Board of Behavioral Sciences

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Gavin Newsom, Governor, State of California | Business and Consumer Services Agency | Department of Consumer Affairs

MEMORANDUM

DATE	November 4, 2026
TO	Board Members
FROM	Syreeta Risso, Outreach Coordinator
SUBJECT	Outreach & Education Update

Outreach and Education Committee Update

The Outreach and Education Committee met on September 8, 2026, to discuss the 2026-2030 Strategic Plan, which was approved by the Board at its August 2026 meeting. The discussion focused on staff-identified tasks for achieving the outreach and education objectives outlined in the plan. Committee members also provided recommendations for refining the tasks and prioritizing their implementation.

Outreach Events

		1st Quarter FY 2025-2026	1st Quarter FY 2026-2027	Difference
Outreach Events	Presentations	12	9	-3
	Conference Attendance	0	0	0
	Total	12	9	-3

Recent Event Highlights

California Association of Marriage and Family Therapists (CAMFT) Fall Symposium and Supervision Workshop – LMFT Licensing Unit management and staff attended the two-day, in-person event hosted by CAMFT in October 2026. BBS management and staff participated in CAMFT's Supervision Workshop, offering guidance for supervisors as well as participated in CAMFT's Symposium event the next day.

National Association of Social Workers - California Chapter (NASW-CA) Conference In October 2026, BBS's Assistant Executive Officer and LCSW Licensing Unit management attended the two-day event in the San Francisco Bay Area. BBS participated in the event workshop session offering BBS updates as well as engaged with attendees visiting the BBS exhibitor table at the conference.

New Publications

The following BBS publications have recently been published:

- FAQ for Out-of-State and Out-of-Country Applicants
- Summary of Requirements for Applicants with School Psychologist Experience in Another U.S. State or Territory
- Summary of Requirements for Applicants with California School Psychologist Experience

Social Media

SOCIAL MEDIA ENGAGEMENT (1st QTR FY 2026-2027)				
	REACH	**VISITS**	**FOLLOWS**	**FOLLOWERS**
Facebook	41,000	107,200	1,300	41,689
Instagram	32,000	28,900	2,700	26,039
Reach: how many 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				