

*CALIFORNIA STATE
BOARD OF BEHAVIORAL
SCIENCES*

Strategic Plan



*Strong minds, lives, families
and communities*

December 2010

Vision

*Strong minds, lives, families,
and communities*

Mission

*Protect Californians by promoting consumer awareness,
advocating for improved mental health services,
and setting, communicating, and enforcing standards.*

Values

The BBS Way:

Be a person of Integrity

Be Professional and Dedicated

Serve with Excellence

Integrity - Doing the right thing makes us proud of the end result.

Professionalism – Applying our knowledge, skill, and ability.

Dedication – Committed to providing quality service.

Service – The quality way the Board meets the needs of the public.

Excellence – Striving to achieve at the highest level.

GOAL 1: Be a Model State Licensing and Regulatory Board

Objective 1: Deliver the Highest Level of Service

Performance Measure: Increased Successful Service Rating and Overall Consumer Satisfaction

1.1 Increase the Board's successful service rating from 72.5% to 80% by June 30, 2012.

- Review DCA the Seven Cs of Customer Service Policy with all BBS Staff by March 1, 2010.
- Implement the DCA Seven Cs of Customer Service Policy standards for email and telephone communications by March 1, 2010.
- Continue review of stakeholder comments received through the website for opportunities to improve service, identify issues that adversely impact successful service, and initiate action or change to correct any issues within the Board's direct control.

1.2 Conduct at least 24 outreach events per fiscal year with 5% specific to consumer education and awareness by July 1, 2012.

- Annually, identify 3 consumer outreach events throughout California to attend.
- Develop materials and publications to promote the existence of BBS and its services for consumers.
- Develop materials and publications to educate and aid consumers in the selection of a mental health provider.

1.3 Increase the Board appointee's effectiveness index 10% by July 1, 2012.

- Establish goals for board appointee effectiveness by August 2010.
- Establish mechanism to measure board appointee effectiveness by August 2010.
- Conduct first assessment of goals and determine baseline index by December 2010.

Goal 2: Establish and Maintain Model Standards for Professional Licensing and Examinations

Objective 2: Ensure that all applications meet registration, examination, and licensure qualifications. All notices to applicants, registrations, and licenses are issued accurately and promptly.

Performance Measure: Percentage of applications, notices, registrations, and licenses processed within established timelines.

2.1 Licensing

- Evaluate all Intern/Associate applications and issue a registration to registrants if the application is complete or notify the applicant of the deficiency within 15 days.
- Evaluate all LEP applications and issue a license if the application is complete or notify the applicant of the deficiency within 15 days.
- Evaluate all Continuing Education Provider applications and issue a provider approval number to the provider if the application is complete or notify the applicant of the deficiency within 15 days.
- Issue examination eligibility notices within 7 days once applicant completes all the requirements to take the examination.
- Issue all initial licenses within 2 days of receipt of completed application.

2.2 Cashiering

- Process all renewal applications within 7 days of receipt.
- Process all new applications within 3 days of receipt.

Goal 3: Ensure the Examination Process is Effective, Fair, and Legally Defensible.

Objective 3: Assess the examination process to determine if the timing, intervals, and content are appropriate.

Performance Measure: Implementation of board approved recommendations

- 3.1 Submit the Exam Program Review Committee's recommendations to the Board by January 2010.
- 3.2 Implement approved recommendations by 2012.
- 3.3 Propose and secure passage of legislation required to implement the Exam Program Review Committee's recommendations by 2012
- 3.4 Collaborate with Association of Social Work Board to consider the ASWB examination in the Board's work as it relates to licensure for clinical social work.
- 3.5 Collaborate with the Association of Marriage and Family Therapy Regulatory Boards (AMFTRB) to jointly perform the Occupational Analysis to be used for both the California MFT exam and national exam.
- 3.6 Develop strategies to increase the number of Subject Matter Experts utilized for exam development.

Goal 4: Increase Consumer Protection through Timely Investigations and Adjudication of Cases Referred for Disciplinary Action.

Objective 4: Timely resolution of consumer complaints and investigations.

Performance Measure: Number of investigations and completed disciplinary actions completed within established timelines.

- 4.1 Complete consumer complaints investigations within 180 days of receipt.
- 4.2 Upon receipt of conviction information complete criminal conviction investigations within 120 days.
- 4.3 Complete adjudication of cases referred for disciplinary action within 180 days of referral date.
- 4.4 Evaluate and assess all procedures to identify process improvements.

Goal 5: Promote Staff Development and Recognition

Objective 5: Develop an internal training and recognition program

Measure: Number of staff with training completion certificates

- 5.1 Establish BBS Way Certification Program and implement program for all staff to complete by July 1, 2012.
- 5.2 Establish a program that recognizes employee length of service, achievements, and contributions to the Board.
- 5.3 Establish a standard of training for each classification to be completed by each employee in that classification.
- 5.4 Promote enrollment in training classes that prepare employees for promotional and testing opportunities.