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To: Board Members

Date: February 17, 2025

From: Steve Sodergren
Executive Officer

Subject: Outreach and Education Committee Update

The Outreach and Education Committee (Committee) held its most recent meeting on February 7, 2025. The following items were discussed:

Overview and Purpose of the Outreach and Education Committee

Staff presented an overview of the purpose of the committee. To advance Goal 6 of the Board's amended 2022-2026 Strategic Plan, the Committee is tasked with:

- Enhancing educational resources for licensees and consumers.
- Expanding outreach efforts to connect with more diverse populations.
- Strengthening engagement with schools, training programs, and with consumers at public events.
- Encouraging broader stakeholder participation in Board meetings.

Overview of Board's Current Outreach Efforts

Staff provided an overview of the Board's current outreach and education initiatives aimed at licensees and the public. The presentation highlighted how the Board utilizes its website, social media platforms, outreach events, newsletters, subscriber list, and various publications to engage and inform stakeholders. The Committee discussed potential future strategies to enhance and expand the Board's outreach efforts.

Discussion and Possible Recommendation regarding the Committee's Strategic Objectives

The Committee reviewed the BBS 2022-2026 Strategic Plan Goal 6 current objectives:

- 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.

The committee emphasized the importance of intensifying efforts to successfully achieve Objective 6.5.

Staff shared with the Committee the ideas gathered during the discussions and will incorporate them into future proposals for outreach initiatives. A more detailed presentation on the Board's efforts will be provided at the next meeting.

The next Workforce Development Committee meeting will be held on June 6, 2025.