



Report on Customer Service for 2025

Texas Behavioral Health Executive Council

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The Texas Behavioral Health Executive Council (Council) was created by the 86th Legislature in 2019 following consecutive reviews of its member boards by the Sunset Advisory Commission. The Council is designed to play a central role in the regulation of behavioral health services and social work practice in Texas by providing active state supervision of its member boards, as well as creating administrative efficiencies through functional alignment and economies of scale.

The Council's member boards consist of the Texas State Board of Examiners of Marriage and Family Therapists, the Texas State Board of Examiners of Professional Counselors, the Texas State Board of Examiners of Psychologists, and the Texas State Board of Social Worker Examiners.

Inventory of External Customers

The Council's primary customers for purposes of its licensing and enforcement strategies are its applicants, licensees, and complainants. However, the Council also considers anyone who contacts the agency seeking information or assistance to be a customer. The Council has attempted to identify unique customers with Question No. 1 in the survey.

Information-Gathering Method of Survey

The Council conducted an online customer service satisfaction survey from December 3, 2025 through January 31, 2026. The Council sent survey invitations to its 105,104 email subscribers and placed a link to the survey on its website. The Council received 3,060 responses to its request for feedback.

In addition to the questions and topics required by Section 2114.002(b) of the Government Code (i.e., Question Nos. 11 through 18), the Council posed several other questions to assist it with identifying problem areas and improving services.

Survey Analysis

The survey reflects an overall level of satisfaction with the Council's customer service, with all areas trending satisfied.

With regard to the statutorily required areas of evaluation (i.e., Question Nos. 11 through 18), more respondents expressed satisfactory experiences with the Council in the 8 areas surveyed than those who expressed unsatisfactory experiences.

Based upon the survey responses received, the Council will continue to prioritize improvements in three primary areas. First, the Council will work to enhance overall website usability and

navigation to ensure the site is more intuitive and user-friendly. Second, the Council will focus on improving the accessibility, organization, and clarity of information presented on the website so that users can more readily locate and understand relevant materials. Third, the Council will seek to strengthen the transparency, timeliness, and clarity of communications related to regulatory updates and substantive rule changes, while also exercising greater restraint in initiating substantive rule amendments except where necessary to implement statutory changes or executive directives.

While the Council believes its use of SurveyMonkey and iContact is the best methodology for conducting the requisite customer service satisfaction survey, the Council believes that additional staff trained in the design and analysis of surveys, or funding to contract with a third-party vendor to conduct the survey will be necessary to improve the survey process.

A copy of the Council's customer service satisfaction survey is attached hereto and incorporated herein for all pertinent purposes. Responses to Question Nos. 10, 19, 20, and 22 through 25 have not been included in the attached survey because of their voluminous nature but are available for copying and inspection under the Public Information Act.

Performance Measure Information

Outcome Measures

Overall Satisfaction Rate: Among the respondents, 60.6% reported being satisfied, 30.11% remained neutral (including N/A responses), and 9.25% expressed dissatisfaction.

Output Measures

Total Customers Surveyed: 105,104

Number of Responses Received: 3,060

Response Rate: 2.91%

Efficiency Measures

Cost per Customer Surveyed: The total cost per individual surveyed is \$0.11 and the total cost per respondent is \$3.90. Costs were calculated by adding the annual subscription fee for SurveyMonkey and iContact over the biennium and then dividing that figure by the total number of individuals surveyed and the number of actual respondents.

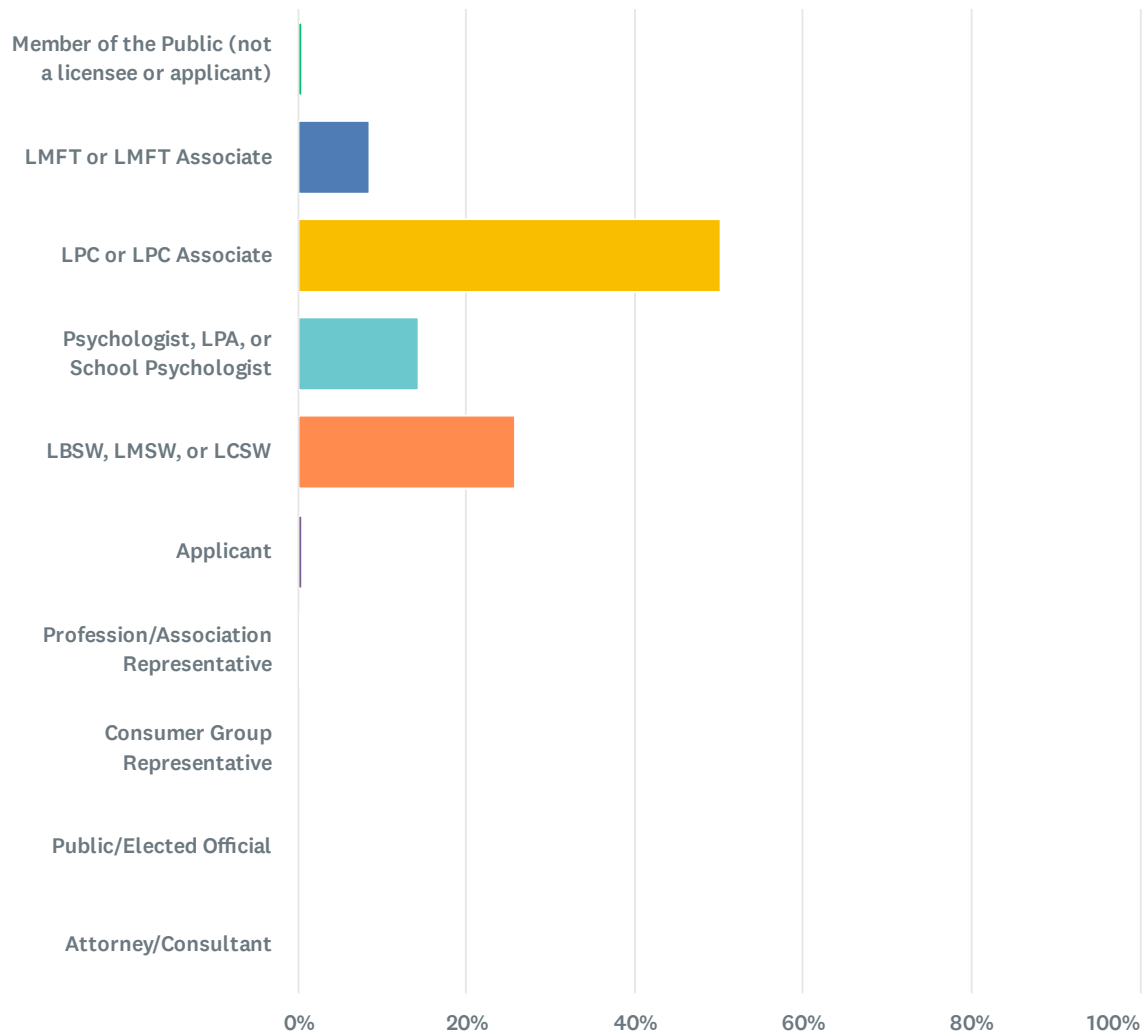
Explanatory Measures

Total Customers Identified: The Council has 1,542 applicants and 92,503 licensees as its primary customers, but our customers also include individuals who contact the agency seeking information or assistance.

Total Customer Groups Inventoried: According to the survey responses to Question No. 1, there are 10 groups that responded to the survey.








Q1 Please identify yourself: (check all that apply)

Answered: 3,060 Skipped: 0



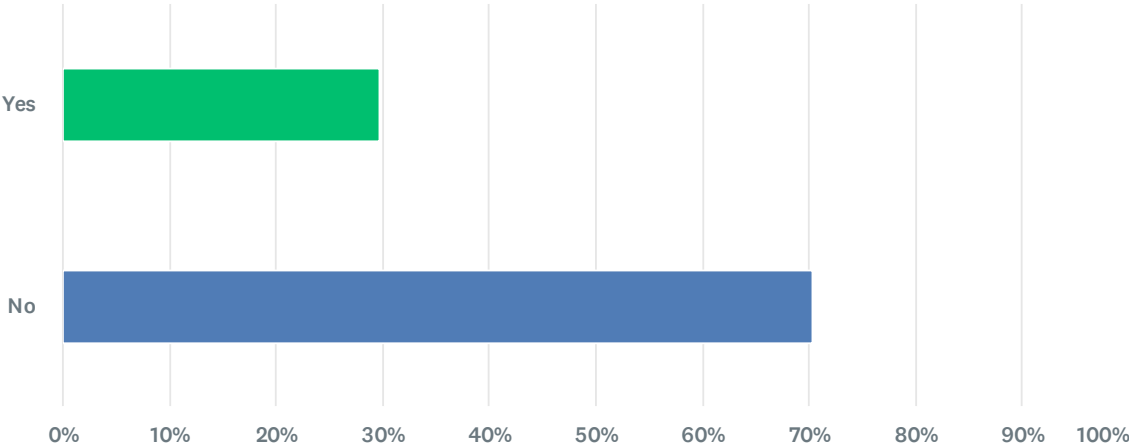
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Answer Choices	Percentage	Responses
Member of the Public (not a licensee or applicant)	0.50%	16
LMFT or LMFT Associate	8.43%	270
LPC or LPC Associate	50.17%	1606
Total		3201

Answer Choices	Percentage	Responses
 Psychologist, LPA, or School Psychologist	14.21%	455
 LBSW, LMSW, or LCSW	25.84%	827
 Applicant	0.47%	15
 Profession/Association Representative	0.31%	10
 Consumer Group Representative	0%	0
 Public/Elected Official	0.06%	2
 Attorney/Consultant	0%	0
Total		3201

Q2 In the past year, have you visited the Council's office or contacted us by phone, email, or letter?

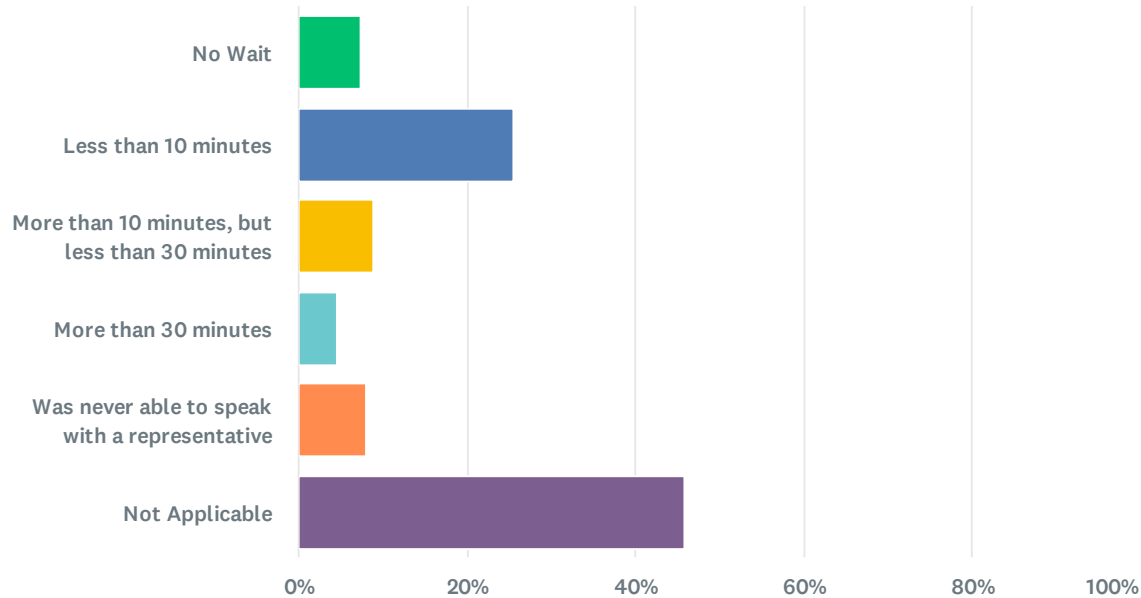
Answered: 3,016 Skipped: 44



Answer Choices	Percentage	Responses
<div><div></div> Yes</div>	29.64%	894
<div><div></div> No</div>	70.36%	2122
Total		3016

Q3 If you contacted the Council by phone, how long did you have to wait before a representative took your call?

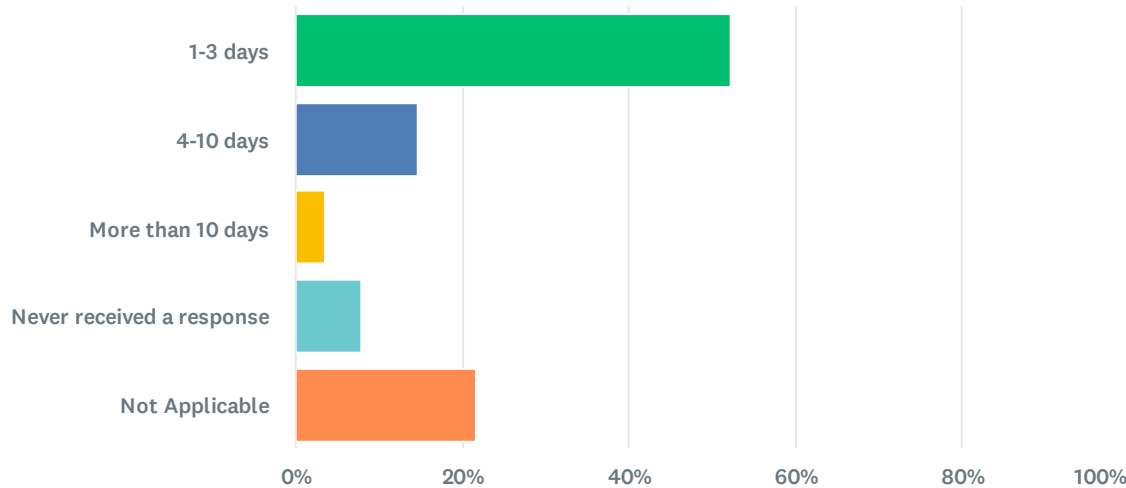
Answered: 829 Skipped: 2,231



Answer Choices	Percentage	Responses
● No Wait	7.24%	60
● Less than 10 minutes	25.57%	212
● More than 10 minutes, but less than 30 minutes	8.93%	74
● More than 30 minutes	4.58%	38
● Was never able to speak with a representative	7.96%	66
● Not Applicable	45.72%	379
Total		829

Q4 If you contacted the Council by email, how long before you received a response?

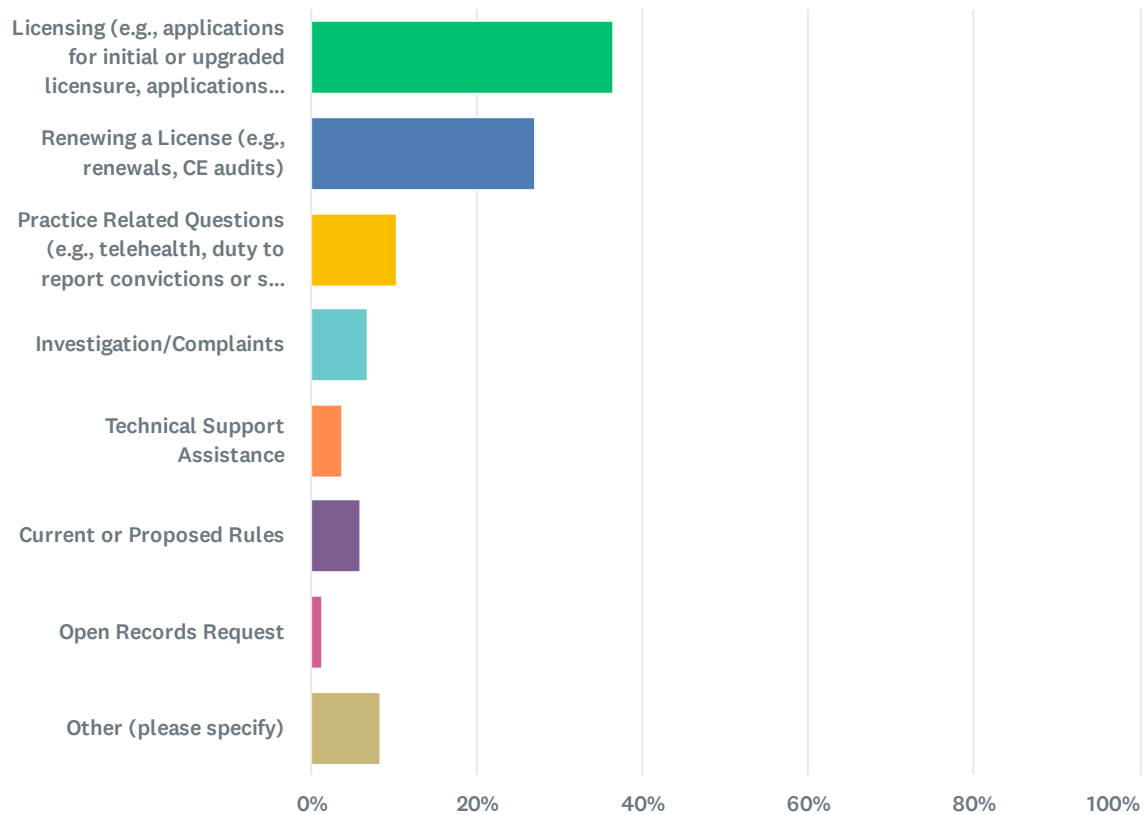
Answered: 829 Skipped: 2,231






Answer Choices	Percentage	Responses
1-3 days	52.23%	433
4-10 days	14.72%	122
More than 10 days	3.50%	29
Never received a response	7.84%	65
Not Applicable	21.71%	180
Total		829

Q5 What was the nature of your contact with us? (check all that apply)

Answered: 828 Skipped: 2,232

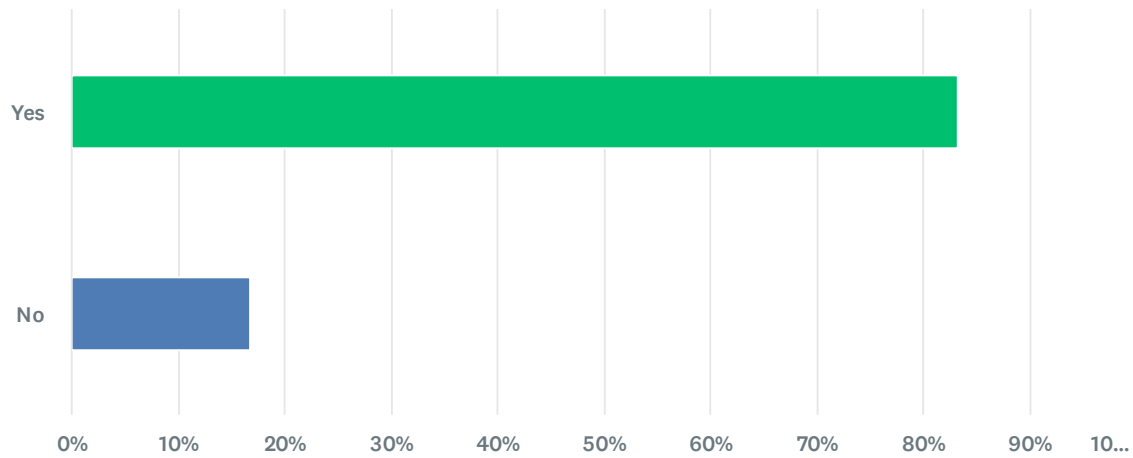

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Answer Choices	Percentage	Responses
● Licensing (e.g., applications for initial or upgraded licensure, applications for supervisory status)	36.51%	375
● Renewing a License (e.g., renewals, CE audits)	27.07%	278
● Practice Related Questions (e.g., telehealth, duty to report convictions or sexual misconduct)	10.22%	105
● Investigation/Complaints	6.72%	69
● Technical Support Assistance	3.70%	38
Total		1027

Answer Choices	Percentage	Responses
 Current or Proposed Rules	6.04%	62
 Open Records Request	1.36%	14
 Other (please specify) Show responses	8.37%	86
Total		1027

Q6 Did staff answer your question(s)?

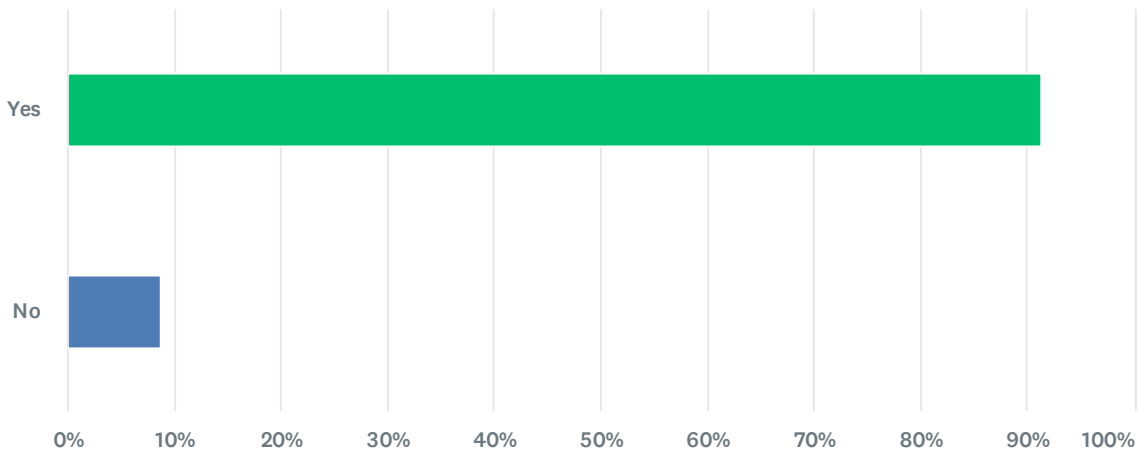
Answered: 815 Skipped: 2,245



Answer Choices	Percentage	Responses
● Yes	83.19%	678
● No	16.81%	137
Total		815

Q7 In the past year, have you visited the Council's website?

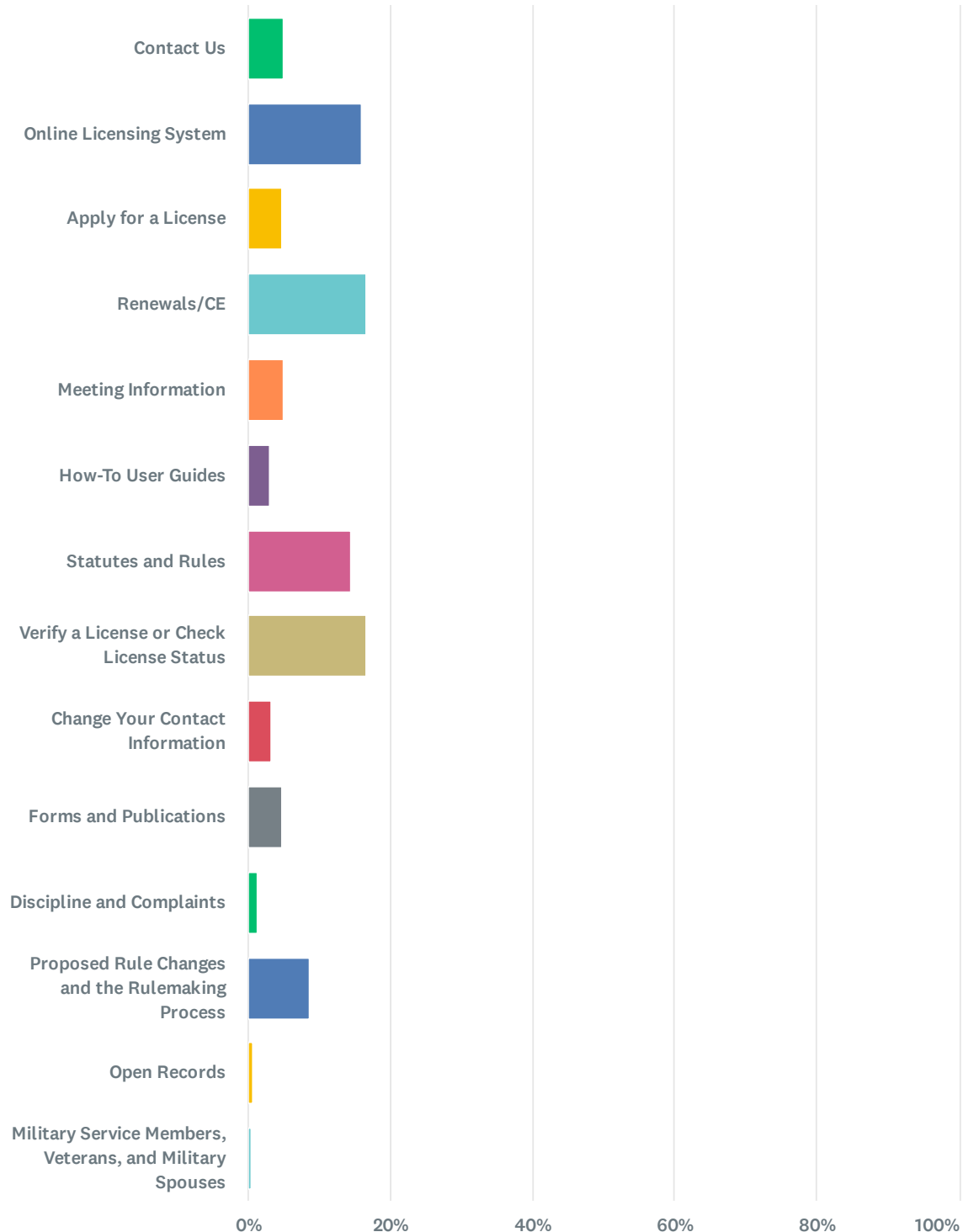
Answered: 2,935 Skipped: 125
















Answer Choices	Percentage	Responses
<div><div></div> Yes</div>	91.38%	2682
<div><div></div> No</div>	8.62%	253
Total		2935

Q8 Did you visit any of the following pages from the website? (check all that apply)

Answered: 2,581 Skipped: 479

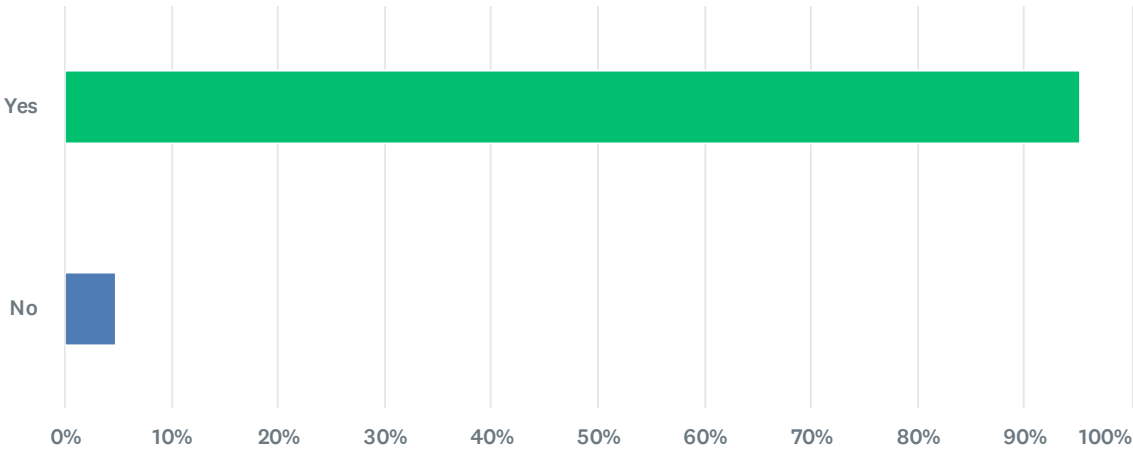


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Answer Choices	Percentage	Responses
 Contact Us	4.99%	519
 Online Licensing System	15.89%	1652
 Apply for a License	4.67%	485
 Renewals/CE	16.51%	1716
 Meeting Information	5.01%	521
 How-To User Guides	3.03%	315
 Statutes and Rules	14.34%	1491
 Verify a License or Check License Status	16.65%	1731
 Change Your Contact Information	3.29%	342
 Forms and Publications	4.64%	482
 Discipline and Complaints	1.25%	130
 Proposed Rule Changes and the Rulemaking Process	8.69%	903
 Open Records	0.62%	64
 Military Service Members, Veterans, and Military Spouses	0.43%	45
Total		10396

Q9 Was the information obtained from the website helpful?

Answered: 2,570 Skipped: 490



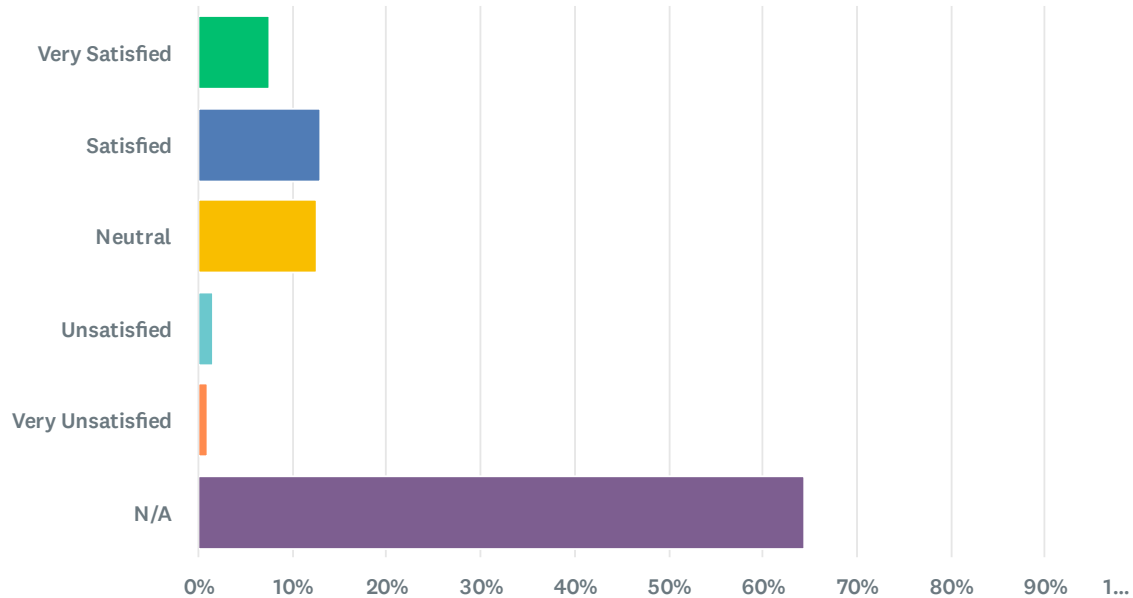
Answer Choices	Percentage	Responses
<div><div></div> Yes</div>	95.14%	2445
<div><div></div> No</div>	4.86%	125
Total		2570

Q10 What changes or improvements, if any, would you recommend for the website?

Answered: 1,086 Skipped: 1,974

Q11 How satisfied are you with the Council's facilities, including your ability to access the agency, the office location, signs, and cleanliness?

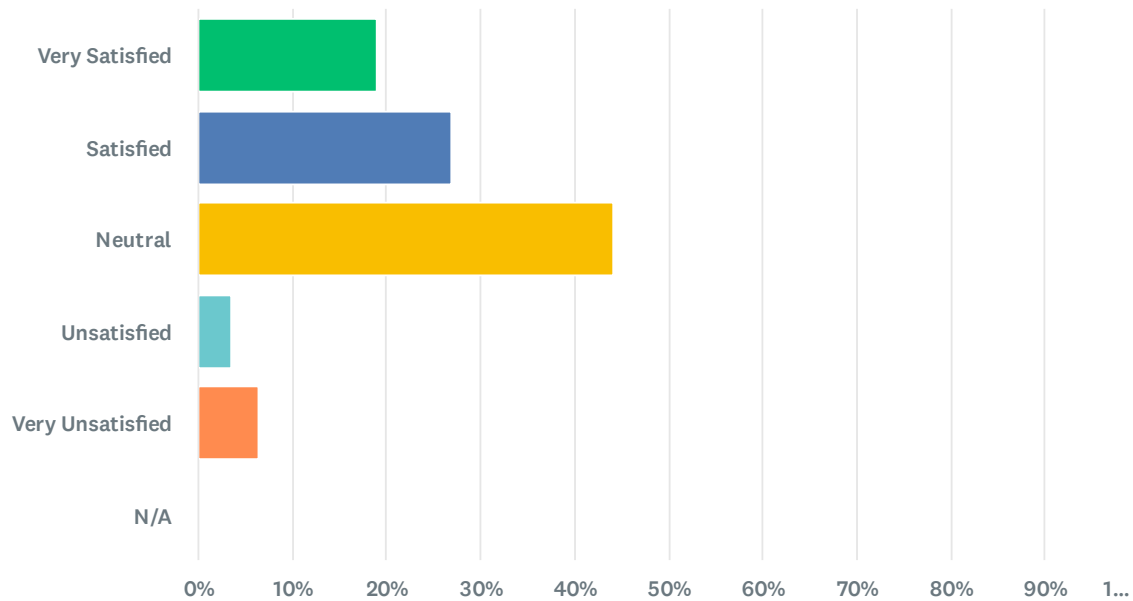
Answered: 2,510 Skipped: 550



Rating	Percentage	Responses
Very Satisfied	7.45%	187
Satisfied	12.99%	326
Neutral	12.59%	316
Unsatisfied	1.63%	41
Very Unsatisfied	0.96%	24
N/A	64.38%	1616
Average 3.68		2510

Q12 How satisfied are you with Council staff, including employee courtesy, friendliness, and knowledgeability, and whether staff members adequately identify themselves to customers by name, including the use of name plates or tags for accountability.

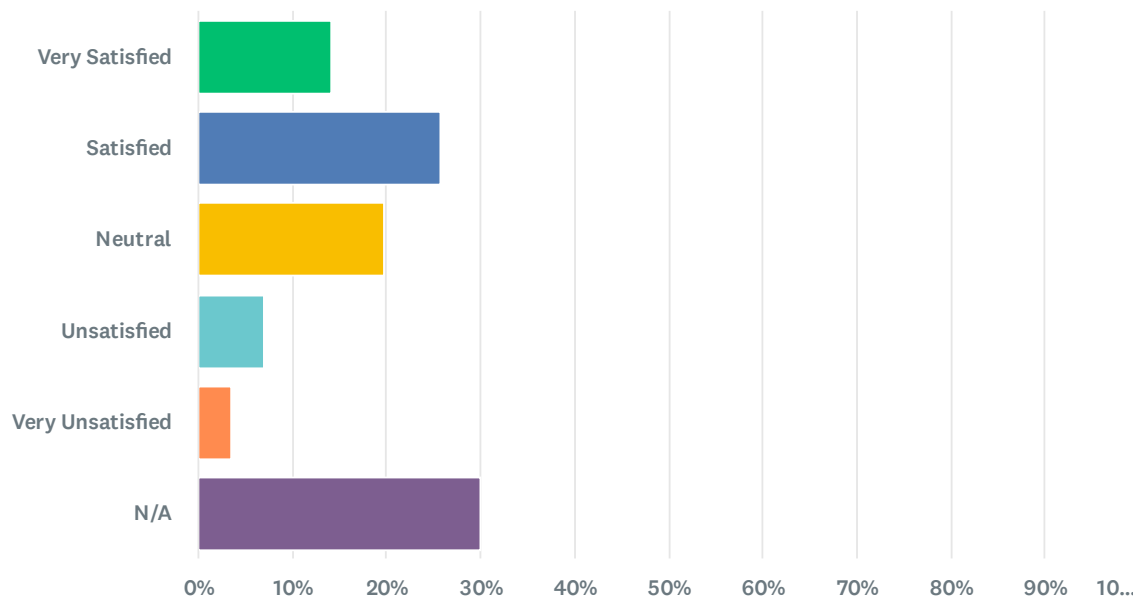
Answered: 2,383 Skipped: 677



Rating	Percentage	Responses
Very Satisfied	19.05%	454
Satisfied	26.98%	643
Neutral	44.02%	1049
Unsatisfied	3.52%	84
Very Unsatisfied	6.38%	152
N/A	0.04%	1
Average	3.49	2383

Q13 How satisfied are you with Council communications, including toll-free telephone access, the average time you spend on hold, call transfers, access to a live person, letters, electronic mail, and any applicable text messaging or mobile applications?

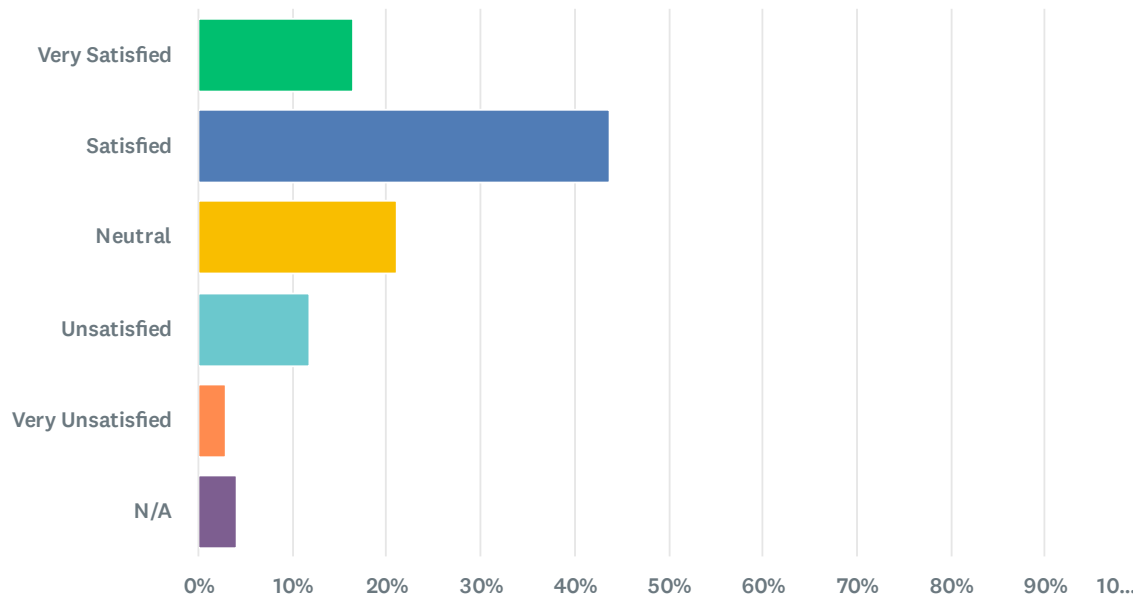
Answered: 2,491 Skipped: 569



Rating	Percentage	Responses
Very Satisfied	14.13%	352
Satisfied	25.69%	640
Neutral	19.67%	490
Unsatisfied	7.03%	175
Very Unsatisfied	3.49%	87
N/A	29.99%	747
Average 3.57		2491

Q14 How satisfied are you with the Council's internet site, including the ease of use of the site, mobile access to the site, information on the location of the site and the agency, and information accessible through the site such as a listing of services and programs and whom to contact for further information or to complain?

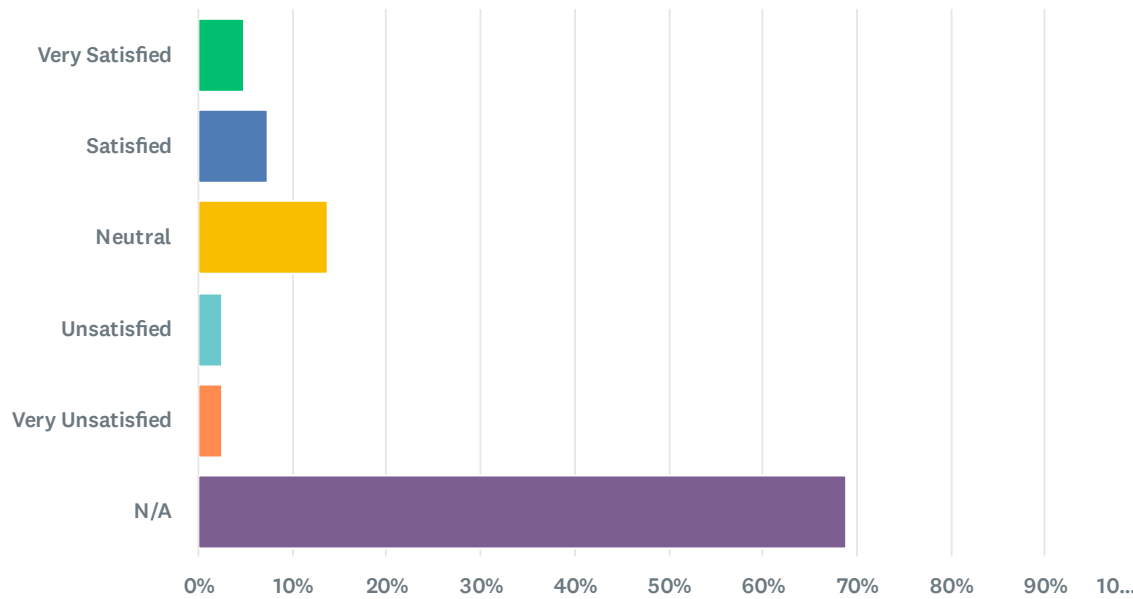
Answered: 2,510 Skipped: 550



Rating	Percentage	Responses
Very Satisfied	16.49%	414
Satisfied	43.67%	1096
Neutral	21.04%	528
Unsatisfied	11.71%	294
Very Unsatisfied	2.99%	75
N/A	4.10%	103
Average 3.61		2510

Q15 How satisfied are you with the Council's complaint handling process, including whether it is easy to file a complaint and whether responses are timely?

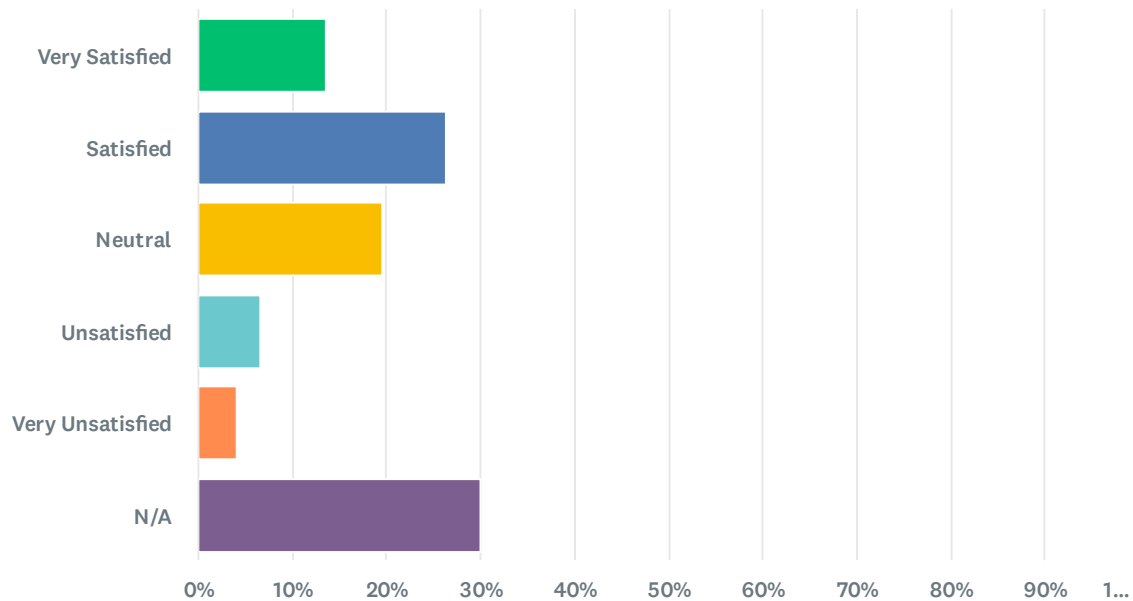
Answered: 2,501 Skipped: 559



Rating	Percentage	Responses
Very Satisfied	4.92%	123
Satisfied	7.44%	186
Neutral	13.75%	344
Unsatisfied	2.44%	61
Very Unsatisfied	2.52%	63
N/A	68.93%	1724
Average 3.32		2501

Q16 How satisfied are you with the Council's ability to timely serve you, including the amount of time you wait for service in person, by phone, by letter, or by email?

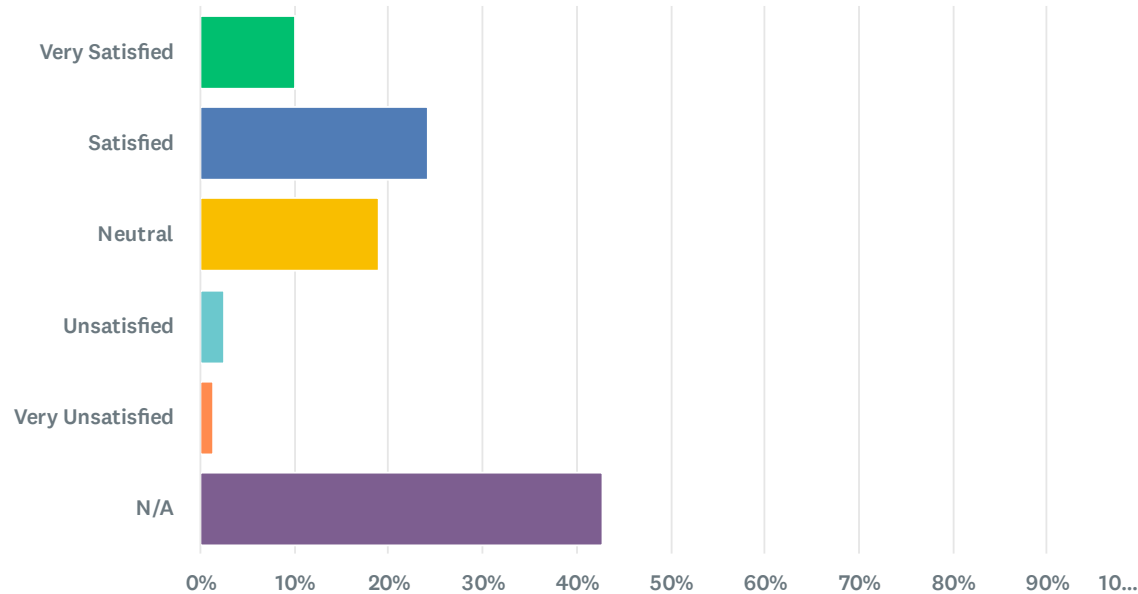
Answered: 2,496 Skipped: 564



Rating	Percentage	Responses
Very Satisfied	13.50%	337
Satisfied	26.36%	658
Neutral	19.55%	488
Unsatisfied	6.61%	165
Very Unsatisfied	3.97%	99
N/A	30.01%	749
Average 3.55		2496

Q17 How satisfied are you with any Council brochures or other printed information, including the accuracy of that information?

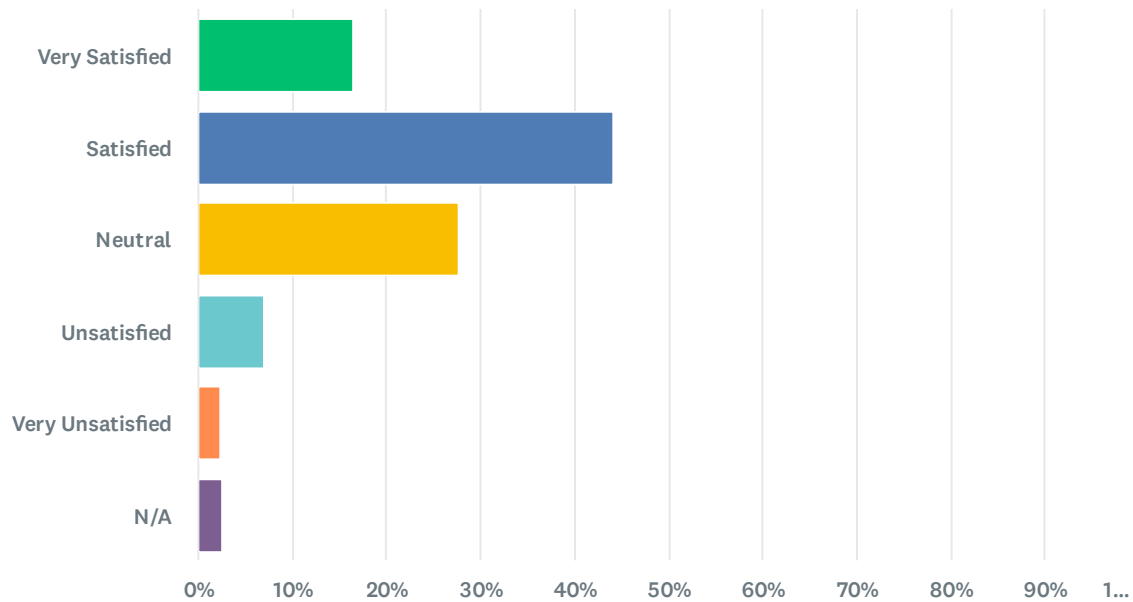
Answered: 2,497 Skipped: 563



Rating	Percentage	Responses
Very Satisfied	10.13%	253
Satisfied	24.11%	602
Neutral	19.02%	475
Unsatisfied	2.60%	65
Very Unsatisfied	1.44%	36
N/A	42.69%	1066
Average 3.68		2497

Q18 Please rate your overall satisfaction with the Council.

Answered: 2,517 Skipped: 543



Rating	Percentage	Responses
Very Satisfied	16.45%	414
Satisfied	44.18%	1112
Neutral	27.57%	694
Unsatisfied	6.99%	176
Very Unsatisfied	2.26%	57
N/A	2.54%	64
Average 3.67		2517

Q19 What functions or services do you feel the Council does a good job of providing?

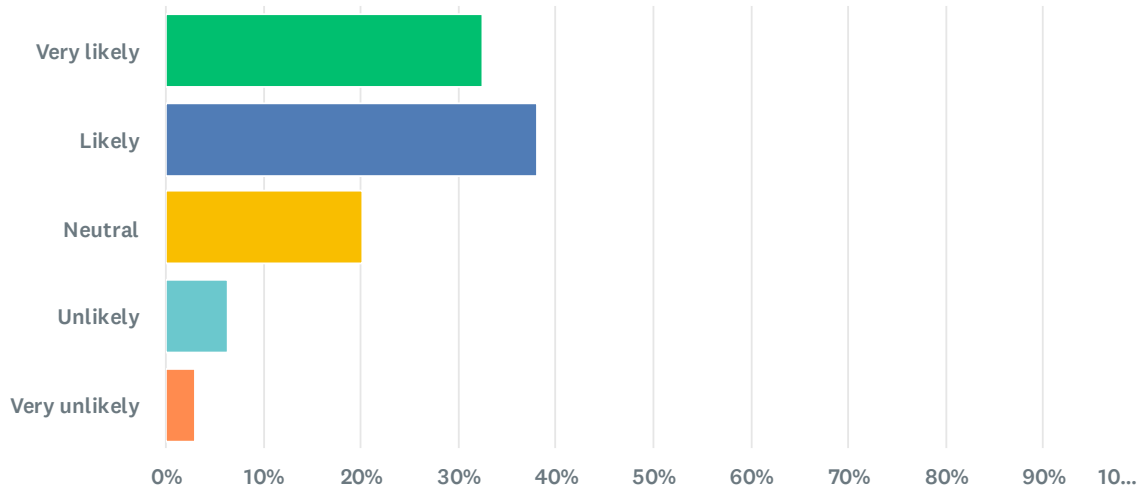
Answered: 1,255 Skipped: 1,805

Q20 What functions or services do you feel the Council needs to improve upon?

Answered: 1,199 Skipped: 1,861

Q21 How likely are you to recommend that your colleagues contact the Council for answers or assistance?

Answered: 2,040 Skipped: 1,020



Rating	Percentage	Responses
Very likely	32.40%	661
Likely	38.14%	778
Neutral	20.15%	411
Unlikely	6.37%	130
Very unlikely	2.94%	60
Average 3.91		2040

Q22 What major issues or challenges currently affect your profession, and what significant changes do you anticipate over the next five years?

Answered: 1,377 Skipped: 1,683

Q23 What ways do current licensing rules make it easier or harder to enter or practice your profession?

Answered: 1,192 Skipped: 1,868

Q24 If you were in charge, what changes would you make to the Council's statutes, rules, or processes, and why?

Answered: 1,147 Skipped: 1,913

Q25 What are your most important needs or expectations of the Council?

Answered: 1,129 Skipped: 1,931