



Board of Behavioral Sciences

Memo

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To: Board Members

Date: April 30, 2021

From: Steve Sodergren
Executive Officer

Telephone: (916) 574-7847

Subject: Communications Report - May 2021

COMMUNICATION REPORT

Social Media Updates

The Board's social media presence continues to expand. The Board is continuing FB Fridays with the BBS. Each week, we will discuss a new important topic for approximately 30 minutes and then answer questions from the audience.

FACEBOOK LIKES	
1/1/2021	11,641
3/31/2021	12,909
Increase	1,268

FACEBOOK FOLLOWERS	
1/1/2021	12,973
3/31/2021	14,436
Increase	1,463

FACEBOOK LIVE EVENTS 2nd QTR FY 2020/2021	
10 FB Friday's	58K minutes viewed
1/8/2021	All FB Friday's are available to answer questions applicants may have about the process of becoming licensed. We will also use the forum to make any important announcements surrounding today's environment.
1/15/2021	2.6K
1/29/2021	1.5K
2/5/2021	2.1K
2/12/2021	2.4K
2/19/2021	1.7K
2/26/2021	3.1K
3/12/2021	3.8K
3/19/2021	46.1K MINUTES REVIEWED

MESSAGES VIA FACEBOOK MESSENGER	
1/1 - 3/31	327

AVERAGE NUMBER OF PAGE VIEWS	
Jan	779
Feb	958
Mar	974

Department of Consumer Affairs Call Center Update

In April, in consultation with the Department of Consumer Affairs Consumer Information Call Center (CIC), the Board assigned a staff member to work on escalations that the Board receives from the CIC. Escalations are situations where a consumer or a licensee has had a problem that for a variety of reasons isn't easily solved or where an individual has had trouble getting in contact with the Board. When this happens CIC staff will send an "Escalation Email" to the Board and Board staff will make sure that the individual is contacted with information responsive to their issue. Since instituting this new process CIC staff have reported that call volume has lessened and that escalation requests have also lessened. The Board should have a further update on this at the next Board meeting.

Month	Calls Offered	Calls Handled	Avg Wait	Max Wait	Max Abandon
January	1,713	1,548	3:22	37:34	29:09
February	1,734	1,568	2:57	24:56	21:05
March	2,057	1,873	2:45	26:51	20:43

OUTREACH

Events Attended

March 12: Chico State MSW Licensing Process Presentation (Steve/Cassandra)
 March 15: Central Coast MFT Consortium (Rosanne)
 March 17: ASWB Administrator's Forum (Steve)
 March 17: Orange County MFT Consortium (Steve)
 March 18: ASWB Board Member Exchange (Steve)
 April 12: MHSCA/Cultural and Linguistic Competency Committee
 April 13: UC Berkeley MSW Licensing Process Presentation (Steve/Cassandra)
 April 24: California Society of Social Workers Presentation (Steve)
 April 30: CAMFT Annual Meeting (Steve)
 April 30: ASWB Education Meeting (Steve)

Events Scheduled

May 20: Council of State Governments/Associate Social Work Board Interstate Compact Kick-off Meeting (Steve)