Board of Behavioral Sciences

1625 North Market Blvd., Suite S-200
Sacramento, CA 95834
(916) 574-7830
www.bbs.ca.gov

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

# MEMORANDUM

| | |
|---|---|
| **DATE** | November 12, 2026 |
| **TO** | Board Members |
| **FROM** | Steve Sodergren |
| **SUBJECT** | Strategic Plan Update |

At the August 2026 meeting, the Board reviewed and approved the final draft of the 2026-2030 Strategic Plan. (Attachment A) Since the adoption of the strategic plan, staff have been collaborating to identify tasks that will assist the Board in achieving the stated objectives in the strategic plan. The tasks that staff have identified are listed in the Strategic Plan Status Update. (Attachment B)

The Strategic Plan is intended to be a living document that helps guide the Board's work. While it establishes long-term goals and measurable objectives, it is designed to remain flexible and evolve as priorities, challenges, and opportunities change over time.

Staff will provide quarterly updates on progress toward each goal and objective during Board meetings, giving members an opportunity to provide feedback, ask questions, and suggest adjustments as needed. More detailed discussions of objectives, strategies, and specific tasks will generally take place at the committee level.

In addition to guiding the Board's future efforts, the Strategic Plan serves as a tool for capturing new ideas, initiatives, and priorities that emerge through Board and committee discussions. The goal is for the Board to maintain overall oversight of the Strategic Plan while committees focus on reviewing and advancing the objectives and tasks within their respective areas of responsibility.

**Attachments**

**Attachment A:** Board of Behavioral Sciences 2026-2030 Strategic Plan
**Attachment B:** Board of Behavioral Sciences Strategic Plan Update

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CALIFORNIA

# BOARD OF BEHAVIORAL SCIENCES

## STRATEGIC PLAN 2026–2030



ADOPTED: AUGUST 14, 2026

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# MEMBERS OF THE BOARD

**Wendy Strack,** *Chair*
**Nicholas Boyd,** *LPCC, Vice Chair*
**Lorez Bailey**
**Susan Friedman**
**Justin Huft,** LMFT
**Christopher C. Jones,** *LEP*
**Kelly Ranasinghe**
**John Sovec,** *LMFT*
**Rebecca Thiess**
**Eleanor Uribe,** *LCSW*
**Annette Walker**

**Gavin Newsom,** *Governor*

**Rohit Chopra,** *Secretary,*
*Business and Consumer Services Agency*

**Christine Lally,** *Acting Director,*
*California Department of Consumer Affairs*

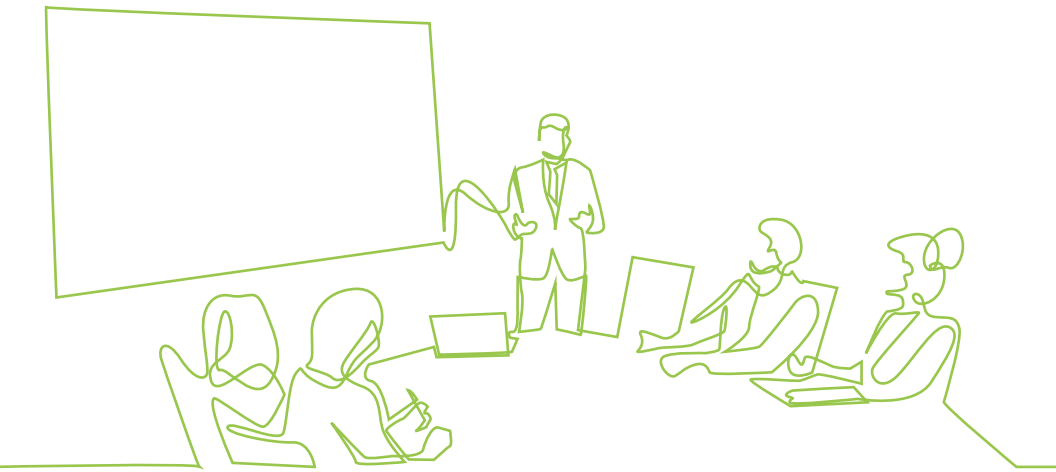
**Steve Sodergren,** *Executive Officer,*
*Board of Behavioral Sciences*

# ABOUT THE BOARD

The Board of Behavioral Science (Board) is responsible for the regulatory oversight of more than 160,000 licensees and registrants. The Board licenses and regulates licensed clinical social workers (LCSWs), licensed marriage and family therapists (LMFTs), licensed educational psychologists (LEPs), and licensed professional clinical counselors (LPCCs). Additionally, the Board registers associate social workers (ASWs), associate marriage and family therapists (AMFTs), and associate professional clinical counselors (APCCs). These registrants are required to be under the supervision of a licensed professional.

To fulfill its mandates, the Board manages its resources to license individuals and helps candidates in the licensing process. It develops and administers licensure examinations and examination procedures consistent with prevailing standards for the validation and use of licensing and certification tests. It also enforces laws aimed at protecting the public from incompetent, unethical, or unprofessional practitioners, while providing education to consumers to enhance their understanding and awareness of their rights as a client.

Current law provides for 13 Board members comprised of six licensees (two licensed clinical social workers, two licensed marriage and family therapists, one licensed educational psychologist, one licensed professional clinical counselor) and seven public members. Each member of the Board is appointed for a term of four years. The governor appoints 11 members, who are subject to Senate confirmation. The Speaker of the Assembly appoints one public member, and the Senate Rules Committee appoints one public member.



# MESSAGE FROM THE BOARD CHAIRPERSON

On behalf of the California Board of Behavioral Sciences (Board), I am pleased to present our 2026–2030 Strategic Plan.

Behavioral health services are essential to the well-being of Californians. As the landscape of mental health care continues to evolve through advances in telehealth, workforce development efforts, technological innovation, and changing public expectations, the Board must remain forward-looking, responsive, and grounded in its mission: consumer protection.

This strategic plan reflects a thoughtful and collaborative effort. Board members and staff engaged in the environmental scan process by providing stakeholder input and participated in facilitated planning sessions coordinated by the Department of Consumer Affairs' Strategic Organizational Leadership and Individual Development (SOLID) Planning team. Together, we assessed our strengths, identified emerging challenges, and established clear goals to guide our work over the coming years.

The strategic plan serves as a living framework. While it sets long-term goals and measurable objectives, it is designed to remain adaptable. The Board will regularly review and update the plan to ensure we remain responsive to legislative changes, workforce trends, examination transitions, technological advancements, and the evolving needs of the public we serve.

Our strategic priorities focus on strengthening licensure pathways, enhancing enforcement consistency, modernizing operations, advancing outreach and education, and supporting organizational excellence. Each goal is grounded in our commitment to transparency, accountability, equity, and a commitment to public protection.

We invite stakeholders, including consumers, licensees, registrants, educators, and community partners, to review this strategic plan and remain engaged in our work. Your participation in Board and committee meetings, rulemaking processes, outreach efforts, and public comment opportunities strengthen our ability to fulfill our mission.

The Board is committed to continuous improvement, thoughtful regulation, and meaningful collaboration. We look forward to advancing this strategic plan together and ensuring the continued protection and well-being of all Californians.

**—Wendy Strack,** *Board Chair*

# MISSION, VISION, AND VALUES

## MISSION

Protect and serve Californians by setting, communicating, and enforcing standards for safe, competent, and culturally responsive mental health practices.



## VISION

All Californians have access to quality mental health services.

## VALUES

- Accountability
- Accessibility
- Diversity
- Equity
- Inclusion
- Integrity
- Professionalism

# GOAL 1:
# ADMINISTRATION

**Build an excellent, diverse, and culturally responsive organization through proper Board governance, effective leadership, and responsible management.**

**1.1** Establish form and publication guidelines and best practices that incorporate diversity, equity, inclusion, and accessibility to ensure clarity and inclusiveness.

**1.2** Transition external and internal processes to accessible and paperless formats, as appropriate.

**1.3** Create and implement an internal and external communication structure and process to ensure staff, applicants, and stakeholders receive accurate, culturally responsive, and timely information.

**1.4** Conduct a comprehensive review and update of procedural manuals to maintain clarity, conciseness, and cultural responsiveness.



# GOAL 2:
# LICENSING

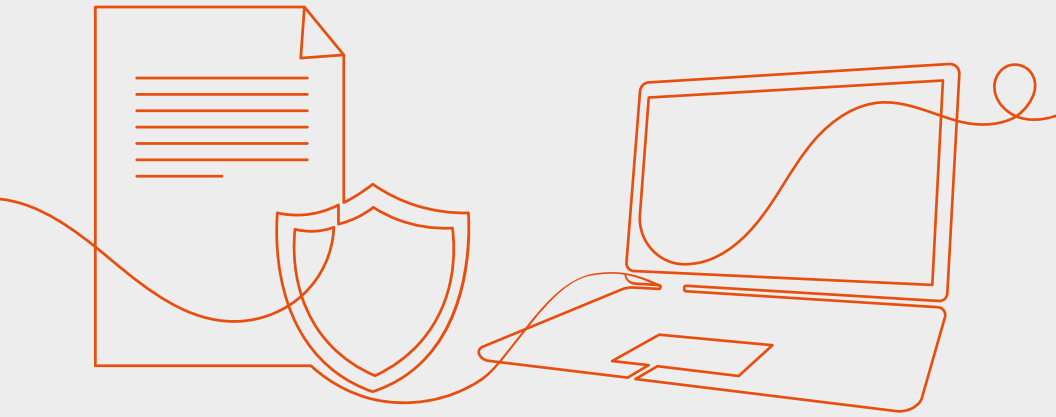
**Apply licensing standards to protect consumers and allow reasonable and timely access to the profession.**

**2.1** Improve website tools and resources to support applicants and registrants by providing clear, concise, and ADA-compliant information.

**2.2** Reduce the average processing times for license and registration applications by leveraging technological solutions and staffing efficiencies.

**2.3** Assess application fees for considerations on equity and long-term fiscal solvency.

**2.4** Update and streamline the licensure requirements.



# GOAL 3: EXAMINATION

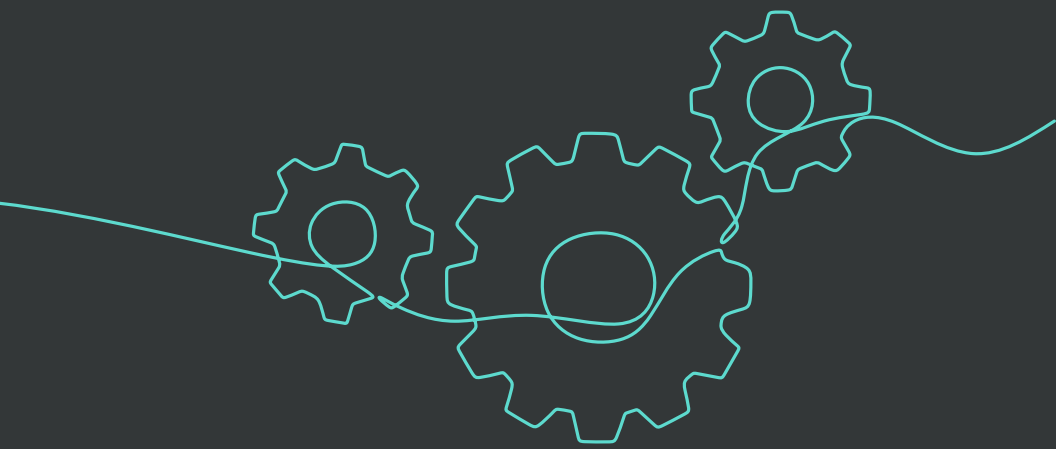
**Administer fair, valid, comprehensive, culturally responsive, and relevant licensing examinations.**

**3.1** Review exam eligibility timelines to identify opportunities to improve the efficiency of the licensure process.

**3.2** Improve recruitment efforts to build a broader, more diverse, and inclusive pool of subject matter experts for exam development.

**3.3** Improve exam information and resources to establish expectations and assist applicants through the exam process.

**3.4** Discuss implementing the Association of Marital and Family Therapy Regulatory Board's (AMFTRB) national examination.



# GOAL 4:
# ENFORCEMENT

**Protect the health and safety of consumers through the enforcement of laws.**

**4.1** Strengthen the monitoring of violations and disciplinary trends to support informed policy development and continuous improvement.

**4.2** Assess the continuing education process for improvements that will increase compliance and support professional competency.

**4.3** Enhance the supervisor audit process to ensure compliance and support professional competency.

**4.4** Enhance communication with complainants and about the complaint process and outcomes to promote transparency and understanding.

**4.5** Reduce enforcement case processing times to support efficient and consistent case resolution.



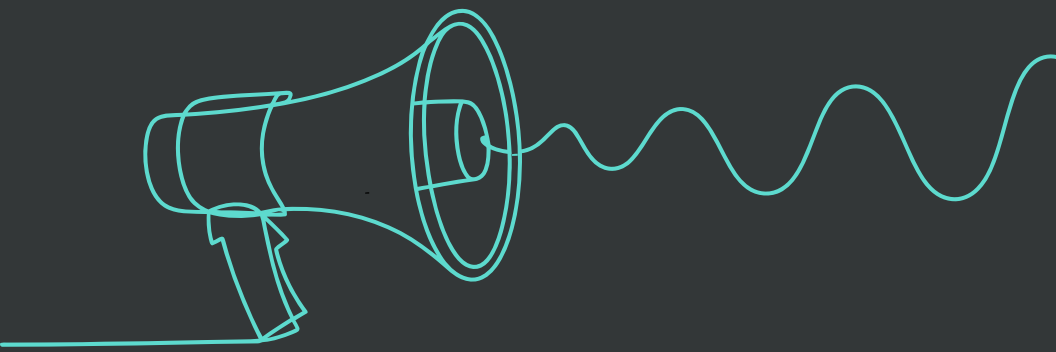
# GOAL 5:
# OUTREACH AND EDUCATION

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

**5.1** Host events for associates, educators, licensees, and supervisors 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.



# GOAL 6:
# LEGISLATION AND REGULATION

**Ensure the statutes, regulations, policies, and procedures strengthen the Board's mandates and mission.**

**6.1** Pursue legislation to consolidate licensure pathways to improve clarity.

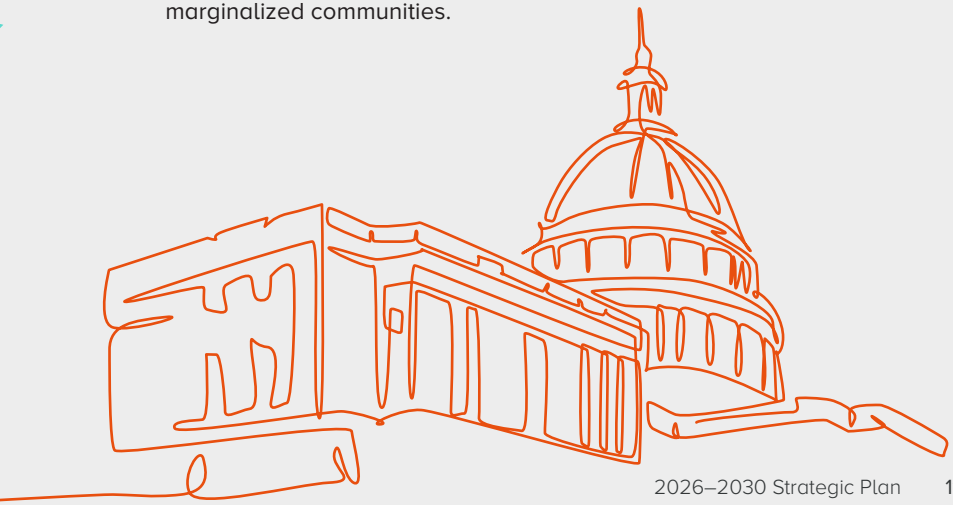
**6.2** Pursue legislation to address the use of artificial intelligence (AI) in therapy.

**6.3** Pursue legislation to address medication assisted therapy.

**6.4** Review and analyze the Uniform Standards Regarding Substance-Abusing Healing Arts Licensees (SB 1441) for an alternative to default sentencing.

**6.5** Research the scope of mental health paraprofessionals and the feasibility and effectiveness of their regulation.

**6.6** Support legislation that strengthens the protection of consumers of marginalized communities.

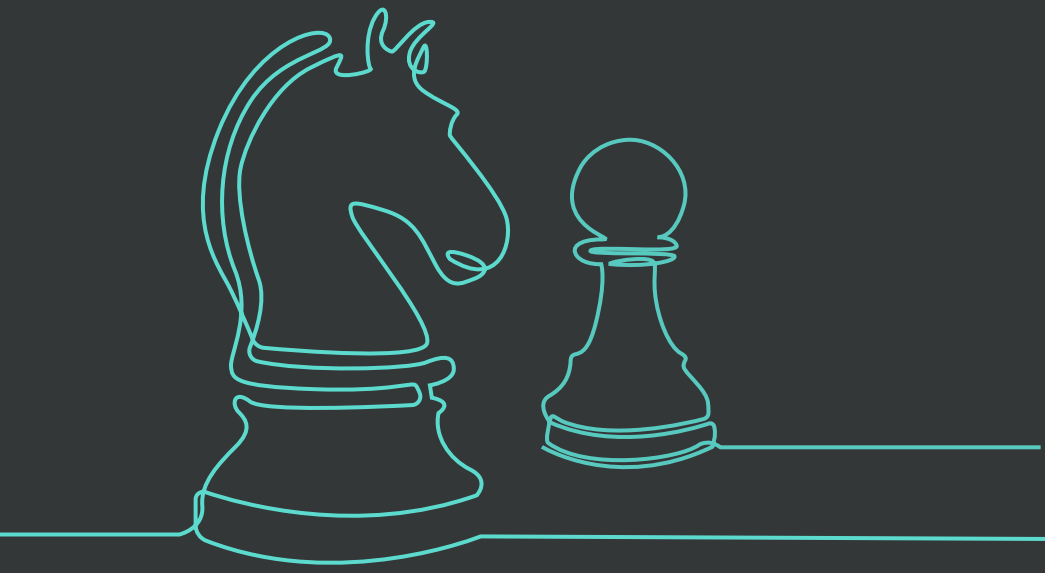


# STRATEGIC PLANNING PROCESS

To understand the environment in which the Board operates as well as identify factors that could impact the Board's success in carrying out its regulatory duties, the Department of Consumer Affairs SOLID Planning Unit (SOLID) conducted an environmental scan of the Board's internal and external environments. Information for the scan was collected through interviews and online surveys distributed to the following stakeholder groups in April 2025:

- **Internal staff:** interviews and online surveys.
- **Board members:** interviews.
- **External stakeholders:** online survey link distributed and posted on board website.

The most significant themes and trends identified from the environmental scan were discussed by board members, board leadership, and members of the public during a strategic planning session facilitated by SOLID on February 19, 2026. This information guided the Board in the development of its strategic objectives outlined in this 2026–2030 Strategic Plan.



# BBS

## Board of Behavioral Sciences

**Board of Behavioral Sciences**
1625 N. Market Blvd., Suite S-200
Sacramento, CA 95834
Phone: (916) 574-7830

**WWW.BBS.CA.GOV**

**Strategic plan adopted on August 14, 2026.**

Subsequent amendments may have been made
after the adoption of this plan.

Prepared by

**SOLID PLANNING SOLUTIONS**
**CALIFORNIA DEPARTMENT OF CONSUMER AFFAIRS**

1747 N. Market Blvd., Suite 270
Sacramento, CA 95834

CALIFORNIA DEPARTMENT OF
CONSUMER
AFFAIRS

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| Column1 | Column2 | Column4 | Column5 |
|---|---|---|---|
| | **2026 - 2030 Action Plan** | **Due Date** | **Current Status** |
| **Goal 1: ADMINISTRATION** | | | |
| **1.1** | **Establish form and publication guidelines and best practices that incorporate diversity, equity, inclusion, and accessibility to ensure clarity and inclusiveness.** | | |
| **Success Measure:** | **All forms are created/updated using guidelines for accessibility and clarity.** | | 0% |
| **1.1.1** | Ensure that staff are informed and understand the DCA style guidelines. | FY 26-27 Q3 | Not Started |
| **1.1.2** | Seek training in accessibility best practices for staff responsible for publications. | FY 26-27 Q4 | Not Started |
| **1.1.3** | Implement avenues for applicants and licensees to provide feedback on the website and publications. | FY 26-27 Q4 | Not Started |
| **1.1.4** | Establish form and publication guidelines that incorporate best practices to ensure accessibility. | FY 27-28 Q1 | Not Started |
| **1.1.5** | Provide staff training on culturally responsive communication. | FY 27-28 Q1 | Not Started |
| **1.2** | **Transition external and internal processes to accessible and paperless formats, as appropriate.** | | |
| **Success Measure:** | **All external and internal processes are paperless.** | | 0% |
| **1.2.1** | Conduct and inventory across all units to document and record current paper usage. | FY 26-27 Q3 | Not Started |
| **1.2.2** | Map out each process utilizing paper and determine its digital equivalence. | FY 26-27 Q4 | Not Started |
| **1.2.3** | Create a migration timeline to go paperless, including high impact areas. | FY 26-27 Q4 | Not Started |
| **1.2.4** | Ensure that the retention schedule is updated to reflect digitization. | FY 27-28 Q1 | Not Started |
| **1.2.5** | Provide regular training on digital tools (SharePoint, digital signatures, scanning systems) to ensure comfort with paperless workflows. | FY 27-28 Q4 | Not Started |
| **1.3** | **Create and implement an internal and external communication structure and process to ensure staff, applicants, and stakeholders receive accurate, culturally responsive, and timely information.** | | |

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| **Success Measure:** | **New communication structure implemented** | | 0% |
| **1.3.1** | Develop a unified communication policy outline roles, responsibilities, channels, and approval workflows. | FY 26-27 Q3 | Not Started |
| **1.3.2** | Create templates for emails, applicant notices, website updates, FAQs, and social media posts to ensure clarity and consistency. | FY 26-27 Q1 | Not Started |
| **1.3.3** | Ensure communication is available in multiple languages where appropriate. | FY 29-30 Q2 | Not Started |
| **1.3.4** | Conduct staff training on Teams to ensure full utilization. | FY 26-27 Q4 | Not Started |
| **1.3.5** | Plan and schedule recurring communications: awareness campaigns, exam updates, legislative changes, outreach events, and Board meeting notices. | FY 26-27 Q3 | Not Started |
| **1.4** | **Conduct a comprehensive review and update of procedural manuals to maintain clarity, conciseness, and cultural responsiveness.** | | |
| **Success Measure:** | **Comprehensive procedure manual implemented** | | 0% |
| **1.4.1** | Create a unified well organized folder system in Sharepoint to ensure easy access to procedures. | FY 26-27 Q3 | Not Started |
| **1.4.2** | Create a Board-wide template covering required sections, formatting standards, and language clarity guidelines. | FY 26-27 Q3 | Not Started |
| **1.4.3** | Review and update procedures to be concise, direct, and clear. | FY 27-28 Q1 | Not Started |
| **1.4.4** | Establish a change management for procedures to establish the process to propose, evaluate, approve and records changes. | FY 27-28 Q1 | Not Started |
| **1.4.5** | Provide training to staff to ensure everyone understands the new structure, content, and how to access. | FY 27-28 Q2 | Not Started |
| **Goal 2: LICENSING** | | | |
| **2.1** | **Improve website tools and resources to support applicants and registrants by providing clear, concise and ADA compliant information.** | | |
| **Success Measure:** | **Improved website tools published to web** | | 0% |
| **2.1.1** | Update the applicant content for website. | FY 26-27 Q4 | Not Started |
| **2.1.2** | Update the FAQs to improve the accessibility to information. | FY 26-27 Q4 | Not Started |

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| **2.1.3** | Create and publish FAQs for applicants. | FY 27-28 Q1 | Not Started |
| **2.1.4** | Create and publish new supervisor guidance documents. | FY 27-28 Q2 | Not Started |
| **2.1.5** | Create and publish new supervisees guidance documents. | FY 27-28 Q2 | Not Started |
| **2.1.6** | Develop video on how to record supervised experience hours. | FY 27-28 Q3 | Not Started |
| **2.1.7** | Develop video on supervisor requirements. | FY 28-29 Q2 | Not Started |
| **2.1.8** | Develop video on supervisee requirements. | FY 28-29 Q2 | Not Started |
| **2.2** | **Reduce average processing times for license and registration applications by leveraging technological solutions and staffing efficiencies.** | | |
| **Success Measure:** | **Average processing times reduced** | | 0% |
| **2.2.1** | Conduct an assessment to identify bottlenecks in application documentation. | FY 26-27 Q4 | Not Started |
| **2.2.2** | Create a plan with suggested solutions to resolve bottlenecks. | FY 27-28 Q2 | Not Started |
| **2.2.3** | Pursue plan to resolve bottlenecks in application documentation. | FY 27-28 Q3 | Not Started |
| **2.2.4** | Research and consider implementing a supervisory system for registrants to record hour to improve oversight and workflow coordination. | FY 27-28 Q1 | Not Started |
| **2.2.5** | Assess current unit structure and consider reorganization of registration and licensing unit. | FY 26-27 Q4 | Not Started |
| **2.3** | **Assess application fees for consideration on equity and long-term fiscal solvency.** | | |
| **Success Measure:** | **Appropriate fees established and implemented** | | 0% |
| **2.3.1** | Develop a comprehensive plan for a fee study. | FY 27-28 Q1 | Not Started |
| **2.3.2** | Conduct fees study and present findings to the Board. | FY 27-28 Q2 | Not Started |
| **2.3.3** | Pursue legislation/regulaltions for proposed fee structure. | FY 27-28 Q3 | Not Started |
| **2.3.4** | Conduct outreach to inform stakeholders about new fees. | FY 29-30 Q2 | Not Started |
| **2.3.5** | Implement system changes for new fee structure. | FY 29-30 Q2 | Not Started |
| **2.3.6** | Update website and publications to ensure they list new fees. | FY 29-30 Q2 | Not Started |
| **2.3.7** | Train staff on new fee structure. | FY 29-30 Q2 | Not Started |
| **2.4** | **Update and streamline the licensure requirements.** | | |

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| **Success Measure:** | **Streamlined licensure requirements implemented** | | 0% |
| **2.4.1** | Review current licensure requirements. | FY 27-28 Q1 | Not Started |
| **2.4.2** | Draft legislation/regulation amendments to licensure requirements and present them to Board. | FY 27-28 Q2 | Not Started |
| **2.4.3** | Pursue legislation/regulations for proposed amendments to the licensure requirements. | FY 27-28 Q2 | Not Started |
| **2.4.4** | Implement system changes for new licensure requirements. | FY 28-29 Q2 | Not Started |
| **2.4.5** | Update website and publications regarding licensure requirements. | FY 28-29 Q2 | Not Started |
| **2.4.6** | Conduct outreach to inform stakeholders of updated licensure requirements. | FY 28-29 Q3 | Not Started |
| **2.4.7** | Train staff on updated licensure requirements. | FY 28-29 Q3 | Not Started |
| **Goal 3: EXAMINATION** | | | |
| **3.1** | **Evaluate current eligibility timeliness and identify potential areas for improvement.** | | |
| **Success Measure:** | **Reduced eligibility times implemented** | | 0% |
| **3.1.1** | Evaluate eligibility timeliness and identify potential areas for improvement. | FY 26-27 Q4 | Not Started |
| **3.1.2** | Consult with OPES and exam partners regarding feasibility of earlier eligibility. | FY 27-28 Q1 | Not Started |
| **3.1.3** | Draft proposed early eligibility statutory/regulatory language and present them to Board. | FY 27-28 Q2 | Not Started |
| **3.1.4** | Explore the concept of a single Law & Ethics exam for LMFT, LCSW, and LPCC. | FY 28-29 Q3 | Not Started |
| **3.1.5** | Explore the feasibility of remote proctoring of BBS administered exams. | FY 28-29 Q1 | Not Started |
| **3.2** | **Improve recruitment efforts to build a broader, more diverse, and inclusive pool of subject matter experts for exam development.** | | |
| **Success Measure:** | **Increased pool of Subject Matter Experts for exam development** | | 0% |
| **3.2.1** | Review and refine existing SME recruitment process and workflows to improve efficiency. | FY 26-27 Q4 | Not Started |
| **3.2.2** | Revise and create outreach materials that explain the role of an SME and the application process. | FY 27-28 Q1 | Not Started |
| **3.2.3** | Develop a plan for promoting the importance and value of acting as an SME. | FY 27-28 Q1 | Not Started |
| **3.3** | **Improve exam information and resources to establish expectations and assist applicants through the exam process.** | | |

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| **Success Measure:** | Improved exam resources published | | 0% |
| **3.3.1** | Annually evaluate exam guides and instructions to identify areas needing clarification or modernization. | FY 29-30 Q4 | Not Started |
| **3.3.2** | Create an automated exam approval notification with updated information about examinations. | FY 27-28 Q3 | Not Started |
| **3.3.3** | Explore the use of automatic email notifications for exam milestones for candidates. | FY 27-28 Q4 | Not Started |
| **3.3.4** | Conduct outreach to candidates regarding time limits established by AB 1598 (Licensure pathways). | FY 26-27 Q4 | Not Started |
| **3.3.5** | Evaluate the possibility of offering more examination preparation materials. | FY 27-28 Q1 | Not Started |
| **3.4** | **Discuss implementing the Association of Marital and Family Therapy Regulatory Boards (AMFTRB) national examination.** | | |
| **Success Measure:** | **Board discussed AMFTRB national examination** | | 0% |
| **3.4.1** | Maintain an AMFTRB review process to assess whether the AMFTRB National Exam meets California standards. | FY 29-30 Q4 | Not Started |
| **3.4.2** | Assess other avenues that may improve portability for California LMFTs. | FY 26-27 Q4 | Not Started |
| **Goal 4: ENFORCEMENT** | | | |
| **4.1** | **Strengthen the monitoring of violations and disciplinary trends to support informed policy development and continuous improvement.** | | |
| **Success Measure:** | **New violation monitoring and reports implemented** | | 0% |
| **4.1.1** | Review current enforcement reports to determine if they support sufficient tracking of violations and disciplinary trends. | FY 27-28 Q2 | Not Started |
| **4.1.2** | Modify or develop new reports that will allow for sufficient tracking and reporting of violations and disciplinary trends. | FY 28-29 Q1 | Not Started |
| **4.1.3** | Evaluate internal tracking spreadsheets and create QBIRT reports that will provide the same information. | FY 28-29 Q1 | Not Started |
| **4.1.4** | Review and standardize the use of Breeze enforcement codes and train staff on new procedures. | FY 28-29 Q2 | Not Started |
| **4.1.5** | Create scheduled reporting intervals and data validation checks. | FY 28-29 Q2 | Not Started |

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| **4.2** | **Assess the continuing education process for improvements that will increase compliance and support professional competency.** | | |
| **Success Measure:** | Increase compliance with CE requirements | | 0% |
| **4.2.1** | Review existing CE audit workflows and audit failure to determine possible improvements to the process. | FY 26-27 Q4 | Not Started |
| **4.2.2** | Explore technology solutions that allow better monitoring and consistent auditing of CE completion. | FY 27-28 Q2 | Not Started |
| **4.2.3** | Update CE guidance documents, renewal instructions, and reminders to ensure licensees receive accurate and timely information about CE requirements. | FY 28-29 Q1 | Not Started |
| **4.2.4** | Create an online application for CE waivers. | FY 26-27 Q4 | Not Started |
| **4.3** | **Enhance the supervisor audit process to ensure compliance and support professional competency.** | | |
| **Success Measure:** | **Supervisor audit failure decreased** | | 0% |
| **4.3.1** | Review existing supervisor audit process to identify any inefficiencies, inconsistencies, or gaps that may affect compliance. | FY 26-27 Q4 | Not Started |
| **4.3.2** | Implement changes to the supervision CE process and train staff. | FY 27-28 Q2 | Not Started |
| **4.3.3** | Update guidance materials and issue clear instructions so supervisors understand their obligations and how to comply with the audit requirements. | FY 27-28 Q2 | Not Started |
| **4.3.4** | Review and update the procedures on how to address supervision deficiencies identified in the licensure process. | FY 27-28 Q1 | Not Started |
| **4.4** | **Enhance communication with complainants and licensees about the complaint process and outcomes to promote transparency and understanding.** | | |
| **Success Measure:** | **Complaint communication plan implemented** | | 0% |
| **4.4.1** | Evaluate current complaint letters, emails, notices, and outreach materials to ensure transparency and understanding of the enforcement process. | FY 27-28 Q1 | Not Started |

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| **4.4.2** | Create accessible materials to help complainants and licensees understand how complaints are filed, investigated, and resolved. | FY 27-28 Q3 | Not Started |
| **4.4.3** | Create and publish materials that explain the types of complaints the Board has jurisdiction over. | FY 26-27 Q4 | Not Started |
| **4.5** | **Reduce enforcement processing times to support efficient and consistent case resolution.** | | |
| **Success Measure:** | **Case processing times reduced** | | 0% |
| **4.5.1** | Evaluate existing enforcement processing timelines and identify resource gaps and workflow improvements. | FY 27-28 Q1 | Not Started |
| **4.5.2** | Create a structured improvement plan outlining steps to shorten processing times and improve workflows. | FY 27-28 Q2 | Not Started |
| **4.5.3** | Implement structured improvement plan and train staff. | FY 27-28 Q3 | Not Started |
| **4.5.4** | Evaluate ways to streamline the fingerprinting process. | FY 27-28 Q1 | Not Started |
| **Goal 5: OUTREACH AND EDUCATION** | | | |
| **5.1** | **Host events for associates, educators, licensees, and supervisors to address licensure pathway questions and gather feedback.** | | |
| **Success Measure:** | Live events held for associates, educators, licensees, and supervisors | | 0% |
| **5.1.1** | Conduct targeted surveys to identify the top licensure pathway questions and concerns among educators, supervisors, associates, and licensees. | FY 26-27 Q3 | Not Started |
| **5.1.2** | Develop a quarterly webinar series featuring Board staff to answer licensure pathway, supervision, and application related questions. | FY 26-27 Q4 | Not Started |
| **5.1.3** | Develop, produce, and publish a series of video resources that clearly explain each step of the licensure process. | FY 27-28 Q4 | Not Started |
| **5.1.4** | Create a toolkit to support staff in presenting at conferences, universities, and professional associations meetings. | FY 26-27 Q3 | Not Started |

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| **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, responsive, and timely information.** | | |
| **Success Measure:** | **Outreach and communication about Board's role increased.** | | 0% |
| **5.2.1** | Develop and publish accessible, culturally responsive outreach materials tailored for high school and undergraduate students to explain licensure. | FY 28-29 Q4 | Not Started |
| **5.2.2** | Re-design the Board's website to create a clearer, more intuitive, and user focused online experience to improve access to licensure information and public resources. | FY 27-28 Q2 | Not Started |
| **5.2.3** | Increase the production and use of short form social media videos that clearly explain the licensure pathway and address common applicant questions. | FY 27-28 Q4 | Not Started |
| **5.2.4** | Develop standardized, reusable presentation materials that support consistent, high quality outreach to schools to ensure educators, students, and campus partners receive clear, engaging, and accurate information about the Board’s licensure pathways. | FY 27-28 Q1 | Not Started |
| **5.2.5** | Develop and expand a comprehensive set of clear, practical, and accessible resources for supervisees and supervisors in understanding their legal, ethical, and clinical responsibilities. | FY 27-28 Q1 | Not Started |
| **5.2.6** | 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. | FY 28-29 Q2 | Not Started |
| **5.2.7** | Develop additional resources for educational institutions to support understanding of licensure requirements and curriculum alignment. | FY 28-29 Q2 | Not Started |
| **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.** | | |
| **Success Measure:** | **Guidance materials published.** | | 0% |

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| **5.3.1** | Research to identify the information, guidance, and support resources most beneficial to licensees serving marginalized communities. | FY 26-27 Q4 | Not Started |
| **5.3.2** | 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. | FY 27-28 Q2 | Not Started |
| **Goal 6: LEGISLATION AND REGULATION** | | | |
| **6.1** | **Pursue legislation to consolidate licensure pathways to improve clarity.** | | |
| **Success Measure:** | Statutes consolidated and amended for clarity | | 0% |
| **6.1.1** | Pursue legislation to consolidate licensure pathways to improve clarity. | FY 27-28 Q3 | Not Started |
| **6.2** | **Pursue legislation to address the use of artificial intelligence (AI)** | | |
| **Success Measure:** | **AI legislation/regulations pursued** | | 0% |
| **6.2.1** | Review existing and pending AI legislation to identify necessary amendments or areas requiring new statutory amendments. | FY 27-28 Q1 | Not Started |
| **6.2.2** | Engage with stakeholders to gather input on AI legislation. | FY 27-28 Q2 | Not Started |
| **6.2.3** | Monitor statutory language to ensure consumer protection and acceptable uses of AI and pursue legislative amendments if necessary. | FY 29-30 Q4 | Not Started |
| **6.2.4** | Review national trends in AI legislation. | FY 28-29 Q1 | Not Started |
| **6.3** | **Pursue legislation to address medical assisted medication assisted therapy** | | |
| **Success Measure:** | Medical assisted medication therapy legislation/regulation pursued | | 0% |
| **6.3.1** | Review national trends in the regulation for medication assisted therapy as it relates to psychotherapy. | FY 27-28 Q1 | Not Started |
| **6.3.2** | Engage with stakeholders to gather input on medication assisted therapy as it relates to psychotherapy. | FY 27-28 Q2 | Not Started |
| **6.3.3** | Monitor statutory language to ensure consumer protection and acceptable use of medication assisted treatment as it relates to medication assisted therapy to psychotherapy. | FY 29-30 Q4 | Not Started |

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| **6.4** | **Review and analyze the Uniform Standards Regarding Substance-Abuse Healing Art Licensees (SB 1441) for an alternative to default sentencing.** | | |
| **Success Measure:** | **Uniform Standards regarding Substance-Abuse Healing Arts Licensees modernized** | | 0% |
| **6.4.1** | Consult with DCA regarding possible action to amend 1441. | FY 28-29 Q3 | Not Started |
| **6.4.2** | Conduct a comprehensive review of the existing SB 1441 Uniform Standards to identify areas where alternative disciplinary approaches may enhance consumer protection and fairness. | FY 27-28 Q3 | Not Started |
| **6.4.3** | Develop a set of statutory recommendations to modernize SB 1441's requirements and support a more flexible, evidence based disciplinary framework. | FY 28-29 Q1 | Not Started |
| **6.5** | **Support legislation that strengthens the protection of consumers of marginalized communities.** | | |
| **Success Measure:** | **Board support of legislation that strengthens and protects consumer of marginalized communities.** | | 0% |
| **6.5.1** | Conduct a comprehensive review of proposed and existing legislation to identify gaps affecting marginalized communities and develop Board informed policy recommendations. | FY 29-30 Q4 | Not Started |
| **6.5.2** | Engage community stakeholders, including consumer advocates, culturally specific organizations, and providers to gather input on legislative needs and barriers experienced by marginalized populations. | FY 28-29 Q1 | Not Started |