changes in law. The Board continues to publish its newsletter at least three times annually.

New Publications Since Last Committee Meeting

The following publications have been published since the Committee last met:

- Top Tips for a Smooth Associate Application Process
- The Power of Guiding Growth: The Benefits of Supervising Pre-Licensed Clinical Therapists
- Fee Reduction FAQ

Updated Publications

The following publications have been revised and enhanced since the Committee last met:

- Licensee Continuing Education Information and FAQ
- Registrant Continuing Education Information and FAQ

Discussion

Dr. Boyd explained that students often submit multiple documents separately when applying for registration—such as fingerprints, applications, transcripts, and departmental forms—and they worry about what happens to these individual pieces once submitted. He suggested that guidance explaining what happens to individually submitted application documents should appear in multiple places—both in the FAQ and in the application packet. He noted that the application already outlines required components, so adding a brief note there could help. Including the same information in the FAQ would also support applicants who may be anxious, forget details, or struggle to remember where to find instructions. Having the information in more than one location would make the process clearer and easier for students.

Mr. Sovec praised the team for their strong work and noted how well they balance required technical/legal language with clear, accessible communication. He encouraged leaning even more toward a consumer- or applicant-friendly tone in the FAQs—suggesting a slight shift toward more plain, approachable language while still maintaining necessary technical accuracy. He emphasized that this small adjustment could make the information even more accessible and commended the team for already managing this challenging balance effectively.

1 Ms. Berger agreed that the instructions—especially for applications—are
2 extensive and difficult to simplify, and the team has been working hard to break
3 them down more clearly. She acknowledged that the FAQ documents,
4 particularly for associates, are long and technical, and she welcomed the
5 feedback. She said they could improve them and might explore using AI to help
6 make the FAQs more personable and easier to understand.
7

8 Dr. Boyd noted that when downloading the current FAQ PDF, the file name in the
9 URL still refers to “PCCI.” He suggested updating the PDF’s file title so it
10 matches the current document name.
11

12 Public Comment: None
13

14 **9. Suggestions for Future Agenda items** 15

16 Mr. Sovec proposed adding a future agenda item where staff would present a
17 six-month content creation calendar—or explain the process they would use to
18 develop one. He noted this could be discussed separately or as part of the
19 broader social media conversation.
20

21 Ms. Friedman suggested that BBS should try to post on TikTok.
22

23 Mr. Sovec recommended that the board prepare a report evaluating all social
24 media platforms—identifying which ones are appropriate to use and which may
25 not be. He noted that LinkedIn was mentioned and the board doesn’t currently
26 have a presence there, and he reiterated his concern about continuing on X
27 (Twitter). He suggested staff analyze each platform’s pros and cons and then
28 determine which ones the board should prioritize for its social media outreach
29 strategy.
30

31 **10. Public Comment for Items not on the Agenda** 32

33 None
34

35 **11. Adjournment** 36

37 The Committee adjourned at 2:21 p.m.