

**PROFESSIONAL COUNSELORS and THERAPISTS, BOARD of LICENSED**

**Annual Performance Progress Report (APPR) for Fiscal Year (2013-2014)**

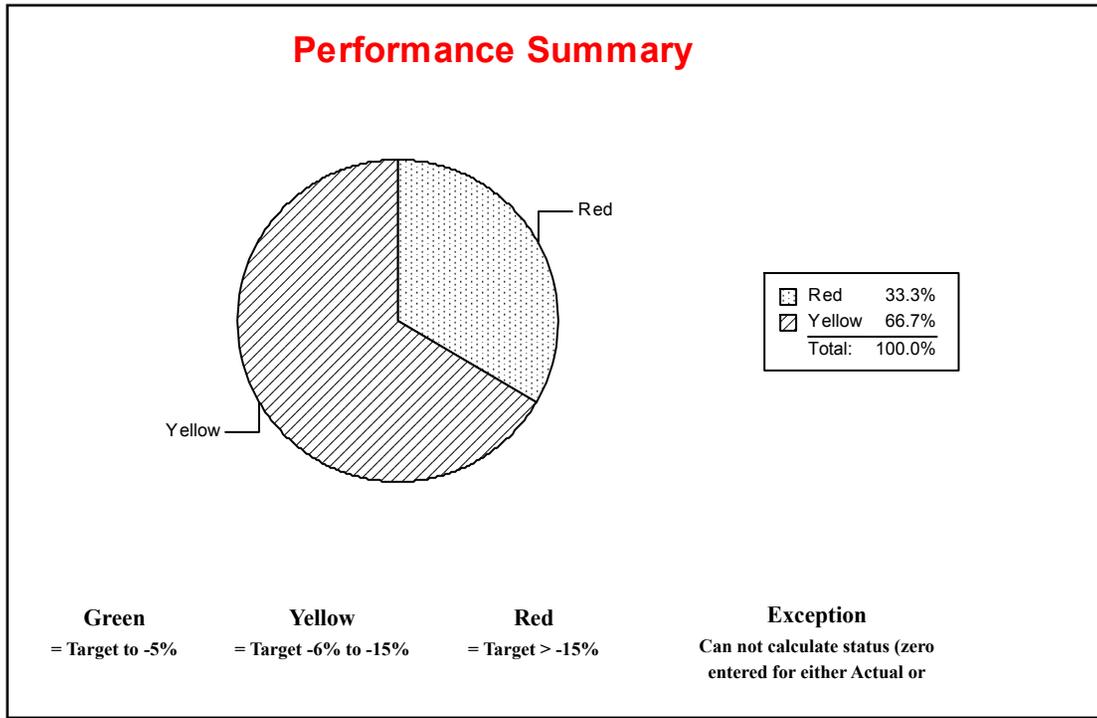
Original Submission Date: 2014

Finalize Date:

<b>2013-2014 KPM #</b>	<b>2013-2014 Approved Key Performance Measures (KPMs)</b>
1	Percent of complaints presented to the Board within 90 days of receipt of complaint.
2	CUSTOMER SERVICE: Percent of customers rating their satisfaction with the agency's customer service as "good" or "excellent": overall, timeliness, accuracy, helpfulness, expertise, availability of information.
3	Board Best Practices - Percent of total best practices met by the Board.

<b>New Delete</b>	<b>Proposed Key Performance Measures (KPM's) for Biennium 2015-2017</b>
	<b>Title:</b>  <b>Rationale:</b>

<b>PROFESSIONAL COUNSELORS and THERAPISTS, BOARD of LICENSED</b>		<b>I. EXECUTIVE SUMMARY</b>	
<b>Agency Mission:</b> To protect and benefit the public by setting strong licensing standards for professional counselors and marriage and family therapists. Standards include education, experience, and examinations. Licensees must abide by a Code of Ethics, complete continuing education, and provide clients with licensee background information and how to contact the Board.			
<b>Contact:</b> Becky Eklund		<b>Contact Phone:</b> 503-378-2216	
<b>Alternate:</b> Janelle Houston		<b>Alternate Phone:</b> 503-373-7020	



**1. SCOPE OF REPORT**

The performance measure report for the Oregon Board of Licensed Professional Counselors and Therapists includes the following measures: Customer service survey; Board best practices in conducting its work; and percent of complaint cases presented to the Board within 90 days of complaint receipt.

**2. THE OREGON CONTEXT**

### **3. PERFORMANCE SUMMARY**

The Board continues to improve its customer service. Customer satisfaction results improved in all categories; the % of complaints presented to the Board within 90 days after receipt decreased; the Board increased its use of best practices.

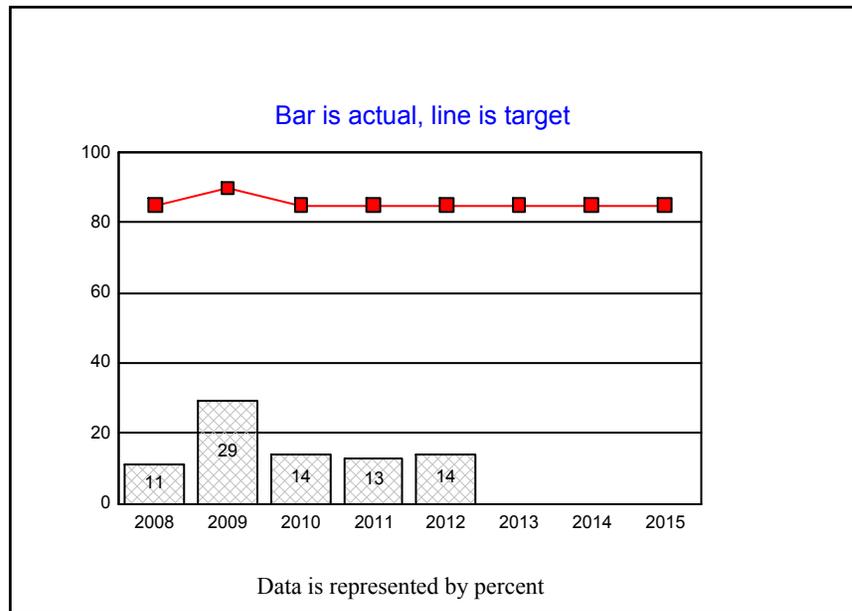
### **4. CHALLENGES**

The Board continues to review and streamline administrative rules and licensing procedures.

### **5. RESOURCES AND EFFICIENCY**

Customer service survey: The agency used an online survey to get feedback on customer service, began online renewal of licenses and online payment options.

<b>KPM #1</b>	Percent of complaints presented to the Board within 90 days of receipt of complaint.	2008
<b>Goal</b>	Reduce the time taken to investigate complaints against licensees.	
<b>Oregon Context</b>	Complaint presentation to Board is not linked to an Oregon Benchmark.	
<b>Data Source</b>	Source of data for this measure is from agency's licensing data base. Information from the data base for complaint cases received during fiscal year 2012 compared to dates those cases were initially presented to the Board for action.	
<b>Owner</b>	Becky Eklund, Executive Director (503) 378-5499 ext. 3.	



**1. OUR STRATEGY**

## 2. ABOUT THE TARGETS

The target is to have 90% of complaints reach the Board within 90 days after receiving a complaint. The target is very ambitious. Oregon law allows 120 days from time complaint received until presentation of investigation report to the Board.

## 3. HOW WE ARE DOING

The agency trend is an increase in time it takes from receipt of complaint to presentation to the Board. has shown minimal improvement on this performance measure. During fiscal year 2010, the average number of days from receipt of complaints until presentation to the Board for action was 107, with 26% of complaints within the 90-day target. During the 2009-11 biennium, we received legislative authority for a part-time, limited duration investigator to investigate complaints and prepare reports for presentation to the Board. We hired the investigator in August of 2009. During the first six months of the fiscal year, the average number of days for complaints to the Board was 112; during the second half of the year, the average number of days was 102 -- an improvement with a staff investigator. The range of days in the first half of the year was from 31 to 230 days and from 9 to 201 days in the second half of the year.

## 4. HOW WE COMPARE

ORS 676 allows for 120 days from the time a case is opened to when it is presented to the Board, and with authority to grant extensions beyond 120 days. All health related licensing boards in Oregon are required to follow the process in ORS 676.

## 5. FACTORS AFFECTING RESULTS

Several factors affect results for this measure: The Board meets only 6 times a year limiting the opportunity to present investigation reports; complex situations and complaints resulting in the need for more time to gather information and evidence; and licensees have 30 days to respond to a complaint leaving the Board waiting for a response before further investigation. With the addition of a full-time investigator, the agency hoped the number of days from complaint receipt to presentation to the Board would be fewer. The opposite has been true. The reasons for these results: An increase in the number of license applications and licensees. An increase in the number of complaints. An increase in appeals of Board decisions about discipline. A lawsuit against the Board by a former licensee. The lawsuit was dismissed at the Circuit Court and Appeals Court levels, but was at great financial costs and staff time. A change in LPC/LMFT legislation has led to increased workload on complaints against unlicensed counselors and therapists. A change in legislation to require health care professionals to report other health care professionals for unethical or illegal behavior.

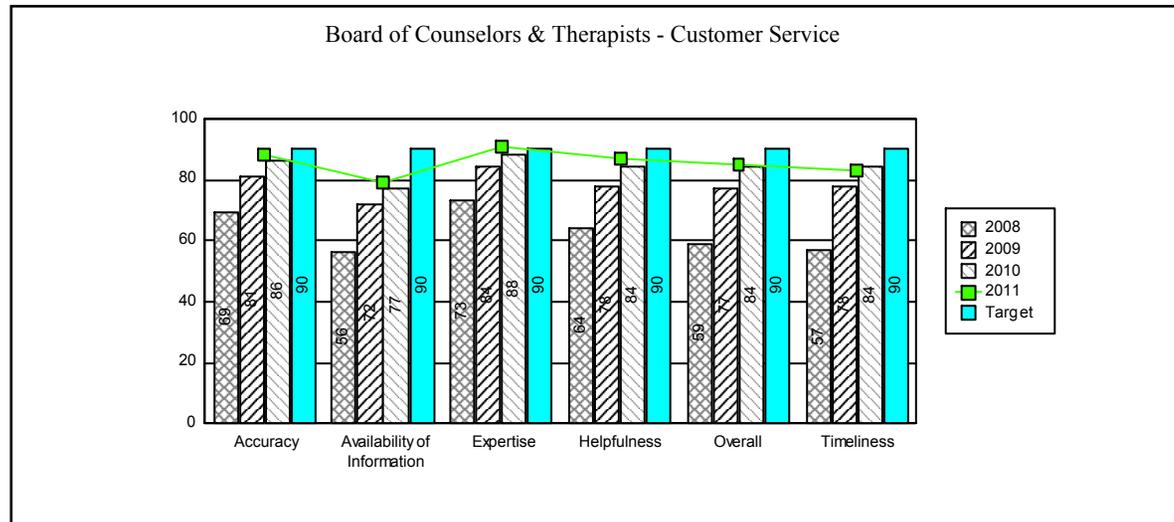
## 6. WHAT NEEDS TO BE DONE

The agency plans to hire a graduate level intern to help the investigator with complaints.

**7. ABOUT THE DATA**

Based on all complaint cases opened during calendar year 2012, the data was calculated by counting the elapsed number of days from receipt of each complaint to the date each investigation report was presented to the Board for consideration and action.

<b>KPM #2</b>	CUSTOMER SERVICE: Percent of customers rating their satisfaction with the agency’s customer service as “good” or “excellent”: overall, timeliness, accuracy, helpfulness, expertise, availability of information.	2008
<b>Goal</b>	<b>CUSTOMER SERVICE</b> A measure of customer satisfaction, measuring the percent of completed survey responses with a rating of Good or Excellent. The survey measures Timeliness, Accuracy, Helpfulness, Expertise, Availability of information, Comparison with other licensing boards, and Overall.	
<b>Oregon Context</b>	Customer Service is not linked to an Oregon Benchmark	
<b>Data Source</b>	During July of each year, the Board sends a customer service survey to all licensees and registered interns for response. The survey is sent electronically with the ability to respond electronically. The number of responses increases each year. The online survey program compiles and graphs the results by category. All comments from the survey go directly and anonymously to the Executive Director's email inbox.	
<b>Owner</b>	Becky Eklund, Executive Director 503.378.5499 ext. 3	



1. OUR STRATEGY

To improve 1) Availability of information: The Board established a listserv for licensees and interns as one way to communicate information about training, made significant changes to the agency's website to update the information and ease access and provides frequent email messages to all licensees about issues and policy, rule, and procedure changes. 2) Timeliness: placed responding to calls and email messages as a high priority. 3) Accuracy and expertise: the staff reviewed administrative rules during weekly staff meetings to provide clarity and consistency in interpretation. 4) Helpfulness: adopted a theme of "a kinder, gentler licensing agency", revising written information to be less bureaucratic and more personalized to address each situation. 5) We have made all forms available and fillable online, which eases the process for stakeholders.

## **2. ABOUT THE TARGETS**

The targets are ambitious. A licensing and compliance agency with a primary goal of consumer protection will likely always have dissatisfied licensure applicants and licensees.

## **3. HOW WE ARE DOING**

The ratings continue to improve in all categories each year. The agency took intentional steps to focus on customer service. The survey results reflect the changes and improvements.

## **4. HOW WE COMPARE**

Those who respond to this question on the survey generally come from those who have experience with licensing boards in other states.

## **5. FACTORS AFFECTING RESULTS**

The category "availability of information" relates directly to the Board's website. The site contains a great deal of information but it is not easy to navigate and find information. Although we have made some changes, the website needs continuing revision. The new SharePoint system adopted by the Department of Administrative Services has resulted in difficulty updating and maintaining the website to the desired level of quality.

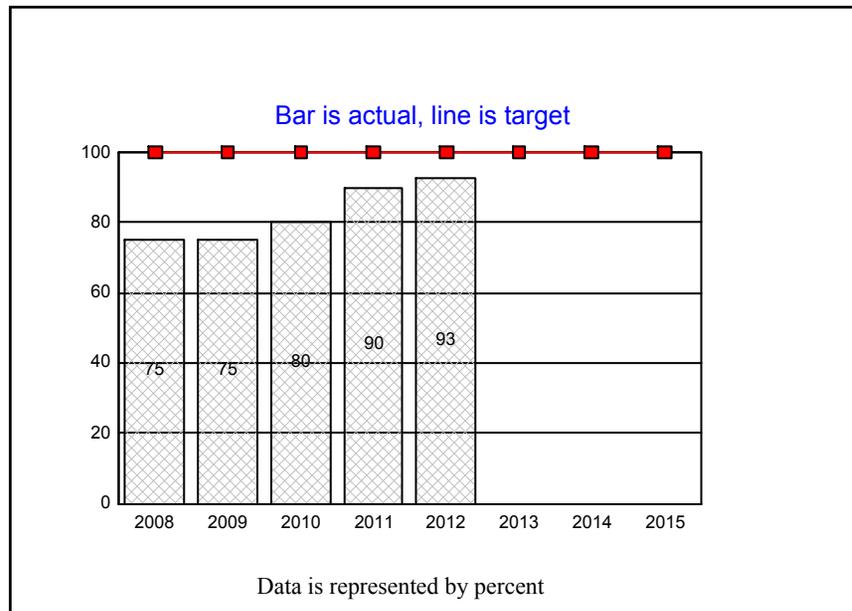
## **6. WHAT NEEDS TO BE DONE**

Continue to have customer service as a high priority. Provide more forms and processes electronically .

**7. ABOUT THE DATA**

Each licensee and registered intern received the survey via his or her email address. The data includes survey responses received in July of each year. Detailed data and comments from survey responses are available from the Board office.

<b>KPM #3</b>	Board Best Practices - Percent of total best practices met by the Board.	2008
<b>Goal</b>	To improve the quality of management of Board activities and oversight of the agency.	
<b>Oregon Context</b>	Board Best Practices measure is not linked to an Oregon Benchmark	
<b>Data Source</b>	Board members review, discuss, and rate their practices using the Board Best Practices Self-Assessment tool. The information is compiled and reported through the KPM system. When the Board finds areas that need strengthening, they take steps to address the need.	
<b>Owner</b>	Becky Eklund, Executive Director (503) 378-5499 ext. 3	



**1. OUR STRATEGY**

During initial discussion about performance measure, board members expressed an interest in increasing training opportunities for board members -- especially public members. Since that initial discussion, the Board director identified online board member training available to members.

**2. ABOUT THE TARGETS**

The Board intends to reach its goal of implementing 100% of best practices as outlined in the self-assessment criteria.

**3. HOW WE ARE DOING**

The Board operates using 93% of the best practices with plans to increase that percent. A higher percent indicates improvement.

**4. HOW WE COMPARE**

N/A

**5. FACTORS AFFECTING RESULTS**

The Governor's Office and the Department of Administrative Services formerly provided board member training. With budget reductions, that training is no longer available.

**6. WHAT NEEDS TO BE DONE**

Staff to continue to identify inexpensive board member training available to members.

**7. ABOUT THE DATA**

The Board conducts its self assessment during each calendar year. The self-assessment includes 15 elements. The Board met all elements except providing sufficient training for board members.

<b>PROFESSIONAL COUNSELORS and THERAPISTS, BOARD of LICENSED</b>	<b>III. USING PERFORMANCE DATA</b>
--	------------------------------------

**Agency Mission:** To protect and benefit the public by setting strong licensing standards for professional counselors and marriage and family therapists. Standards include education, experience, and examinations. Licensees must abide by a Code of Ethics, complete continuing education, and provide clients with licensee background information and how to contact the Board.

<b>Contact:</b> Becky Eklund	<b>Contact Phone:</b> 503-378-2216
------------------------------	------------------------------------

<b>Alternate:</b> Janelle Houston	<b>Alternate Phone:</b> 503-373-7020
-----------------------------------	--------------------------------------

**The following questions indicate how performance measures and data are used for management and accountability purposes.**

<b>1. INCLUSIVITY</b>	<p>* <b>Staff :</b> Staff is directly involved in the results of key performance measures. We discuss customer service and the status of licensee complaints during weekly staff meetings.</p> <p>* <b>Elected Officials:</b> N/A</p> <p>* <b>Stakeholders:</b> The agency works primarily with licensed professional counselors, licensed marriage and family therapists, and interns working toward licensure. Other stakeholders include colleges and universities that offer graduate degrees in mental health fields. The Executive Director meets several times each year with graduate students to provide information about Board processes and ethics.</p> <p>* <b>Citizens:</b> An eight member Board oversees the administration of the agency. Board members, appointed by the Governor and confirmed by the Senate. Members are volunteers and represent the counseling and therapy professions, universities, and the public. Others are included through work group participation. During the 2011-13 biennium, work groups with public participation worked to address issues of administrative rules, license portability.</p>
<b>2 MANAGING FOR RESULTS</b>	<p>Based on customer service survey responses, the agency has improved and will continue to use the information from the survey to make changes to processes, administrative rules, and information on the website to increase responsiveness to consumers and stakeholders.</p>
<b>3 STAFF TRAINING</b>	<p>Informal customer service training is ongoing, making customer service a top priority. Other training includes letter writing, enhanced database training to ensure efficiency and accuracy of data in the licensing database, leading to more accurate performance measure data.</p>
<b>4 COMMUNICATING RESULTS</b>	<p>* <b>Staff :</b> Information from performance measures are shared with Board members and staff via email and written and oral reports during public board meetings. Weekly staff meetings provide ongoing and regular opportunities to</p>

share progress toward performance measure goals and problem solve as issues arise.

\* **Elected Officials:** The agency provides periodic updates to the Governor. Legislators receive performance measure updates during the biennial budget process.

\* **Stakeholders:**

\* **Citizens:** Performance measure results are posted on the agency's website.