

## OEMA STRATEGIC PLAN

### OEMA Goals and Efforts as Aligned with Public Interest Directorate Key Result Areas and Goals

#### Public Interest Directorate Key Result Areas & Related OEMA Goals, Programs and Projects:

#### Education and Training

PID Key Result Area Goal	Related OEMA Goal	Existing Related OEMA Program/Project/Effort	Proposed OEMA Program/Project/Effort
Increase the number of psychologists and other professionals trained to conduct research and deliver services to under-served populations and on PI issues by:			
<ul style="list-style-type: none"> <li>▪ <i>offering at least two CE workshops during the year and evaluating their effectiveness</i></li> </ul>	Increase and enhance the delivery of appropriate psychological services to ethnic minority communities  Encourage all psychologists to develop some minimal level of multi-cultural competence	CEMRRAT Convention programming	Web-based training on effective mentoring [Development by CEMRRAT to begin Spring 2008]
Promote increased knowledge and action on the national economic, social and health disparities by:			
<ul style="list-style-type: none"> <li>▪ <i>engaging in at least one major project per year related to the elimination of such disparities and disseminating the outcomes from each project widely</i></li> </ul>	Increase and enhance the delivery of appropriate psychological services to ethnic minority communities	ProDIGs Small Grant Program	Publication of ProDIGs "Best Practices" [Winter 2007/08]

PID Key Result Area Goal	Related OEMA Goal	Existing Related OEMA Program/Project/Effort	Proposed OEMA Program/Project/Effort
Increase the effectiveness of dissemination efforts by:			
<ul style="list-style-type: none"> <li>▪ <i>developing and evaluating a comprehensive plan by 2008</i></li> </ul>	Promote the interests of ethnic minority psychologists and their communities by networking and communicating....	Communiqué OEMA website Listservs (Psychologists of Color, PEMSI, CNPAAEMI, NIGMS) Student Affiliates e-mailings Directory of EM Professionals CEMA Issues of Concern Other OEMA publications Mailing Lists (CNPAAEMI, NIGMS, ProDIGs, State & Division CEMAs, PEMSI, Psychology Departments)	Guide to using each resource (who receives it, appropriate information, how to access it) [Winter 2007/08] Develop CEMA State & Division Listserv [Summer/Fall 2007] Consumer satisfaction survey to Communiqué and listserv recipients, and website users [to be developed Winter 2007/08]
Increase the capabilities of APA organizations (e.g., directorates, governance, divisions, SPTAs) to understand and engage public interest issues by:			
<ul style="list-style-type: none"> <li>▪ <i>providing these organizations information related to PI directorate activities at least four times per year</i></li> </ul>	Increase the number of ethnic minority psychologists within the APA and in the field of psychology Cultivate and advance	Communiqué OEMA website Brochures (CEMRRAT, PEMSI) Pipeline Annual Reports	Continue existing efforts
<ul style="list-style-type: none"> <li>▪ <i>providing these organizations information related to PI governance activities at least two times per year</i></li> </ul>	increased scientific understanding of culture and ethnicity as they relate to psychology	Communiqué OEMA website CEMA Issues of Concern Annual Reports	Continue existing efforts
<ul style="list-style-type: none"> <li>▪ <i>meeting with or presenting at the meetings of at least ten divisions per year</i></li> </ul>	Promote the interests of ethnic minority psychologists and their communities by networking and communicating within the APA...	Division 31 Division 45 Division 48	Continue existing efforts
<ul style="list-style-type: none"> <li>▪ <i>meeting with or presenting at the meetings of at least six SPTAs per year</i></li> </ul>		Attend 1 or 2 SPTA Conventions annually Present/attend State Leadership Conference	Continue existing efforts

PID Key Result Area Goal	Related OEMA Goal	Existing Related OEMA Program/Project/Effort	Proposed OEMA Program/Project/Effort
<ul style="list-style-type: none"> <li data-bbox="111 215 821 279">▪ <i>encouraging the establishment of PI sections in at least three divisions or SPTAs per year</i></li> <li data-bbox="111 651 821 748">▪ <i>during the next year, establish and/or maintain a relationship and routine communication with the coalition of social justice divisions</i></li> </ul>		<p data-bbox="1205 215 1581 646">Encourage establishment of State &amp; Division CEMAs (more than 60 currently) Disseminate <i>Guide for Increasing Ethnic Minority Participation in Division and State CEMAs</i> Hold annual 'CEMA breakfast for SPTA Presidents &amp; Chairs of SPTA &amp; Division CEMAs'</p> <p data-bbox="1205 651 1581 776">Provide technical assistance to DSJ Task Force on Conflict Resolution</p>	<p data-bbox="1581 215 1986 646">Continue existing efforts</p> <p data-bbox="1581 651 1986 776">Public Policy in Communities of Color Conference [Identify funds by Fall 2008/09]</p>
<p data-bbox="111 792 1986 844">Increase the capabilities of the nation's psychology departments/programs to infuse public interest issues and concerns into their teaching, research and training by:</p>			
<ul style="list-style-type: none"> <li data-bbox="111 860 821 954">▪ <i>providing these departments/programs information related to PI directorate and governance activities at least four times per year</i></li> </ul>	<p data-bbox="863 860 1205 1053">Promote the interests of ethnic minority psychologists and their communities by networking and communicating...</p>	<p data-bbox="1205 860 1581 1053">PEMSI listserv Communiqué (mailed to all departments of psychology) Pipeline (to all depts.) OEMA website</p>	<p data-bbox="1581 860 1986 1053">Continue with existing efforts</p>

PID Key Result Area Goal	Related OEMA Goal	Existing Related OEMA Program/Project/Effort	Proposed OEMA Program/Project/Effort
<ul style="list-style-type: none"> <li>▪ <i>developing at least three public interest-related model curricula/resource materials/model research agenda over the next five years</i></li> </ul>	<p>Cultivate and advance increased scientific understanding of culture and ethnicity as they relate to psychology.</p> <p>Increase the quality and quantity of education and training opportunities in psychology for ethnic minority persons</p> <p>Increase the number of ethnic minority psychologists within the APA and in the field of psychology</p>	<p>APA/NIGMS Project Suinn Award  CEMRRAT <i>Model Strategies CD Psychology &amp; Racism</i> Brochure  National Conversation on Racism  Psychology Education &amp; Careers Guidebooks  Booklet: <i>Toward an inclusive psychology: Infusing the introductory psychology textbook with diversity content</i></p>	<p>Continue with existing efforts</p>

**Public Interest Directorate Key Result Area and  
Related OEMA Goals, Programs and Projects:**

**Advocacy**

PID Key Result Area Goal	Related OEMA Goal	Existing Related OEMA Program/Project/Effort	Proposed OEMA Program/Project/Effort
Promote increased knowledge and action on Public Interest issues (e.g., economic, social, and health disparities) by:			
<ul style="list-style-type: none"> <li>▪ <i>sharing psychological knowledge and action on PI issues through at least ten presentations/publications per year to diverse public and professional audiences</i></li> </ul>	Cultivate and advance increased scientific understanding of culture and ethnicity as they relate to psychology Promote the development of culturally sensitive models for delivery of psychological services	CEMRRAT symposium at APA Convention Communiqué Pipeline	Develop more programs offering continuing education (CE) credits during the annual APA Convention [Spring 2008] Continue work on the developmental stages of the Public Policy Conference for psychologists of color [Fall 2007]
<ul style="list-style-type: none"> <li>▪ <i>conducting at least three congressional briefings per year, each focused on a particular PI-related issue</i></li> </ul>		Collaboration with PI Government Relations Office (GRO) for ethnic minority related briefings	Continue existing efforts
Build the capabilities of all psychologists to understand and engage in public interest issues and concerns by:			
<ul style="list-style-type: none"> <li>▪ <i>ensuring the Monitor publishes at least twelve feature articles per year focused on major public interest issues</i></li> </ul>	Promote the development of culturally sensitive models for delivery of psychological services Cultivate and advance	Identify article topics and resource persons that are related to ethnic minority issues	CEMA will seek to encourage APA's use of minority media consultants (Winter, 2007/08)
<ul style="list-style-type: none"> <li>▪ <i>advocate for inclusion of public interest issues and topics in all APA-sponsored leadership conferences</i></li> </ul>	increased scientific understanding of culture and ethnicity as they relate to psychology	CEMRRAT reps sent to various conferences throughout the year	CEMRRAT recently authorized minority liaisons to ELC and Science Leadership Conf.
<ul style="list-style-type: none"> <li>▪ <i>doubling the number of convention presentations by the PI board and committees over a two-year period through active collaboration with divisions</i></li> </ul>	Promote the interests of ethnic minority psychologists and their communities	Joint programming with Divisions 35, 45, and 48 during the annual APA convention	Continue existing efforts Seek additional convention time for OEMA governance groups

PID Key Result Area Goal	Related OEMA Goal	Existing Related OEMA Program/Project/Effort	Proposed OEMA Program/Project/Effort
<ul style="list-style-type: none"> <li>▪ <i>having psychologists provide testimony at two congressional hearings during two briefings to influence and/or educate eight members of congress, 30 congressional staff members, five advocacy group representatives in 2007</i></li> </ul>	Cultivate and advance increased scientific understanding of culture and ethnicity as they relate to psychology.	Briefing on retirement of Indian mascots Briefing on effects of Hurricane Katrina on ethnic minority children Briefing on ethnic minority health disparities	Continue existing collaboration with PI GRO re ethnic minority concerns
<ul style="list-style-type: none"> <li>▪ <i>advocating (influencing) the congressional authorization/appropriations processes for level or increased federal funding for relevant federal agencies in FY2007-2008 using FY2006-2007 as a baseline</i></li> </ul>		Advocacy for appropriations for the MORE division of NIGMS	Continue existing efforts Advocate for an APA coordinated approach to public policy for ethnic minority training issues [Summer 2007]
<ul style="list-style-type: none"> <li>▪ <i>conducting public policy advocacy training in DC and via the Public Policy Advocacy Network to train five new psychologists and retain ten previously trained psychologists in 2007</i></li> </ul>		GRO presentation at CEMA breakfast at Convention to an estimated 30-40 attendees annually	Continue existing efforts—especially related to advocacy in local congressional districts
<ul style="list-style-type: none"> <li>▪ <i>communicating by e-mail, telephone or face-to-face meetings with five state psychological associations and five APA divisions to introduce the Public Policy Advocacy Network in 2007</i></li> </ul>			OEMA suggests that PI GRO coordinate efforts & assume primary responsibility.

PID Key Result Area Goal	Related OEMA Goal	Existing Related OEMA Program/Project/Effort	Proposed OEMA Program/Project/Effort
Improve the capabilities of service delivery systems (e.g., education, health, criminal justice) to infuse public interest concerns and principles into their operations by:			
<ul style="list-style-type: none"> <li>▪ <i>developing and disseminating during the next five years at least three major reports/brochures that incorporate psychological public interest-related data and research findings bearing upon the organization and activities of major service delivery systems</i></li> </ul>	<p>Promote the development of culturally sensitive models for delivery of psychological services</p> <p>Promote the interests of ethnic minority psychologists and their communities</p> <p>Increase the number of ethnic minority psychologists within the APA and in the field of psychology</p>	<p>CEMRRAT Progress Report which relates to higher education for ethnic minority students.</p> <p>APA/NIGMS <i>Pipeline</i> disseminated annually to all psychology depts. and others</p> <p>Racial profiling report with online access through the OEMA webpage</p>	<p>PEMSI Survey to provide concrete data on status of ethnic minorities enrolling or graduating with psychology degrees [Summer 2008]</p> <p>Advocate for APA to collect more data on federally funded ethnic minority training programs, and associated participating departments &amp; students in psychology [Summer 2007]</p>

**Public Interest Directorate Key Result Area and  
Related OEMA Goals, Programs and Projects:**

**Governance Relations**

PID Key Result Area Goal	Related OEMA Goal	Existing Related OEMA Program/Project/Effort	Proposed OEMA Program/Project/Effort
By 2011 increase the representation of PI constituency groups on non-public interest boards and committees by:			
<ul style="list-style-type: none"> <li>▪ <i>starting in Fall 2007 all public interest committee staff liaisons will place an item on their Fall meeting agendas that solicits nominations to APA standing boards and committees for the upcoming year, and forward nominations to specific standing boards and committees through the APA Elections Office</i></li> </ul>	Support and facilitate the operations of the APA Committee on Ethnic Minority Affairs (CEMA) and its Task Forces Increase the number of ethnic minority psychologists within the APA...	OEMA places calls for nomination in Communiqué & on CEMA agenda, which maintains a standing Awards and Nomination Cmte	Continue existing efforts
<ul style="list-style-type: none"> <li>▪ <i>establishing a process that educates public interest psychologists and increases their representation in division and state/territorial psychological level leadership</i></li> </ul>	Increase the number of ethnic minority psychologists within the APA ...	Communiqué Dissemination of <i>Guide for increasing ethnic minority participation in division and state CEMAs</i> Support of SLC Diversity Delegates	CEMRRAT seeks to encourage establishment of a Diversity Delegates type of project for DLC [2009-2010]
<ul style="list-style-type: none"> <li>▪ <i>positioning PI psychologists toward membership on non public interest APA governance groups (including the Board of Directors and Council by: increasing nominations in response to the annual call for nominations to fill governance group vacancies by: 2009</i></li> </ul>	Increase the number of ethnic minority psychologists within the APA ...	Communiqué includes calls for nominations to boards & committees OEMA routinely nominates persons to non-PI groups Continue to encourage CEMA and CEMRRAT to strategically 'seed' its past members on other governance groups	Continue existing efforts

PID Key Result Area Goal	Related OEMA Goal	Existing Related OEMA Program/Project/Effort	Proposed OEMA Program/Project/Effort
<ul style="list-style-type: none"> <li>▪ <i>including a regular “Public Interest Governance News” section in the PI e-newsletter that highlights status/activity reports related to the election of PI psychologists to non-PI boards and committees and Council, including articles from members about their experiences serving on these various groups, and guidance for public interest psychologists regarding how to get involved with APA and seek election to various APA boards and committees</i></li> </ul>	<p>Increase the number of ethnic minority psychologists within the APA ...</p>	<p>The <i>Communiqué</i> routinely provides such information related to the election of persons of color</p>	<p>OEMA will contribute to such a section as requested Continue existing efforts</p>
<ul style="list-style-type: none"> <li>▪ <i>encouraging, on an on-going basis, PI group members to run for Council and the Board of Directors</i></li> </ul>	<p>Increase the number of ethnic minority psychologists within the APA ...</p>	<p>OEMA as requested provides technical assistance to the Ethnic Minority C/R caucus</p>	<p>Continue existing efforts</p>
<p>Increase knowledge of and attention to APA Public Interest Directorate sponsored projects and initiatives throughout the APA governance structure by:</p>			
<ul style="list-style-type: none"> <li>▪ <i>ensuring that the APA Monitor and other APA Directorate newsletters publish no less than 12 feature articles per year focused on major PI issues of concern</i></li> </ul>	<p>Promote the interests of ethnic minority psychologists and their communities</p>	<p>OEMA continually promotes <i>Monitor</i> articles on ethnic minority issues OEMA periodically submits articles to other Directorate newsletters OEMA maintains a guide to topically interests, contact person, and submission deadlines of a variety of directorate newsletters</p>	<p>Continue existing efforts</p>
<ul style="list-style-type: none"> <li>▪ <i>promoting the inclusion of a PI agenda or programming track in all APA-sponsored leadership conferences</i></li> </ul>	<p>Promote the interests of ethnic minority psychologists and their communities</p>	<p>Presentations at State &amp; Division Leadership Conferences</p>	<p>Continue existing efforts CEMRRAT seeks to develop a strategy for ensuring inclusion of ethnic minorities in such conferences [2008-2009]</p>

PID Key Result Area Goal	Related OEMA Goal	Existing Related OEMA Program/Project/Effort	Proposed OEMA Program/Project/Effort
<ul style="list-style-type: none"> <li>▪ <i>establishing a process for formally disseminating minutes and agendas from meetings of Council caucuses with PI-related missions in a timely manner during the next year</i></li> </ul>			

**Public Interest Directorate Key Result Area and  
Related OEMA Goals, Programs and Projects:**

**Collaboration and Partnership Building**

PID Key Result Area Goal	Related OEMA Goal	Existing Related OEMA Program/Project/Effort	Proposed OEMA Program/Project/Effort
Increase the collaboration and partnership activities between PI and other directorates and offices, governance entities, affiliated bodies, and other organizations by:			
<ul style="list-style-type: none"> <li>▪ <i>implementing a minimum of three collaborative projects between two or more Public Interest Directorate offices by: December 31, 2007</i></li> </ul>	Promote the interests of ethnic minority psychologists and their communities Cultivate and advance increased scientific understanding of culture and ethnicity as they relate to psychology Strive to increase the quality and quantity of education and training opportunities in psychology for ethnic minority persons.	AEI/ProDIGs project collaborates with MFP DP2KB project collaborates with MFP Collaborative work with CEMA and Government Relations Office OEMA routinely presents at MFP student orientation and at the MFP PSI OEMA on staff advisory group of HLGSP	Continue existing efforts Draft at least 2 articles per year for other PI office newsletters (as requested) Solicit articles on BAPPI deliberations and activities for the Communiqué Include links to other PI newsletters in the Communiqué
<ul style="list-style-type: none"> <li>▪ <i>initiating at least one collaboration involving the PI Directorate and one or more other APA Directorates by: December 31, 2007</i></li> </ul>		AEI/ProDIGs program and PEMSI project in collaboration with Science Directorate DP2KB project in collaboration with Education Directorate CEMRRAT/Practice Directorate collaboration re SLC Diversity Delegate project CEMA/CIRP collaboration re implementation of WCAR recommendations	Continue existing efforts Initiate multi-Directorate Staff Education Program on American Indian Mascots [Spring/Summer 2007]

PID Key Result Area Goal	Related OEMA Goal	Existing Related OEMA Program/Project/Effort	Proposed OEMA Program/Project/Effort
<ul style="list-style-type: none"> <li><i>establishing and implementing a PI Directorate-wide strategy for building relationships with APA divisions and state psychological associations by: June 30, 2007</i></li> </ul>		Liaison to CNPAAEMI and Div. 45 Network of established Division and SPTA CEMAs SLC Diversity Delegate Project	Continue existing coordination with divisions and SPTAs
Improve the capabilities of service delivery systems (e.g., education, health, criminal justice) to infuse public interest concerns and principles into these operations by:			
<ul style="list-style-type: none"> <li><i>engaging in collaborative efforts with at least three associations with national social delivery systems during the next five years</i></li> </ul>	Cultivate and advance increased scientific understanding of culture and ethnicity as they relate to psychology Strive to increase the quality and quantity of education and training opportunities in psychology for ethnic minority persons Promote the interests of ethnic minority psychologists and their communities	APA National Conversation on Psychology and Racism nationwide events Continued staff support related to the final report of the APA delegation to the UN's World Conference Against Racism (WCAR) Staff CNPAAEMI (Council of National Ethnic Minority Psychological Assocs.)	Continue existing efforts Develop consortium of directors of ethnic minority affairs offices in mental health/public health disciplinary associations [2008-2009]
<ul style="list-style-type: none"> <li><i>developing a list of all entities external to APA with which PI offices have relationships, and specify other offices within APA that interact with the same entities on a regular basis</i></li> </ul>		OEMA maintains such a list for purposes of information dissemination	Continue existing efforts

**Public Interest Directorate Key Result Area and  
Related OEMA Goals, Programs and Projects:**

**Resource Procurement**

PID Key Result Area Goal	Related OEMA Goal	Existing Related OEMA Program/Project/Effort	Proposed OEMA Program/Project/Effort
Increase PI resources by increasing grant funding received by offices within the directorate by 20% in three years by:			
<ul style="list-style-type: none"> <li>▪ <i>expanding breadth of support by obtaining funding through three new sources within the next three years</i></li> </ul>	<p>Promote the interests of ethnic minority psychologists and their communities</p> <p>. Cultivate and advance increased scientific understanding of culture and ethnicity as they relate to psychology</p> <p>Strive to increase the quality and quantity of education and training opportunities in psychology for ethnic minority persons.</p>	<p>APA/NIGMS grant on “Developing Minority Biomedical Research Talent”</p> <p>AEI resources obtained through the Science Directorate for PEMS and ProDIGs</p> <p>CEMRRAT Implementation Fund support from the APA B/Ds</p> <p>Tanaka Dissertation Award funding re-quested from C/Rs and Science Directorate</p>	<p>Grant for ProDIGs [2009]</p> <p>Grant for Public Policy Conference [2008-2009]</p>
<ul style="list-style-type: none"> <li>▪ <i>increasing the capacity of PI to obtain funding by hiring or retaining talent</i></li> </ul>	<p>Promote the development of culturally sensitive models for delivery of psychological services</p> <p>Support and facilitate the operations of the APA Committee on Ethnic Minority Affairs (CEMA) and its Task Forces</p>		

**Public Interest Directorate Key Result Area and  
Related OEMA Goals, Programs and Projects:**

**Management and Operations**

PID Key Result Area Goal	Related OEMA Mission Goal	Existing Related OEMA Program/Project/Effort	Proposed OEMA Program/Project/Effort
Review, update, and communicate directorate policies and procedures no later than the beginning of 2008 by:			
<ul style="list-style-type: none"> <li>▪ <i>clarifying PI administrative policies and procedures and documenting in the form of an on-line manual that clarifies procedures and responsible parties and includes guidelines regarding hiring, staffing, role definitions, performance evaluations, professional development, etc.</i></li> </ul>			<p>OEMA suggests that PI Policies are made available in a centralized area (e.g., on the PI website or the S: drive)</p> <p>OEMA suggest that links to relevant APA and/or PI forms include information as to whom to submit the form, who signs the form, how long it takes to process the form, and tracking procedures &amp; responsibilities ( e.g., , dissemination of copies and/or notification of action taken on form)</p>
<ul style="list-style-type: none"> <li>▪ <i>developing and implementing an efficient and effective process for using and allocating space, equipment and resources</i></li> </ul>			
Plan, monitor, and evaluate the operations of the directorate by:			
<ul style="list-style-type: none"> <li>▪ <i>conducting a review of policy and procedures manual to determine effectiveness of existing policies and procedures, and making changes as necessary</i></li> </ul>			<p>OEMA suggests that the PI Strategic Plan be formally evaluated on an annual basis relative to attainments, impediments &amp; needed modifications.</p>

PID Key Result Area Goal	Related OEMA Mission Goal	Existing Related OEMA Program/Project/Effort	Proposed OEMA Program/Project/Effort
<ul style="list-style-type: none"> <li>▪ <i>documenting and discussing issues and concerns with policies/procedures as they arise for possible revision. (Note: Changes to and development of policies will occur in accordance with directives from the ED and adherence with APA policies)</i></li> </ul>			OEMA suggest that explicit procedures be developed for assuring such documentation and discussion consistently occur.
<b>Encourage and support professional development opportunities for all PI staff by:</b>			
<ul style="list-style-type: none"> <li>▪ <i>encouraging every member of PI staff to take at least one professional development course per year (in-house through HR or MIS, external offerings)</i></li> </ul>			OEMA suggests that the scope of training opportunities be broadened, i.e., allow PI staff to take training that is not specifically related to their current jobs but that will or provide new skills to enhance advancement opportunities, increasing the skill set for PI and allowing more within-PI promotions
<ul style="list-style-type: none"> <li>▪ <i>evaluating managers annually on how and whether they encourage their staff to participate in professional development opportunities</i></li> </ul>			
<ul style="list-style-type: none"> <li>▪ <i>soliciting annually PI staff for recommendations and suggestions for professional development courses and in-house APA training and forwarding the result to HR</i></li> </ul>			

**Public Interest Directorate Key Result Area and  
Related OEMA Goals, Programs and Projects:**

**Culture, Morale, and Work Environment**

PID Key Result Area Goal	Related OEMA Goal	Existing Related OEMA Program/Project/Effort	Proposed OEMA Program/Project/Effort
Enhance morale, satisfaction, and teamwork across the directorate by:			
<ul style="list-style-type: none"> <li>▪ <i>reviewing the most recent data for PI from the APA climate survey to determine areas for improvement</i></li> </ul>		OEMA Routinely formally reviews & discusses Climate Survey results	Continue existing efforts
<ul style="list-style-type: none"> <li>▪ <i>encouraging all staff to participate fully in START</i></li> </ul>		START is periodically discussed at OEMA staff meetings.	Continue existing efforts
<ul style="list-style-type: none"> <li>▪ <i>encouraging PI representation of all levels of staff on all internal staff groups (i.e., healthy workplace, etc.)</i></li> </ul>		Several staff participate in internal staff groups	Continue existing efforts Develop and maintain a list of OEMA participation in staff work groups [Summer 2007] Write 2 articles per year for APA InPSYder [Winter 2007]
<ul style="list-style-type: none"> <li>▪ <i>evaluating managers regarding the way they implement the staff recognition program</i></li> </ul>			
<ul style="list-style-type: none"> <li>▪ <i>nominating at least six staff persons to receive APA awards per year for the next five years, with the goal of having two PI staff members recognized</i></li> </ul>			Do a staff workshop on writing nomination letters [Fall 2007]
Strengthen the visibility and credibility of the Public Interest Directorate within APA by:			
<ul style="list-style-type: none"> <li>▪ <i>ensuring that PI activities (in addition to nominations calls) are highlighted in the Division Dialogue</i></li> </ul>		OEMA currently periodically submits to <i>Division Dialogue</i>	Write 2 articles per year for Division Dialogue [Winter 2007]
<ul style="list-style-type: none"> <li>▪ <i>developing and finalizing plans for first PI Leadership Conference by: the end of 2007</i></li> </ul>			
<ul style="list-style-type: none"> <li>▪ <i>launching PI newsletter by: spring of 2007</i></li> </ul>			

PID Key Result Area Goal	Related OEMA Goal	Existing Related OEMA Program/Project/Effort	Proposed OEMA Program/Project/Effort
<ul style="list-style-type: none"> <li>▪ <i>engaging in other activities</i></li> </ul>		<p>OEMA Film Series  <i>Annual Guide to Ethnic Minority Convention Programs, Activities, Events and Dining</i>  Disseminate <i>Communiqué</i> and other new OEMA publications to B/D, all ED's, selected APA Managers, SPTA Presidents and Executive Directors, Division Presidents, SPTA &amp; Division CEMA chairs, persons of color in governance.</p>	<p>Continue with existing efforts  Coordinate Staff Education Program on American Indian Mascots [Summer 2007]</p>