



Board of Behavioral Sciences

Memo

1625 North Market Blvd., Suite S-200
Sacramento, CA 95834
(916) 574-7830, (916) 574-8625 Fax
www.bbs.ca.gov

To: Outreach and Education Committee **Date:** January 30, 2025
From: Steve Sodergren, Executive Officer
Subject: **Discussion and Possible Recommendation Regarding Committee's Strategic Objectives.**

Board Strategic Objectives

The Board's 2022-2026 Strategic Plan list the following objectives for the Goal 6: Outreach and Education:

Objective 6.1: Create a more responsive and robust consumer and licensing education program through videos, social media campaigns, and electronic publications to ensure understanding of new changes in laws and regulations.

Objective 6.2: Collaborate with entities that work with consumers to increase equitable and inclusive outreach to diverse populations.

Objective 6.3: Increase and diversify Board engagement with schools, training programs, public events, and relevant professional organizations to raise awareness of the Board's role and activities.

Objective 6.4: Identify and implement strategies to gain increased participation in Board meetings from a wider group of stakeholders.

Objective 6.5: Increase awareness of the profession by using outreach to build relationships with underserved communities and diversify the workforce.

To achieve these objectives, the Board can utilize a variety of communication channels, including its website, social media platforms, listserv, in-person or virtual presentations, participation in conferences and events, and the development of publications and instructional videos.

Recommendation

Review the current objectives and provide recommendations for actionable tasks that the committee believes will support achievement of these objectives.