



MEMORANDUM

DATE	August 28, 2026
TO	Outreach and Education Committee
FROM	Steve Sodergren, Executive Officer
SUBJECT	Discussion and Possible Recommendations for Tasks for Outreach & Education Strategic Plan Goal and Objectives.

Background

The Board approved the 2026-2030 Strategic Plan on August 14, 2026, outlining four-year goals and related objectives. Subsequently, board staff have developed tasks to help achieve these objectives (Attachment A).

Outreach and Education Goals

The Outreach and Education goal is to inform and involve stakeholders through continuous communication about professional practices, regulations, and mental health care delivery.

Outreach and Education Objectives

The strategic plan sets three objectives for this goal:

- 5.1 Host events for associates, educators, licensees, and supervisors to address licensure pathway questions and gather feedback.
- 5.2 Enhance outreach and communication to promote awareness and understanding of the Board's role and services while ensuring applicants, licensees, and consumers receive accurate, culturally responsive, and timely information.
- 5.3 Develop and distribute guidance materials that outline the professional obligations of registrants and licensees as well as the rights of consumers related to the protection and support of marginalized communities.

Next Step

The committee should discuss and make recommendations on the tasks identified by staff.

Attachments

Attachment A: Outreach & Education Committee Goals Status Report

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Attachment A
OUTREACH & EDUCATION COMMITTEE GOALS STATUS REPORT

OUTREACH & EDUCATION			
5.1 Objective Tasks	TASK	0%	DUE DATE
Conduct targeted surveys to identify the top licensure pathway questions and concerns among educators, supervisors, associates, and licensees.	5.1.1	Not Started	Oct - Dec 2026
Develop a quarterly webinar series featuring Board staff to answer licensure pathway, supervision, and application-related questions.	5.1.2	In Progress	Jan - Mar 2027
Develop, produce, and publish a series of video resources that clearly explain each step of the licensure pathway.	5.1.3	Not Started	Jul - Sept 2027
Create a presentation toolkit to support staff in presenting at conferences, universities, and professional associations.	5.1.4	Not Started	Jan - Mar 2027
5.2 Objective Tasks	TASK	0%	DUE DATE
Develop and publish accessible, culturally responsive outreach materials tailored for high school and undergraduate students that explain licensure.	5.1.1	Not Started	Oct - Dec 2027
Re-design the Board's website to create a clearer, more intuitive, and user-focused online experience and streamlining navigation, improving access to licensure information and public resources.	5.1.2	In Progress	Jan - Mar 2027
Increase the production and use of short form social media videos that clearly explain the licensure pathway and address common applicant questions.	5.2.3	In Progress	Oct - Dec 2028
Develop standardized, reusable presentation materials that support consistent, high-quality outreach to schools to ensuring educators, students, and campus partners receive clear, engaging, and accurate information about the Board's licensure pathways.	5.2.4	Not Started	Jan - Mar 2027
Develop and expand a comprehensive set of clear, practical, and accessible resources that support supervisees and supervisors in understanding and fulfilling their legal, ethical, and clinical responsibilities.	5.2.5	Not Started	Jul - Sept 2027

Attachment A**OUTREACH & EDUCATION COMMITTEE GOALS STATUS REPORT**

Update and develop clear, accessible, and culturally responsive consumer information that helps the public understand their rights, the Board's role, and key aspects of receiving safe, ethical, and competent behavioral health services.	5.2.6	Not Started	Oct - Dec 2027
Develop additional resources for educational institutions to support understanding of licensure requirements and curriculum alignment.	5.2.7	Not Started	Oct - Dec 2027
5.3 Objective Tasks	TASK	0%	DUE DATE
Research to identify the information, guidance, and support resources most beneficial to licensees serving marginalized communities,	5.3.1	Not Started	Jan - Mar 2028
Develop and publish guidance materials that support licensees working with marginalized communities to ensure they have accessible information on confidentiality protections, ethical responsibilities, and culturally informed practice, when serving vulnerable or marginalized populations.	5.3.2	Not Started	Oct - Dec 2027