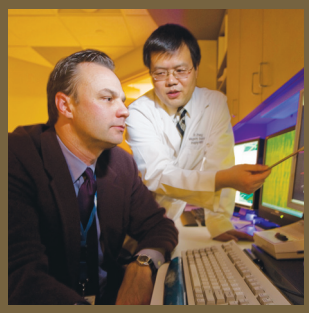
AMERICAN PSYCHOLOGICAL ASSOCIATION

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JULY–AUGUST 2011, VOLUME 66, NUMBER 5











Serving Members, Students, Teachers, Policymakers, and the Public

2010 ANNUAL REPORT

of the American Psychological Association

On the Cover

Psychologists in action

Left: Theodore Burnes, PhD, psychology professor at the California School of Professional Psychology, engages students daily in courses on clinical interviewing, human development, applied research methods, and group therapy (© 2010 by Robert Burroughs).

Top center: Rodney Hammond, PhD, head of the Division of Violence Prevention at the Centers for Disease Control and Prevention for nearly 15 years (he will retire in 2011), has worked to secure millions of dollars in grants to fund violence prevention programs (© David Snyder/CDC Foundation).

Right: Participants in the Eldercare Workforce Alliance Advocacy Day on Capitol Hill included (*from left to right*) Kathleen Van Dyk, doctoral student in psychology at the City University of New York, and geropsychologists Paula Hartman-Stein, PhD, Lisa Brown, PhD, and Donna Rasin-Waters, PhD. These APA advocates joined interdisciplinary colleagues in meetings with key congressional leaders to discuss efforts to strengthen the eldercare workforce and improve the quality of geriatric team care in the context of health care reform (© Charles Votaw).

Bottom row, right center: Psychologist Robert Doss, PsyD (*left*), and physician Wenbo Zhang, MD, PhD, of the Minnesota Epilepsy Group, PA, work together to map patients' brain functions before surgery (© Scott Streble).

Bottom row, left center: Major John Yeaw, PsyD, ABPP, psychology training director at Walter Reed (Army) Medical Center in Washington, DC, and Captain Michelle Miller, PsyD, psychologist for the 4th Brigade, 3rd Infantry Division, are two young psychologists who found their calling serving U.S. troops (© Jamie Rose/Momenta Creative).

APA Editorial and Design Services
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www.apa.org/pubs/databases/psycinfo

Public Interest Directorate 202.336.6056
www.apa.org/pi

Science Directorate 202.336.6000
www.apa.org/science

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2010 Board of Directors



Front row (left to right): Paul L. Craig, PhD; James H. Bray, PhD; Carol D. Goodheart, EdD; and Melba J.T. Vasquez, PhD. *Back row (left to right):* Norman B. Anderson, PhD; Suzanne Bennett Johnson, PhD; Rosie Phillips Bingham, PhD; Barry S. Anton, PhD; Nadine J. Kaslow, PhD; Jennifer F. Kelly, PhD; Jean A. Carter, PhD; Rachel N. Casas, BA; and Armand R. Cerbone, PhD.

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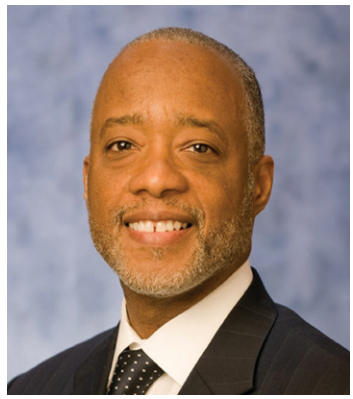
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2010 Year in Review

Norman B. Anderson, PhD
Chief Executive Officer



Welcome to the 2010 annual report of the American Psychological Association. It is my privilege to provide the highlights of the association's activities to you, our members. In 2010, APA and psychology enjoyed numerous achievements and milestones, including a celebration of the 20th anniversary of the APA Education Directorate.

We continued our efforts to advance psychological practice and ensure the public's access to high-quality psychological services, apply psychological science and expertise to pressing social issues, fulfill the goals of APA's new strategic plan, and increase the public's understanding of psychology as a science and STEM (science, technology, engineering, and mathematics) discipline. More information on these and many other significant projects is included in this annual report. Please allow me to call your attention to some of the year's important highlights.

We continued our efforts to advance psychological practice and ensure the public's access to high-quality psychological services, apply psychological science and expertise to pressing social issues, fulfill the goals of APA's new strategic plan, and increase the public's understanding of psychology as a science and STEM discipline.

In March, with the adoption of the groundbreaking Patient Protection and Affordable Care Act, the United States made critical progress toward creating a health care system that improves outcomes through interdisciplinary collaboration, allows more people access to care, and recognizes the role of behavior in health and well-being. I am proud to say that APA and our members, through coordinated education and advocacy efforts in Washington, DC, and in home districts across the country, played an important role in shaping this law (see pages S8–S10 for a summary of psychology's achievements in health care reform).

Increasing the appreciation of the public and policymakers for the science base of psychology and psychological interventions is an ongoing goal of APA. We made important strides in this arena in 2010 through follow-up work to the report of the 2009 APA Presidential Task Force on the Future of Psychology as a STEM Discipline and at the fall Science Leadership Conference, which focused on strategies and activities to increase the recognition of psychology as a STEM discipline.

Advancing and protecting psychological practice and providing resources and services to practitioners are two additional priorities of APA. Working with our companion organization, the American Psychological Association Practice Organization (APAPO), many APA leaders, members, and staff spent the year advocating for health care reform legislation and full implementation of the mental health and substance abuse parity law. APA and APAPO also created important tools and resources for practitioners to help them provide effective services to patients, schools, organizations, and communities (for details, see pages S15–S16).

President Carol Goodheart, EdD, developed two initiatives that introduced helpful resources to the practice

community. These are PsycLINK: The Practice Wiki and PracticeOUTCOMES, a searchable database of outcome assessment instruments for clinical practice. More information about these resources is in her report on pages S37–S41.

Bringing psychology and the skills of psychologists to bear on real-world problems is another vital goal of the association. Three new products, released in 2010 and produced by your peers, bring psychological expertise to important societal concerns. These products include a web-based caregiver's "briefcase"—also one of Dr. Goodheart's presidential initiatives—with over 160 web pages of useful information, references, and links to a wealth of research and practice, education, and policy resources for psychologists and other health professionals about how best to work with family caregivers; guidelines for assessing cognitive decline in older adults (available at **www.apa.org**); and a report—based on one of Dr. James Bray's presidential initiatives—on the role psychologists can play in ending homelessness (also available online).

Another example of APA's reach into the public arena occurred in May when a U.S. Supreme Court decision cited a brief prepared by APA (in collaboration with the American Psychiatric Association and Mental Health America) that informed the court of developmental research findings that argued against holding juveniles to the same standards of responsibility as adults. For more information about APA's influential amicus briefs program, see pages S35–S36.

APA continues to be the world's leading publisher of psychological scholarship. During 2010, we created new and better electronic platforms by which psychologists, students, and others can access the discipline's scholarship—both newly published and archival. We are particularly excited about APA's new policy of publishing articles online first, thereby creating access via APA's PsycARTICLES database to new research within as few as 30 days after an article is accepted for publication. Access to APA journal articles is also now available through a mobile app program. In addition, interactive training modules are available online to help users make the most of APA's five scientific databases.

APA's presence on the web—**APA.org**—continues to be one of the strongest and most far-reaching websites about psychology in the world. Last year more than 19 million visitors spent time on our website.

In closing, I want to thank you for your ongoing support of APA, our mission, and our projects. And a special thank you to those hundreds of members who have directly contributed to APA's 2010 milestones and achievements through volunteer work in APA governance, on work groups, or in support of our many initiatives, including federal advocacy. We are grateful for your support of the discipline and for the work you do—whether in an office, a laboratory, a classroom; in uniform; as a health service provider; via psychological research, scholarship, telecommunications, or the web; or within your community or organization. I encourage you to avail yourself of all that APA has to offer! ■



Kevin Lock Photography

Norman B. Anderson, PhD, and 2010 APA President Carol D. Goodheart, EdD, at the opening session of the APA convention in San Diego, CA.

Directorates and Offices

Education	Science	Practice	Public Interest	Executive Office
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Cynthia D. Belar, PhD
Executive Director

The Education Directorate's mission is to advance the science and practice of psychology for the benefit of the public through educational institutions, programs, and initiatives. The directorate advances education and training in psychology, promotes the application of psychology to education and training, and engages in education advocacy.



Steven Breckler, PhD
Executive Director

The Science Directorate works to communicate, facilitate, promote, and represent psychological science and scientists and seeks to expand recognition of psychology as a STEM discipline. It is responsible for consolidating and enhancing all association efforts on behalf of its scientific and academic members.



Katherine C. Nordal, PhD
Executive Director

The APA Practice Directorate promotes the practice of psychology and the availability and accessibility of psychological services, providing resources and services to psychologists practicing in all settings. The Practice Directorate supports members of both the APA and its companion organization, the APA Practice Organization.



Gwendolyn P. Keita, PhD
Executive Director

The Public Interest Directorate fulfills APA's commitment to apply the science and practice of psychology to the fundamental problems of human welfare and social justice and the promotion of equitable and just treatment of all segments of society through education, training, and public policy.



L. Michael Honaker, PhD
Deputy CEO, Executive Director for Staff Initiatives

The Executive Office is where many of APA's service functions are located, including the Ethics Office, the Office of International Affairs, the Staff Initiatives Office, and APAGS. In addition, the Executive Office houses the CEO, Deputy CEO, and Senior Policy Advisor and oversees APA's affirmative action policies.



Ellen G. Garrison, PhD
Senior Policy Advisor

The Senior Policy Advisor facilitates the CEO's involvement in policy issues, government relations, and interorganizational affairs; coordinates policy initiatives; and serves as the APA point person on policy matters.

Governance Affairs	Publications and Databases	Public and Member Communications	Information Technology Services	Office of General Counsel	Finance & Administration
S26	S28	S30	S33	S35	S42



Nancy Gordon Moore, PhD, MBA
Executive Director

The Governance Affairs Office supports APA's governing groups—the Council of Representatives, Board of Directors, divisions, and boards and committees. The office also serves these groups and the membership by managing elections, the annual convention, presidential initiatives, and the Travel Office.



Gary R. VandenBos, PhD
Publisher

The APA Office of Publications and Databases disseminates knowledge through journals, books, abstract services, databases, and the APA PsycNET platform, ensuring continued access to essential scientific information on psychological theory, empirical research, and clinical practice for APA members and the public.



Rhea K. Farberman, APR
Executive Director

The Office of Public and Member Communications oversees APA's outreach to the news media, manages the content and user experience of the APA website, and creates activities and materials that educate the public about the value of psychological research, findings, and interventions. The office also communicates with members and potential members about the value of belonging to APA.



Tony F. Habash, DSc
Chief Information Officer

Information Technology Services (ITS) is committed to enhancing member value, achieving APA strategic priorities, enabling APA's publishing processes and products, and efficiently accomplishing operational objectives. These goals are achieved through a governance model based on close collaboration between ITS and all units within APA.



Nathalie Gilfoyle, Esq.
General Counsel

The Office of General Counsel provides legal counseling to APA and engages in risk-management activities to protect APA and its governance members. APA legal counsel advises the Council of Representatives, the Board of Directors, and all other APA governance bodies on a wide range of legal issues, such as tax, antitrust, intellectual property, contracts, and employment benefits.



Archie L. Turner
Chief Financial Officer

Finance and Administration's mission is to support the overall needs of the association and to oversee its financial operations. The office is responsible for Finance; Administrative Operations; Human Resources; and Real Estate/Property Management. It also serves as liaison to the Finance Committee and its Audit and Investment subcommittees.

Psychology's Achievements in Health Care Reform

In March 2010, President Barack Obama signed into law historic health care reform legislation—the Patient Protection and Affordable Care Act (Pub. L. No. 111-148). This legislation is designed to extend health coverage to tens of millions of uninsured persons, reduce health care costs, and end discriminatory insurance practices. Due in large measure to the combined advocacy efforts of government relations staff within APA and the APA Practice Organization (APAPO), numerous legislative provisions favorable to psychology were included in the new law. These provisions offer new and expanded opportunities for psychologists in their various roles as practitioners, educators, and researchers.

What follows are highlights of legislative provisions in the new health care reform law related to APA's top priorities, along with a summary of APA and APAPO activities to implement these key provisions through December 2010. For more detailed information on the new law, as well as APA's health care reform priorities and related APA and APAPO legislative and regulatory activities, see **www.apa.org/health-reform**.

Integrated Health Care

- Inclusion of psychologists on community-based interdisciplinary, interprofessional health teams to support primary care practices as part of a new grant program.
- Participation of psychologists as part of health teams or designated providers of health home services to provide health care to eligible individuals with at least two chronic conditions (including serious mental health conditions) through a new Medicaid state option.

APA promoted the inclusion of psychology in these new integrated health care initiatives and arranged meetings to enhance partnerships with primary care organizations representing nurses and physicians. APA also joined the Executive Committee of the Patient-Centered Primary Care Collaborative, a coalition of about 700 organizations representing providers, consumers, employers, and insurers dedicated to promoting the "patient-centered medical (or health) home" as a service delivery model of integrated, interdisciplinary care.

Mental and Behavioral Health Care

- Inclusion of mental health and substance use disorder services, along with behavioral health treatment, at parity with medical/surgical services in essential benefit packages to be included in the health insurance exchanges for individuals and small businesses with 50 or fewer employees, which will go into effect in 2014.
- Extension of the 5% Medicare psychotherapy payment restoration from January 1 through December 31, 2010, which increased access to mental health services.

Psychologist attendees at the March 2010 State Leadership Conference conducted over 300 meetings with members of Congress and their staff to request extending through 2011 the 5% psychotherapy payment restoration (an effort which later met with success), among other Medicare priorities, and expressed their support for the integration of psychological services into primary care, preventive services, and benefit packages.

Following APAPO advocacy, President Obama enacted a law in December that effectively halts the threatened 25% cut in the Medicare Sustainable Growth Rate (SGR) through the end of 2011.



ASSOCIATED PRESS/J. Scott Applewhite

President Barack Obama signed the health care bill in the East Room of the White House in Washington, DC, Tuesday, March 23, 2010. He is flanked by Marcelas Owens of Seattle (*left*) and Rep. John Dingell (D-MI). Behind (*from left*) are Sen. Tom Harkin (D-IA); Senate Majority Whip Richard Durbin (D-IL); Vice President Joe Biden; Vicki Kennedy, widow of Sen. Ted Kennedy; Sen. Christopher Dodd (D-CT); Rep. Sander Levin (D-MI); Ryan Smith of Turlock, CA; Health and Human Services Secretary Kathleen Sebelius; House Speaker Nancy Pelosi; House Majority Leader Steny Hoyer; Senate Majority Leader Harry Reid; Rep. Patrick Kennedy (D-RI); House Majority Whip James Clyburn; and Rep. Henry Waxman (D-CA).

Prevention and Wellness

- Expansion of prevention and wellness initiatives to address tobacco use, depression, postpartum conditions, and elder abuse.

  APAPO sent a formal response to proposed federal regulations to implement the new law. APA expressed support for coverage of the full range of preventive services by group health plans and health insurance issuers and highlighted the importance of mandating coverage for tobacco-use-cessation counseling as a preventive service with an adequate minimum benefit.

- Elimination of cost sharing for eligible preventive services that receive a grade of "A" or "B" by the U.S. Preventive Services Task Force. These services could include depression screening for adolescents and adults; screening and counseling for child and adult obesity; and counseling for alcohol misuse and tobacco use for adults, particularly pregnant women.

  APA nominated members to serve on the U.S. Preventive Services Task Force, which ranks preventive services on the basis of the strength of the scientific evidence documenting their benefits.

- Creation of a $15 billion Prevention and Public Health Fund to promote public health initiatives, including obesity prevention, health screenings, tobacco-use cessation, and immunizations.

  APA successfully joined forces with many other associations to block a Senate amendment that would have diverted money from the fund. APA sent coalition letters to the Senate, cosponsored an ad in a Capitol Hill newspaper, and mobilized grassroots support of APA members.

  APA nominated members to serve on the advisory group for the National Prevention, Health Promotion, and Public Health Council to be established within the Department of Health and Human Services under the new law.

Psychology Workforce Development

- Designation of a separate $10 million set-aside for doctoral, postdoctoral, and internship training through accredited programs and internships in professional psychology.

  APA advocated for increased funding for the Graduate Psychology Education (GPE) Program, which included organizing Capitol Hill visits for about 100 psychologists as part of APA's Education Leadership Conference in September 2010. Unfortunately, despite initial legislative success in more than doubling the funding for the program in key appropriations bills, the omnibus bill was not ultimately passed by Congress.

- Establishment of a loan repayment program for psychologists in pediatric care and expansion of eligibility to psychologists, psychology programs, and psychology students for geriatric education and training programs.

APA photo



During the 2010 State Leadership Conference, California psychologists spoke to Rep. Judy Chu, PhD (D-CA), a psychologist and member of the Education and Labor Committee, about the importance of psychology's integration into primary care. *Left to right:* Judith Blanton, PhD; Janet Hurwich, PhD; Jo Linder-Crow, PhD; and Rep. Chu.

Charles Votaw



Psychologists attending the 2010 Education Leadership Conference also visited policymakers on Capitol Hill to advocate for psychology's priorities, including increased funding for the Graduate Psychology Education Program. *Left to right:* Kermit Crawford, PhD; Olivia Moorehead-Slaughter, PhD; and Sen. Scott Brown (R-MA).

APA nominated members to serve on the National Health Care Workforce Commission created by the new law. APA also provided guidance to the Health Resources and Services Administration regarding the new geriatric education and training programs and worked with coalition partners to coordinate Capitol Hill visits for teams of interdisciplinary professionals to urge federal funding for these vital programs.

Elimination of Health Disparities

- Promotion of data collection and quality measures development to further the elimination of health disparities.
- Development of a national strategy to improve the delivery of health care services and patient health outcomes.

APA joined coalition partners to support funding for initiatives to address health disparities and ensure appropriate implementation of provisions of the new law related to health disparities. APA also urged full funding for the president's Fiscal Year 2012 budget request for mental and behavioral health programs of the Indian Health Service, including the Indians Into Psychology Program, which are reauthorized in the new law.

Support for Psychological Research

- Creation of an infrastructure to support comparative effectiveness research (which received a $1.1 billion infusion of funds through the earlier economic stimulus package) to enhance treatment decisions.

APA sent a formal letter requesting that the new Patient-Centered Outcomes Research Institute place high priority on the evaluation of behavioral treatments and preventive interventions for health and mental health conditions and include at least one psychologist on its Board of Governors. APA also nominated psychologists to serve on this board and its Methodology Committee.

Positioning Psychology for the Future

Health care reform is a work in progress. The first round of consumer protections went into effect on September 23, 2010. These included free coverage for certain preventive services, an end to denials of coverage for children with preexisting conditions, and the right of young adults to remain on a parent's health insurance plan until age 26. Yet the law's implementation will extend well into 2014—at which time the new health insurance exchanges and many other key provisions will take effect.

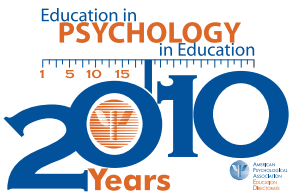
During this interim period, APA and APAPO will continue to monitor and respond to proposed federal regulations to implement key provisions of the new law and to ensure that psychology and psychologists are specifically designated, where appropriate. APA and APAPO will also continue to advocate for federal appropriations for programs to advance our health care reform priorities and to nominate psychologists for key advisory positions. In all of these efforts, APA and APAPO work in close collaboration with our members to promote the vital contributions that the field of psychology has to offer in health care reform through services, education, and research in the public interest. ■

Education

Cynthia D. Belar, PhD
Executive Director

The Education Directorate's mission is to advance the science and practice of psychology for the benefit of the public through educational institutions, programs, and initiatives. The directorate advances education and training in psychology, promotes the application of psychology to education and training, and engages in education advocacy.

Celebrating 20 Years



The Education Directorate (**www.apa.org/ed**) celebrated its 20th anniversary in 2010. One of its greatest successes has been the establishment of the Graduate Psychology Education (GPE) Program, the only federal program dedicated solely to psychology education and training. Since 2002, this federal program has awarded 70 grants providing more than $24 million to doctoral, internship, and postdoctoral programs to train health service psychologists to work with underserved populations. Other notable accomplishments have included the initiation of the Campus Care and Counseling Act and the establishment of the Center for Deployment Psychology in the Department of Defense.

Over the the past 20 years, the directorate has made progress at every level of education and training. It was instrumental in facilitating the development of the *National Standards for High School Psychology Curricula*, the *APA Guidelines for the Undergraduate Psychology Major*, the National Conference on Undergraduate Education in Psychology, the *Assessment Cyberguide for Learning Goals and Outcomes*, and the APA Online Psychology Laboratory. In the area of professional education and training, the directorate advanced the culture of competence by facilitating the articulation and measurement of professional competencies, as well as their benchmarks. And in continuing education (CE), there has been an expansion of offerings and formats, including the establishment of the APA Online Academy, the directorate's web-based portal to CE programs. The application of psychological science to schools and education has been advanced through internationally recognized talent development programs, the development of learning modules to facilitate teacher education, and white papers to inform policy and practice.

Education Leadership Conference

A major event in 2010 was the Education Leadership Conference (ELC), "Psychology and Lifelong Learning." This conference addressed the scientific foundations of adult learning; training students for a career of lifelong learning; technology that promotes such learning; and lifelong learning for researchers, practitioners, and faculty/teachers. As in years past, the ELC also provided an opportunity for advocacy training and visits to Capitol Hill.

Advocacy and Government Relations

The Education Directorate has an active advocacy agenda. In addition to organizing visits to the Hill during the ELC, the directorate arranged meetings with Senate and House appropriators to advocate for the GPE Program to prepare psychologists to work with older adults, children, chronically ill persons, victims of abuse or trauma (including veterans and their families), and unemployed persons. The GPE Program was included in the president's FY 2011 budget at the FY 2010 level of $2.95 million.

APA continues to expand its Federal Education Advocacy grassroots network by increasing the number of campus training representatives at programs and training sites across the country by nearly a third—to almost 300 representatives.

APA staff also succeeded in advancing psychology workforce development provisions in both the Senate and the House health care reform bills. The final historic passage of the legislation, the Patient Protection and Affordable Care Act of 2010, contained the Senate provisions on workforce development that includes the authorization of appropriations

Charles Votaw



2010 APAGS Chair Susan M. Wilson, MS, relayed graduate students' perspectives during an open plenary discussion at the Education Leadership Conference (ELC) in September 2010. The theme of the ELC was "Psychology and Lifelong Learning."

of $10 million for training in accredited doctoral, internship, and postdoctoral programs in psychology.

The directorate also sponsored APA's joining the Executive Committee of the Patient-Centered Primary Care Collaborative (**www.pcpcc.net**), a coalition of providers, payors, purchasers, and consumers of health care to promote health care reform.

Quality Assurance in Education and Training

APA continues its quality assurance role in the areas of professional education and training and continuing education through its Commission on Accreditation (CoA) and Continuing Education Committee. In 2010 there were 909 accredited programs in professional psychology: 373 doctoral programs, 477 internship training programs, and 59 postdoctoral residency training programs. The CoA approved 782 organizations as CE sponsors.

Enhancing Education in Psychology

A focus of the Education Directorate is on ways to enhance education in psychology. One such way is through the annual APA/Clark University Workshop for High School Teachers, which in 2010 was held at Clark University in Worcester, MA. Attended by high school psychology teachers from around the country, the workshop promotes innovative ways to approach the teaching of psychology at the secondary school level.

The directorate has benefited from the $150,000 donation by Lee Gurel, PhD, to the American Psychological Foundation to fund precollege initiatives in psychology. The majority of the funds will be used to promote professional development for high school psychology teachers, with $50,000 earmarked to support the revision of unit lesson plans.

The directorate also completed the data collection and editing process for the 2011 edition of *Graduate Study in Psychology*. The publication (print and online) provides information on 550 graduate departments and programs in psychology in the United States and Canada.

In the area of professional education and training, the directorate made progress in benchmarking professional competencies. Additional materials for training programs are under development. The APA Board of Educational Affairs (BEA) and the directorate also hosted an interorganizational meeting to address long-standing issues identified through an open survey process. The major focus of the initial meeting was on how to maintain and enhance quality in professional education and training in the context of professional and societal challenges, including but not limited to the imbalance between the number of applicants and available internships.

APA also expanded its web-based CE portal, the APA Online Academy, to include three campuses: the Interactive Classroom Campus, which offers the latest educational technology through a highly interactive and immersive video environment; the Professional Development Presentations Campus, which provides shorter, targeted trainings; and the Convention Workshop Presentation Campus, which offers outstanding half- and full-day multimedia recordings of convention workshops. Also continuing in 2010 was the Clinician's Corner series, comprising mini-workshops held at APA that feature leading practitioners and scholars working in key areas of professional practice.

Bringing Psychology to Teaching and Learning

The directorate is committed to enhancing the quality of teaching and learning outcomes at all levels of education and training. In 2010, staff continued their work on a project funded by the National Science Foundation to identify and translate research from psychological science that is central to topics aspiring teachers should master to be effective in science classrooms from pre-K through 12th grade. In addition, a BEA task force completed a white paper titled *Understanding and Preventing Violence Directed Against Teachers: Recommendations for a National Research, Practice, and Policy Agenda.*

The directorate's Center for Gifted Education Policy continues to organize the Catalyst Project, a year-long program funded by the Camille and Henry Dreyfus Foundation that helps talented high school students develop a mentoring relationship with top-rated chemists to explore the many facets of being a scientific researcher. In 2010, the program began with a week-long summit at Williams College, where each mentor and tutor crafted a project proposal for the course of the year. ■

Science

Steven Breckler, PhD
Executive Director

The Science Directorate works to communicate, facilitate, promote, and represent psychological science and scientists and seeks to expand recognition of psychology as a STEM discipline. It is responsible for consolidating and enhancing all association efforts on behalf of its scientific and academic members.

The Science Directorate (**www.apa.org/science**) has been especially active in 2010 in the areas of research ethics, testing and assessment, and psychology's status as a STEM (science, technology, engineering, and math) discipline. The directorate's government relations staff advocate on Capitol Hill and at funding agencies to enhance support for psychological research. Several directorate programs serve undergraduate and graduate students of psychology. Also housed within the Science Directorate is the Center for Workforce Studies and the APA Library and Archives.

Communicating About Science

Several thousand people visited APA's exhibit on psychology and the environment at the inaugural USA Science & Engineering Festival, held in October 2010 on the National Mall in Washington, DC. The APA exhibit was one of the few in the behavioral and social sciences among more than 500 exhibits sponsored by academic institutions, government agencies, professional societies, publishers, and corporations.

The directorate continues to communicate with more than 30,000 psychologists and policy experts through *Psychological Science Agenda*, the monthly electronic newsletter.

Advancing Science and Its Applications

Following up on the report of the APA Presidential Task Force on the Future of Psychology as a STEM Discipline, the 2010 Science Leadership Conference was devoted to developing proposals for activities that APA and other groups could undertake to increase recognition of psychology as a core STEM discipline. Attending the conference were representatives from APA divisions and governance groups, as well as other behavioral and social science organizations. Participants formulated many ideas that will guide future work by APA and others to enhance the status of psychological science across a wide range of research, educational, and policy settings.

The Science Directorate worked closely with the Practice Directorate and governance groups to plan a new initiative on the development of evidence-based clinical treatment guidelines for psychologists. With staff support from these directorates, an advisory steering committee was appointed and began designing the specific process by which guidelines will be developed.

The 2010 Science Leadership Conference was devoted to developing proposals for activities that APA and other groups could undertake to increase recognition of psychology as a core STEM discipline.

Staff of the directorate managed a variety of other activities, including the Advanced Training Institutes, which expose psychologists to current and emerging research methods; APA's participation in the revision of the *Standards for Educational and Psychological Testing*; and the initial meetings of a new APA governance group, the Committee on Human Research.

Enhancing Opportunities for Students

The Science Directorate sponsors a number of programs for undergraduate and graduate students who plan to have careers in psychological science. The Summer Science Fellowships nurture advanced undergraduate students as they prepare for graduate school. The APA Science Student Council is an exceptional leadership opportunity for science-oriented



APA member Dan Putka, PhD, delivered testimony on Department of Defense research funding before the Senate Appropriations Subcommittee on Defense in June 2010.



Several thousand people visited the APA exhibit on psychology and the environment at the USA Science & Engineering Festival in Washington, DC, in October 2010.

graduate students; the nine members of the council advance an agenda designed to support the interests and needs of their fellow graduate students. Three outstanding graduate students were recognized with the 2010 Early Graduate Student Researcher Award. In addition, nearly 150 graduate students received grants in 2010 from the directorate for dissertation expenses or travel to the APA convention to present their research. The directorate also sponsors academic career workshops at regional psychological association meetings.

Advocating for Science

The psychological science community benefits from an experienced and assertive Science Directorate government relations (Science-GRO) staff, who advocate on Capitol Hill and within executive branch agencies to enhance support for psychological research. In 2010, Science-GRO staff arranged a number of timely educational briefings and exhibitions on Capitol Hill, including events that paired the director of the National Institute on Drug Abuse with the deputy director of the Office of National Drug Control Policy to discuss how research informs the National Drug Control Strategy; showcased studies supported by the National Science Foundation (NSF) on the effects of digital media on young children; and provided a forum for discussing legislative support of military families.

Science-GRO staff continue to work for increased appropriations for federal agencies that have traditionally supported psychological research, and they seek out new opportunities for funding. They also help to develop testimony presented by APA officials to congressional appropriations committees in favor of enhanced research funding. Testimony in 2010 addressed funding at the departments of Health and Human Services, Veterans Affairs, and Defense; the NSF; and the National Aeronautics and Space Administration.

An ongoing effort of the Science-GRO staff is to monitor federal funding agencies and communicate with them about the management of their psychological research portfolios. In 2010, staff members coordinated the input from multiple scientific societies on the reorganization of substance use research at the National Institutes of Health (NIH), arranged for the placement of an executive branch fellow in the NIH Office of Behavioral and Social Sciences Research, commented on the strategic plan of the Interagency Autism Coordinating Committee, encouraged the inclusion of psychology in K–12 science education, and suggested priorities for the NIH Basic Behavioral and Social Science Opportunity Network.

Service to the Discipline

Although located in the Science Directorate, the Center for Workforce Studies (CWS) serves interests and needs across the association and the discipline. Its mission is to collect and disseminate data on the educational pipeline and workforce of psychology, including analyses of demand and the broader economic environment within which psychologists function. Drawing from its own surveys as well as from NSF data and other sources, CWS conducts ongoing studies of salaries and the career paths of doctoral-level psychologists. In 2010, CWS compiled new salary data from the Faculty Salary Survey, gathered data on new doctorates, analyzed and reported data on the health service provider workforce, and provided data to update the member employment database.

The staff of the Arthur W. Melton Library and Archives support APA Central Office staff, members, and the public with access to books, journals, databases, and reports. In 2010, the library and archives received an Express Award from the National Network of Libraries of Medicine to assist in the costs of transferring 16-mm educational films to digital format. The library and archives moved to new space within the APA headquarters building and now offer predominantly electronic resources; visitors are invited to work in and explore the new area. The holdings continue to grow, with hundreds of additional books, journals, videos, e-books, agendas, and photographs. ■

Practice

Katherine C. Nordal, PhD
Executive Director

The APA Practice Directorate promotes the practice of psychology and the availability and accessibility of psychological services, providing resources and services to psychologists practicing in all settings. The Practice Directorate supports members of both the APA and its companion organization, the APA Practice Organization (APAPO).

Advancing Practice

The Practice Directorate collaborates with psychology leaders nationwide on many activities to protect and advance psychology. Our efforts in 2010 included the following:

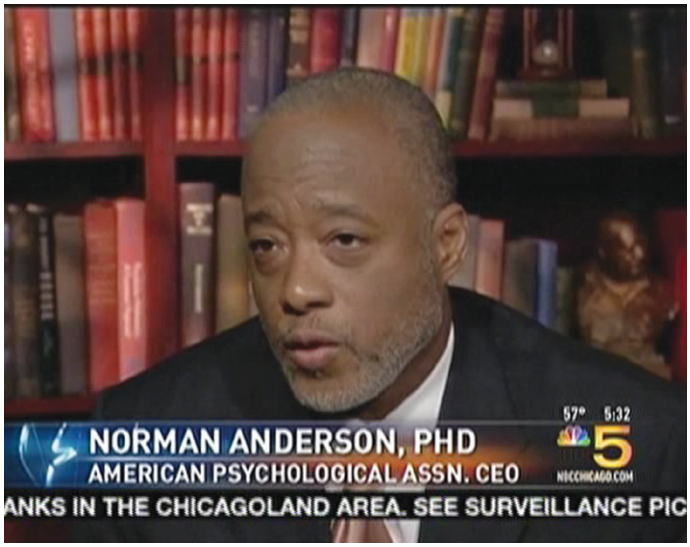
- Launched an updated Psychologist Locator on the web, which helps connect individuals seeking psychological services with local psychologists. The public can consider numerous factors in searching for psychologists, including areas of specialization, gender, insurance accepted, languages spoken, and much more.
- Provided guidance to members regarding implementation of the federal mental health parity law. Numerous resources related to the Wellstone–Domenici Mental Health Parity and Addiction Equity Act are available in the Mental Health Parity section of the Practice Central website: **www.apapracticecentral.org.**
- Cosponsored (with the Association of VA Psychologist Leaders and APA's Division 18—Psychologists in Public Service) the 13th Annual Veterans Affairs Psychology Leadership Conference, which provides an opportunity for VA psychologists to share best practices and new research and to promote VA leadership opportunities.
- Granted nearly $500,000 to state, provincial, and territorial psychological associations for infrastructure support and advocacy through the Committee for the Advancement of Professional Practice; protected the doctoral degree as the standard for psychologist licensure; and advanced and defended psychology's scope of practice such as through prescriptive authority.

The Practice Directorate and APAPO … gained the introduction of federal legislation that would include psychologists in the Medicare definition of physician.

Advocating for the Profession

The advocacy and educational efforts in 2010 of the Practice Directorate and the APAPO on behalf of psychology and consumers of psychological services included the following:

- Secured favorable provisions for psychology in the federal health care reform law. The Patient Protection and Affordable Care Act protects traditional practice while opening up new practice opportunities for psychologists.
- Gained the introduction of federal legislation that would include psychologists in the Medicare definition of *physician*. This achievement is part of a process to ensure that practitioners can provide psychological services to Medicare beneficiaries free of inappropriate physician supervision requirements that hinder access to services.
- Participated in an advisory panel for a study mandated by the Health Information Technology for Economic and Clinical Health (HITECH) Act of 2009 as a result of our advocacy. The study will determine whether psychological testing data should be given the same level of privacy protection as psychotherapy notes in electronic health records.
- Gained bipartisan support for House and Senate legislation that would extend eligibility for electronic health record incentive payments to mental, behavioral, and substance use health professionals. As federal rules to implement the HITECH Act take effect, the Practice Directorate is advocating for full inclusion of psychologists under the law's incentive programs.
- Pursued successful legislative advocacy efforts to narrow the application of the federal Red Flags Rule so it generally does not apply to practicing psychologists. The rule requires



APA CEO Norman B. Anderson, PhD, was interviewed by NBC on November 9, 2010, on the 2010 Stress in America survey. The interview was syndicated to network affiliates across the country.



Tracey Brown

Best-selling author Daniel Pink delivered the keynote address at the 2010 Psychologically Healthy Workplace Awards ceremony.

"creditors" to develop plans to detect and prevent identity theft.

- Succeeded in having the Social Security Administration rescind a guideline that discouraged the use of psychological testing in disability evaluation cases involving memory impairment.

For more information about the legislative successes of the APAPO, including winning extension through 2011 of a 5% payment restoration for Medicare psychotherapy services, see the APAPO Annual Report to the APA Council of Representatives at **www.apapracticecentral.org/update/2011/02-24/apapo-annual-report.ppt.**

Educating the Public About Psychology

In 2010, the Public Education Campaign (PEC) was broadened to engage all areas of APA and its membership in its goal of educating the public about how the science and practice of psychology benefit society and improve lives. The continuing Mind/Body Health PEC informs the public about the connection between psychological and physical health and the influence of lifestyle and behaviors on health.

The 2010 Stress in America survey garnered more than 1,200 stories online and in print and broadcast outlets—including NBC's *Today Show*, *USA Today*, and *CNN en Español*—highlighting the serious toll stress is having on our mental and physical health and on the health of our families. The publicity value of the broadcast coverage alone is estimated at nearly $2 million.

The Mind/Body Health initiative includes a partnership with the national YMCA. Psychologists in 23 states and provinces worked with their local YMCAs to offer workshops on APA Mind/Body Health campaign topics, including stress, heart disease, depression, and obesity. Psychologists participated in the Y's Healthy Kids Day for families and children on April 17, 2010, which attracted more than 700,000 participants.

APA expanded its use of social media this year, introducing new tools and integrating traditional and online media to enhance its ability to reach women and families with messages about Mind/Body Health. For example, an APA and a YMCA omnibus survey about obesity and lifestyle generated more than 100 stories in print and online.

In addition, staff participated in a radio media tour on holiday stress, highlighting the psychological issues that U.S. troops, veterans, and their families might experience during the holiday season. APA teamed with Give an Hour, which provides pro bono psychological services to those in the military and their family members, and reached an audience estimated at 4.1 million.

The PEC collaborates closely with the Psychologically Healthy Workplace Awards (PHWA) program. The five employers presented with 2010 awards reported an average turnover rate more than 30% lower than the national average. For more information on the PHWA, visit **www.phwa.org.**

The complete PEC report of activities is available online at **www.apa.org/practice/programs/campaign/pec-report.pdf.**

The Practice Directorate continues to engage in a wide and diverse array of initiatives that support practicing psychologists and consumers of psychological services. Additional information about legislative and other advocacy efforts is available on the APA Practice Organization website, **www.apapracticecentral.org** (see also Psychology's Achievements in Health Care Reform, pages S8–S10). ■

Public Interest

Gwendolyn P. Keita, PhD
Executive Director

The Public Interest Directorate fulfills APA's commitment to apply the science and practice of psychology to the fundamental problems of human welfare and social justice and the promotion of equitable and just treatment of all segments of society through education, training, and public policy.

Public Interest Executive Office
www.apa.org/pi

In collaboration with the National Institute for Occupational Safety and Health and the Society for Occupational Health Psychology, the Public Interest Directorate disseminated the call for programs and continued planning for the ninth international conference, *Work, Stress, and Health 2011: Work and Well-Being in an Economic Context*, to be held May 19–22, 2011, in Orlando, FL. In 2010, the Executive Office also provided staffing for the Presidential Task Force on Preventing Discrimination and Promoting Diversity; administered the APA Public Interest Awards; staffed the Board for the Advancement of Psychology in the Public Interest, including related convention programming; released six bimonthly issues of the newsletter *In the Public Interest*; and initiated development of APA's first interactive, customizable "e-cards" as part of health communication initiatives.

PI-GRO, in collaboration with other directorates, identified the association's comprehensive priorities for health care reform, drafted educational materials on key health issues, and developed and implemented a multifaceted advocacy plan for advancing APA's priorities.

Public Interest Government Relations
www.apa.org/about/gr/pi

The Public Interest Government Relations Office (PI-GRO) works to shape federal policy to promote psychology in the public interest. In 2010, PI-GRO was invited to testify before Congress and sponsored several congressional briefings and federal advocacy trainings to highlight the importance of psychological issues across the life span. In addition, PI-GRO, in collaboration with other directorates, identified the association's comprehensive priorities for health care reform, drafted educational materials on key health issues, and developed and implemented a multifaceted advocacy plan for advancing APA's priorities. Specifically, PI-GRO took a leadership role in successfully securing provisions in the new health reform law to (a) promote integrated interdisciplinary health care; (b) expand prevention and wellness initiatives; (c) expand and enhance education and training in geriatric and pediatric health professions; (d) address health disparities; (e) reauthorize the Indian Health Care Improvement Act, including the American Indians Into Psychology program; and (f) assist states in providing home- and community-based services and supports. PI-GRO continues to work to ensure appropriate and timely implementation of this new law.

PI-GRO also provided input and contributed draft language to federal legislation and regulation in critical areas, including aging; children and adolescents; disability; ethnic minority issues; health disparities; immigration; HIV/AIDS; trauma, violence, and abuse; American Indian health; military service members, veterans, and their families; lesbian, gay, bisexual, and transgender persons; women and girls; poverty; and workplace flexibility. Further, PI-GRO developed and advanced APA's recommendations on a number of key pending reauthorizations and was actively engaged during the congressional debates and passage of the repeal of the military's "Don't Ask, Don't Tell" policy.

Office of Senator Robert Menendez



Gwendolyn P. Keita, PhD, executive director of APA's Public Interest Directorate, praised the passage of the MOTHERS Act on Capitol Hill in May 2010. The legislation, passed as a part of health care reform, increases research, education, and outreach for mothers and families suffering from postpartum depression.



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Ernestine Briggs-King, PhD, of the National Child Traumatic Stress Network, represented APA at a Congressional Black Caucus forum in September 2010 that focused on military families. She was joined on the panel by former U.S. Surgeon General David Satcher and other notable leaders in the civil rights, military and veterans, and business communities.

Office on Aging
www.apa.org/pi/aging

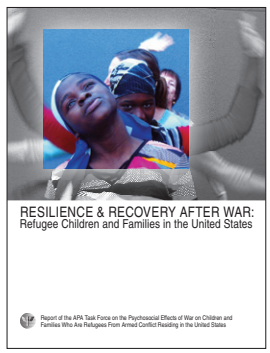
CONNECTING WITH **caregivers**

The Office on Aging promotes the application of psychological science and practice to issues affecting the health and well-being of older adults. In 2010, the office provided staff support to the Presidential Task Force on Caregivers, the Committee on Aging, the Task Force to Update the Guidelines for the Evaluation of Dementia and Age-Related Cognitive Decline, and the ABA/APA Assessment of Capacity in Older Adults project. The director serves on the executive boards of the National Coalition on Mental Health & Aging and the Eldercare Workforce Alliance.

Office on AIDS
www.apa.org/pi/aids

The Office on AIDS provides information, training, and technical assistance on a wide range of topics related to HIV/AIDS. In April 2010, the office received its 3rd year of funding from the National Institute of Mental Health to support the Cyber Mentors Program: A Sustainable Model for Developing Minority HIV Researchers. In August, the Behavioral and Social Science Volunteer Program received its 2nd year of funding from the Centers for Disease Control and Prevention (CDC) to fund a 4½-year cooperative agreement to provide capacity-building assistance to improve the effectiveness of HIV prevention services. In October, the office was awarded its 2nd year of funding from the Center for Mental Health Services to fund a 5-year contract to support the HIV Office for Psychology Education Program in its mission to train psychologists about HIV/AIDS. The office also staffed the Ad Hoc Committee on Psychology and AIDS.

Children, Youth, and Families Office
www.apa.org/pi/families



The Children, Youth, and Families Office (CYFO) coordinates APA's public interest, health, human welfare, and social responsibility activities regarding children, youth, and families. In 2010, CYFO staffed the Committee on Children, Youth, and Families and the Presidential Task Force on Immigration, which is currently developing a report for submission to Council. CYFO released *Resilience & Recovery After War: Refugee Children and Families in the United States*, with a related update for mental health professionals. The office also disseminated information via the web regarding childhood obesity, child abuse and neglect, and school dropout prevention.

Kevin Lock Photography



The third annual Leadership Institute for Women in Psychology, held at APA's 2010 convention, focused on the training needs of mid-career women psychologists. Faculty members with keynote speaker Reid (*left to right*): Karen Wyche, MSW, PhD; Pamela Reid, PhD; Ruth Fassinger, PhD; and Shari Miles-Cohen, PhD.

Charles Votaw



APA member M. David Rudd, PhD (*left*), testified at a hearing chaired by Rep. Bob Filner (D-CA) (*right*) in February 2010 that explored the relationship between veteran suicide and medication. Dr. Rudd is a former military psychologist and suicide expert.

Disability Issues in Psychology Office

www.apa.org/pi/disability

DISABILITY MENTORING PROGRAM
DISABILITY ISSUES OFFICE
AMERICAN PSYCHOLOGICAL ASSOCIATION

The Office on Disability Issues in Psychology serves as the central point for APA's activities concerning disability. Working with the Task Force on Guidelines for Assessment and Treatment of Persons With Disabilities, the office finalized the guidelines for submission to Council in February 2011. The office staffed the Resource Room at the APA convention, finalized the *Resource Guide for Students With Disabilities* (Vol. 2) for release early in 2011, continued support of the online Mentoring Program for mentors helping students with disabilities, continued development of the online Disability Toolkit/CE modules, and provided staff support to the Committee on Disability Issues in Psychology.

Office of Ethnic Minority Affairs

www.apa.org/pi/oema

The Office of Ethnic Minority Affairs works to expand the roles of culturally diverse people in the profession of psychology. The office released two online issues of the news journal *Communiqué*; staffed the Committee on Ethnic Minority Affairs; staffed the CEMRRAT2 task force in its selection of the Richard M. Suinn Minority Achievement Award; facilitated communication and network development for projects and concerns related to the Council of National Psychological Associations for the Advancement of Ethnic Minority Interests; provided planning and on-site management of the DP2KB 4-day Summer Institute for community college honor students of color, cosponsored by the Education Directorate, the National Institute on Drug Abuse, and the national honor society Psi Beta; and administered a health disparities research small grant program (ProDIGs) targeted to early career faculty at minority-serving institutions. In addition, Dr. Bertha G. Holliday retired as senior director after 16 years of service to APA.

Lesbian, Gay, Bisexual, and Transgender Concerns (LGBTC) Office

www.apa.org/pi/lgbt

The LGBTC Office seeks to improve the health and well-being of LGBT people; increase understanding of gender identity and sexual orientation; and reduce stigma, prejudice, discrimination, and violence toward LGBT people. In 2010, the office published a Spanish version of *Just the Facts About Sexual Orientation and Youth*; provided staff support to the Committee on Lesbian, Gay, Bisexual, and Transgender Concerns and to the International Network for Lesbian, Gay, Bisexual, and Transgender Issues in Psychology; contributed technical assistance to the Michigan Psychological Association Foundation and the Psychological Society of South Africa; and offered recommendations to the World Health Organization on diagnoses related to homosexuality. In addition, the Healthy Lesbian, Gay, and Bisexual Students Project, funded by the CDC, revised and field tested its professional development workshop to increase the capacity

of school counselors, nurses, psychologists, and social workers to prevent HIV and other health problems among LGB high school students.

Minority Fellowship Program
www.apa.org/pi/mfp

The Minority Fellowship Program (MFP) is one of the most successful training programs for ethnic and racial minority researchers and service providers in the history of federally funded programs. In 2010, the MFP supported 48 fellows in psychology and neuroscience and hosted professional development, symposia, and networking events at the APA convention. The MFP also sponsored its eighth Psychology Summer Institute. With assistance from the Practice Directorate, the MFP began administering the Recovery to Practice initiative, which will develop a mental health recovery–oriented curriculum for psychologists. This new initiative is the first program added by the MFP as it seeks to expand its mission and funding in response to the closing of the Diversity Program in Neuroscience and Mental Health Research fellowships. Fellowship funding from the Substance Abuse and Mental Health Services Association will continue.

Office on Socioeconomic Status
www.apa.org/pi/ses

The Office on Socioeconomic Status (OSES) promotes psychology's contribution to the understanding of socioeconomic status (SES) and the lives and well-being of the poor. The office provided staff support in 2010 for the Committee on Socioeconomic Status and for follow-up activities of the 2009 Presidential Task Force on Psychology's Contributions to End Homelessness, which was received by Council in February 2010 (with a revised Resolution on Homelessness adopted by Council in August). OSES entered its 3rd year of the SES Related Cancer Disparities Program, funded by a CDC cooperative agreement of $1.75 million over 5 years to address SES-related disparities in comprehensive cancer control. OSES continues to disseminate fact sheets on SES and aging; children, youth, and families; disability; education; end of life; ethnic and racial minorities; HIV/AIDS; LGBT issues; violence; women; and work stress.

Violence Prevention Office
www.apa.org/pi/prevent-violence
http://actagainstviolence.apa.org

The Violence Prevention Office provides training and technical assistance and disseminates information about child maltreatment, media violence, youth violence, and intimate partner violence. The office coordinates the APA's ACT/Raising Safe Kids program, which marked its 10th year. From 2006 through 2010, more than 6,000 parents have attended the program's 8-week classes, and more than 8,000 professionals have been trained to conduct them. A 3-year effectiveness evaluation study of ACT found that participating parents demonstrated changes indicative of more effective parenting and reported that the program helped them become better parents. The office was also awarded a grant from the Department of Justice to develop, implement, and evaluate the Effective Providers Program, a national sequential training program for providers of services for children and adolescents victimized by violence and crime.

Women's Programs Office
www.apa.org/pi/women



The Women's Programs Office (WPO) works to improve the status, health, and well-being of women psychologists and consumers of psychological services. In 2010, WPO staffed the third annual Leadership Institute for Women in Psychology (LIWP) for women in academic and academic medical settings and worked with the American Psychological Foundation to establish the LIWP Fund to support women's leadership. WPO continues to disseminate the postpartum depression consumer brochures in multiple languages, the task force reports on mental health and abortion and on the sexualization of girls, and tip sheets for parents and girls on sexualization. The office also staffed the Committee on Women in Psychology. ■

Executive Office

L. Michael Honaker, PhD
Deputy CEO
Executive Director for Staff Initiatives

The Executive Office is where many of APA's service functions are located, including the Ethics Office, the Office of International Affairs, the Staff Initiatives Office, and APAGS. In addition, the Executive Office houses the CEO, Deputy CEO, and Senior Policy Advisor and oversees APA's affirmative action policies.

Affirmative Action Policy

The Human Resources Office compiles data on equal employment opportunity (EEO)/affirmative action at APA. In 2010, the office provided the Council of Representatives with data on the representation of women and racial/ethnic minorities in APA's Central Office staff as of December 31, 2009, and July 1, 2010.

The most recent statistics show that as of December 31, 2010, APA's workforce was 66.24% female and 44.89% ethnic/racial minority (N = 548 full-time and part-time regular employees). The percentage of racial/ethnic minority women was 31.02%. A standard deviation analysis conducted to compare available statistics with the representation of women and racial/ethnic minorities in APA's Central Office indicated that no job groups were statistically underutilized.

In 2010, the Ethics Committee completed its work to amend the "Ethical Principles of Psychologists and Code of Conduct" to … make clear that these standards can never be interpreted to justify or defend violating human rights.

Two employee groups oversee and plan activities related to diversity, EEO, and affirmative action: the Equal Employment Advisory Committee and the Diversity Activities Planning Group.

Ethics Office

www.apa.org/ethics

The Ethics Office offers educational workshops, provides ethics consultations, supports the Ethics Committee in adjudicating ethics matters, and assists the APA and its membership in exploring ethical challenges that arise for psychologists.

In 2010, the Ethics Committee completed its work to amend the "Ethical Principles of Psychologists and Code of Conduct" to (a) resolve the discrepancy between language in the Introduction and Applicability section, Standard 1.02 (Conflicts Between Ethics and Law, Regulations, or Other Governing Legal Authority), and Standard 1.03 (Conflicts Between Ethics and Organizational Demands) and (b) make clear that these standards can never be interpreted to justify or defend violating human rights. (For further details on this topic, please see the Ethics Committee's annual report in the July–August 2011 issue of the *American Psychologist*.)

The amended Ethics Code went into effect on June 1, 2010. It is available online on the Ethics home page (**www.apa.org/ethics**). In addition, hard copies of the amended Ethics Code are available from the Ethics Office.

Education is also a central focus of the Ethics Office's activity. In 2010, the office offered or was involved in 46 ethics educational talks, workshops, and panel discussions across the country and internationally. In offering ethics talks and workshops, the Ethics Office strives to work with training programs serving diverse populations. Collaborating with state, provincial, and territorial psychological associations (SPTAs) remained an office priority. Fifteen such programs were offered in 11 states and provinces in 2010. These programs offer continuing education (CE) workshops and generate funds for the SPTAs or their affiliates.

The Ethics Office and Ethics Committee continued their active educational involvement at the APA convention by participating in one preconvention workshop, several Ethics Committee programs, an invitational breakfast for SPTAs and APA divisions, and numerous additional symposia, for a total

Kevin Lock Photography



The 2010 Graduate Student Ethics Prize was awarded to coauthors John-Paul Legerski, MA, and Sarah L. Bunnell, MA, of the University of Kansas. *From left:* Nancy A. McGarrah, PhD, 2010 Ethics Committee chair; Sarah L. Bunnell, MA; Andrea F. Greenhoot, PhD, advisor to the students; John-Paul Legerski, MA; and Susan Wilson, MS, 2010 APAGS chair.



Kevin Lock Photography

At the annual Ethics Office and Ethics Committee breakfast, Committee Chair Nancy A. McGarrah, PhD, presented Karen S. Kitchener, PhD (*right*), with the Ethics Educator Award.

of 28 hours of CE programming. Attendance, interest, and participation were high throughout the sessions.

In 2010, the Ninth Annual Graduate Student Ethics Prize ($1,000 and a round-trip ticket with hotel stay plus registration fee at the annual convention) was awarded to John-Paul Legerski and Sarah L. Bunnell of the University of Kansas for their paper, *The Risks, Benefits, and Ethics of Trauma-Focused Research Participation*. The competition is jointly sponsored by the Ethics Committee and the American Psychological Association of Graduate Students (APAGS). Former APA President Gerald P. Koocher, PhD, has supported the prize each year by publishing the top student papers in the journal *Ethics & Behavior*.

During the Ethics Office annual invitational breakfast at the convention, Karen S. Kitchener, PhD, was presented with the second annual APA Ethics Committee Award for Outstanding Contributions to Ethics Education. This award is presented to a psychologist who demonstrates significant and exceptional contributions to the profession of psychology through ethics education.

The Ethics Committee reserves time for a presentation on diversity at each of its meetings. At the March 2010 meeting, Elyn Saks, JD, participated in a videoconference with the committee to discuss mental illness as an aspect of diversity. At the November 2010 meeting, the committee viewed a DVD recording of a Harvard Divinity School panel on lesbian, gay, bisexual, and transgender youth and religious communities.

On a daily basis, Ethics Office staff members respond to telephone calls requesting ethics consultation. Statistics regarding the adjudicative activities of the Ethics Office and Committee for 2010 can be found in the Ethics Committee's annual report in the July–August 2011 issue of the *American Psychologist*.

Office of International Affairs

www.apa.org/international

APA's Office of International Affairs (OIA) leads the association's international activities by facilitating international representation, collaboration, and exchange; providing information about international issues and opportunities; and coordinating international policy initiatives. The office maintains contact with over 90 national psychological associations and over 6,000 international affiliates and members, coordinates APA's presence at major international meetings and congresses, serves as staff liaison to the Committee on International Relations in Psychology, and supports APA's representation as a nongovernmental organization at the United Nations. The office informs APA members and affiliates about international issues of relevance to psychology; monitors international issues related to psychology as a science and a profession; coordinates activities with other organizations concerned with international science and policy issues; and serves as APA's liaison to global psychology, health, and policy organizations.

Current international policy issues, news, and outreach are featured in the online newsletter *Psychology International* (**www.apa.org/international/pi**).

In 2010, APA's president, past president, several Board members, and APA senior staff were active participants in the International Congress of Applied Psychology in Melbourne, Australia, where APA President Carol Goodheart signed



The Committee on International Relations in Psychology (CIRP) invited Maria Regina Maluf, PhD, president of the Interamerican Society of Psychology, to attend its September 2010 meeting to speak about psychology in Latin America. *Left to right:* Guerda Nicolas, PhD, 2010 CIRP cochair; Maria Regina Maluf, PhD; and Pamela Flattau, PhD, 2010 CIRP cochair.



Merry Bullock, PhD, senior director of APA's Office of International Affairs, and Joaquín Caso Niebla, PhD, president of the Mexican Psychological Society (Sociedad Mexicana de Psicologia), at the APA convention.

a memorandum of understanding between APA and the Norwegian Psychological Association. In addition, APA was represented at other conferences in Australia, Brazil, Italy, and the United Kingdom. At the 2010 convention, APA hosted international attendees from over 50 countries.

Support for international outreach in 2010 included conference registration grants to U.S. psychologists to attend international conferences (in Australia, Italy, Scotland, and Zambia); convention registration grants to support international attendees at the APA convention (from China, India, Korea, and South Africa); grants for the development of national psychology associations in China, Lebanon, the Philippines, Sri Lanka, and Trinidad and Tobago; and support for a scientific meeting in Zambia.

APA's UN representatives cosponsored the third annual Psychology Day at the United Nations on the theme of "Negotiating for Peace and Human Rights." The Board of Directors endorsed procedures for APA's response to international humanitarian emergencies.

Staff Initiatives Office

The Staff Initiatives Office develops and implements programs and policies that enhance the overall work experience of the Central Office staff and create an environment that supports employee motivation, recognition, wellness, and engagement. In 2010, the office began partnering with the Human Resources department and Kaiser Permanente to create a new evidence-based health-and-wellness program for APA staff.

To promote outreach to the APA community, the office partners with various APA committees. In 2010, the office cosponsored APA's first bake sale as a fundraiser for the House of Ruth, a nonprofit organization in Washington, DC. The office also cosponsored the fourth APA/Habitat for Humanity Build Day, monthly service opportunities at the So Others Might Eat (SOME) Dining Room for the Homeless, regular volunteer opportunities at the United Service Organization, a food drive for the Capital Area Food Bank, and a toiletries drive for SOME.

The office also engaged in such activities as sponsoring brown bag educational lunches for staff on topics related to psychology, stress, and resilience; planning staff lunches with the CEO; organizing the third annual APA-wide Customer Service Week; sponsoring recognition activities; and creating the employee newsletter. This office oversees APA's reward and recognition program, through which many APA staff members were awarded APA Core Value or Service All Star Awards in 2010. ■

APA Services for Students

APAGS—American Psychological Association of Graduate Students

The American Psychological Association of Graduate Students (APAGS) was established in 1988 by the APA Council of Representatives as an advisory committee and is now one of the largest constituency groups of APA. APAGS currently has approximately 39,000 graduate student members.

APAGS is envisioned as the preeminent organization for psychology graduate students and promotes, empowers, unifies, protects, and advocates for students while addressing current and emerging needs within the profession of psychology and the lives of students. Our main priorities are increasing the leadership pipeline of graduate students, promoting diversity in all forms, making use of emerging technologies, and promoting legislative advocacy for psychological issues.

Here are some highlights of APAGS activities in 2010:

Advocacy

- APAGS participated in the advocacy effort at the 2010 APA convention for the repeal of the federal Defense of Marriage Act. APAGS members sent over 250 letters to their congressional delegates during the convention.
- Fifteen APAGS representatives attended the APA State Leadership Conference in Washington, DC, in March to advocate for professional practice issues.
- Eleven APAGS representatives participated in the APA Education Leadership Conference in Washington, DC, in September to advocate for the Graduate Psychology Education Program.

Conferences

- APAGS representatives attended the Council of Chairs Training Councils (CCTC) Joint Training Conference in Orlando, FL, in February and presented on the role of advocacy/diversity issues in graduate education.
- APAGS collaborated with National Multicultural Conference and Summit (NMCS) coordinators to recruit volunteers and develop student-related programming for the 2011 NMCS.

Convention

- The APAGS Convention Committee met in January to select and develop convention programming for the 2010 APA convention in San Diego. The committee developed a funding series that provided information about opportunities to fund research as well as information about how to find and write successful grant applications.

Internship

- The internship crisis continues to be a significant issue for APAGS members. At the fall consolidated meeting, APAGS met with representatives from the CCTC, members of the Board of Educational Affairs, and staff from the Education Directorate to discuss the issue.
- At the California Psychological Association's annual convention, the APAGS member-at-large (education focus) participated in a panel discussion regarding internships.

LGBT issues

- The APAGS Committee provided comments to the Committee on Lesbian, Gay, Bisexual, and Transgender Concerns (CLGBTC) regarding the cross-cutting agenda item concerning same-sex marriage equality.
- The APAGS CLGBTC is currently recruiting participants for the LGBT Mentoring Program, which matches LGBT student mentees with mentors who are psychologists or advanced graduate students.

Science

- APAGS awarded four $1,000 grants specifically to science-oriented students. These grants have yielded over 52 new members, as APAGS membership is required for eligibility.
- The APAGS Science Committee submitted a comment to the American Psychiatric Association on the proposed changes to the fifth volume of the *Diagnostic and Statistical Manual of Mental Disorders*.

- APAGS approved the creation of the Junior Scientist Fellowship, which targets rising first-year graduate students. A collaboration between APAGS and Psi Chi, this grant will promote APAGS membership among science-oriented students and provide feedback for students interested in applying for the National Science Foundation Graduate Research Fellowship.

Student Resources

- APAGS began releasing a series of statements answering the question "What is APAGS doing for you?" in specific areas. The first two statements focus on the internship crisis and funding for graduate students. Future statements will address issues related to LGBT students, science-oriented students, ethnic minorities, and other topics.
- APAGS distributed three issues of the *Campus Bulletin* in 2010 (**www.apa.org/apags/programs/bulletin/2010/11/issue.pdf**) and contributed to the APAGS magazine *gradPSYCH* (**www.apa.org/gradpsych**).
- APAGS continues to focus on using emerging technology to strengthen its presence on social networking sites such as Facebook, LinkedIn, and Twitter. The APAGS Facebook page had over 2,800 fans as of December 31, 2010.
- The *APAGS Resource Guide for Ethnic Minority Graduate Students*, written by members of the APAGS Committee on Ethnic Minority Affairs, was published in summer 2010.
- APAGS-CLGBTC completed the *APAGS Climate Guide for LGBT and Allied Students and Professionals*, a document that provides LGBT students and allies with a means of assessing the climate at potential work sites and universities. This guide is available at **www.apa.org/apags/resources**.
- APAGS approved the development of a Leadership and Convention Travel Award ($500 scholarship) to help fund student travel to the 2011 APA Convention for students interested in becoming more involved in APAGS.
- APAGS approved the development of the *New Media Resource Guide*, a resource for graduate students about using emerging technologies such as social networking in clinical work, teaching, and research.

For more information on APAGS, please visit **www.apa.org/apags**. ■



APAGS delegates with APA CEO Norman Anderson, PhD, at the 2010 Science Leadership Conference. *Front row (left to right):* Annie Nguyen, Dr. Anderson, and Robyn Gobin. *Back row (left to right):* Sophia Zavrou, Holly Tabernik, Earl Turner, and Nicole Manns.



Michael Parent, chair of the APAGS Committee on Lesbian, Gay, Bisexual, and Transgender Concerns, presented a poster at the 2010 APA convention.

Governance Affairs

Nancy Gordon Moore, PhD, MBA
Executive Director

The Governance Affairs Office supports APA's governing groups—the Council of Representatives, Board of Directors, divisions, and boards and committees. The office also serves these groups and the membership by managing elections, the annual convention, presidential initiatives, and the Travel Office.

Convention and Meeting Services Office

The 118th Annual Convention of the American Psychological Association was held in San Diego, CA, August 11–15, 2010. Total registered attendance was 12,743, including 2,348 accompanying guests.

At the opening session, the keynote speaker was Daniel Gilbert, PhD, author of *Stumbling on Happiness*. Highlighted for their years of service were former first lady Rosalynn Carter, who received an APA presidential citation for her unyielding work with regard to family caregiving, and Shelley E. Taylor, PhD, recipient of the APA Lifetime Achievement Award. Some of the most popular plenary sessions included *Up Close and Personal* with Sir Michael Rutter, MD; *Moment to Moment: Mindfulness-Based Relapse Prevention in the Treatment of Addictive Behaviors* with G. Alan Marlatt, PhD; *What Psychotherapists Have That the World Needs Now* with Steven Hayes, PhD; and *Early Childhood Adversity and Emotion* with Seth Pollack, PhD. More than 1,358 sessions and 2,814 poster presentations contributed to the depth and breadth of scientific content presented at the meeting. The big surprise hit was "Virtual Norman"—a 2-D, life-size, talking version of APA CEO Norman Anderson.

Highlighted for their years of service were former first lady Rosalynn Carter, who received an APA presidential citation for her unyielding work with regard to family caregiving, and Shelley E. Taylor, PhD, recipient of the APA Lifetime Achievement Award.

Division Services Office

The Division Services Office (DSO) provides centralized information and support services to APA's 54 divisions and acts as the administrative office for 32 APA divisions and 9 division sections. In 2010, the memberships of two existing divisions voted to change their names: Division 49 is now the Society of Group Psychology and Group Psychotherapy, and Division 50 is the Society of Addiction Psychology. DSO staff serve as liaison to the Committee of Division/APA Relations and the Policy and Planning Board (P&P). P&P completed the 5-year annual review of the structure and function of the association (see the P&P report in the July–August 2011 issue of the *American Psychologist*). In light of APA's strategic plan, the report focused on raising critical questions for consideration by the APA membership and the Good Governance Project Team, which has been convened to deliberate on how APA governance might best be organized in the future.

Election Office

The Election Office conducts APA's major elections and staffs the Election Committee. These include the nominations and elections of the president-elect, the Board of Directors, and the boards and committees. In addition, the office handles the apportionment ballot; bylaws amendments; the elections of officers of APAGS (American Psychological Association of Graduate Students), TOPSS (Teachers of Psychology in Secondary Schools), and PT@CC (Psychology Teachers at Community Colleges); the elections of division officers and Council representatives for divisions and state, provincial, and territorial psychological associations; and the CEO evaluation.

The office now offers online voting to Council members for the board and committee elections, to members of APAGS for its officer elections, and to APA members for the president-elect election. The president-elect nomination

Kevin Lock Photography



Daniel Gilbert, PhD, gave the keynote speech at the 2010 convention.



A 2-D virtual version of CEO Norman Anderson drew attention at the 2010 convention.

Kevin Lock Photography



Carol Goodheart, EdD, presented the Raymond D. Fowler Award for Outstanding Contributions to APA (member category) to Mathilda B. Canter, PhD (*left*), at the convention.

election will be conducted completely online in 2011. Staff also assist members in understanding and interpreting the rules and policies of APA's governance structure.

Governance Office

The Governance Office manages the flow of information among APA staff, the Board of Directors, and the Council of Representatives; serves as staff liaison to the Board, the Council, and the Committee on the Structure and Function of Council; and prepares and disseminates agendas for the meeting of the Board and Council. Staff members write the minutes of the Board and Council meetings and prepare the Proceedings of the Association for the recording secretary's approval. The proceedings are published annually in the archival issue of the *American Psychologist.* Staff revise and update the *Council of Representatives Handbook* and the APA Bylaws (**www.apa.org/about/governance/bylaws**) and Association Rules (**www.apa.org/about/governance/rules**). The office also oversees the APA Travel Office.

At the Council of Representatives meeting at the convention, Mathilda B. Canter, PhD, received the 2010 Raymond D. Fowler Award (member category) for her many years of contributions as an APA member and fellow.

Governance Programs and Communications

The staff of Governance Programs and Communications coordinate projects related to the initiatives of the president and president-elect; the president's website; presidential citations; the APA Award for Outstanding Lifetime Contributions to Psychology; the APA awards program and ceremony; the Raymond D. Fowler Award for Outstanding Contributions to APA (member category); and special convention events, including the opening session, presidential programming, evening entertainment, and the presidential address. The office supports select presidential initiatives, coordinates APA art exhibits, and manages joint projects with organizations such as the Smithsonian Institution. It also organizes the three annual consolidated meetings, assembles the cross-cutting agenda for each meeting, produces the annual governance directory *Making APA Work for You*, and provides governance orientation and training to governance members and APA staff.

The March 2010 consolidated meeting, held at the Washington Grand Hyatt, included 26 boards and committees as well as the APA Board of Directors. On recommendation of the Council of Representatives, reinstatement of the fall meetings began with the September 2010 meeting.

For more information on the Governance Affairs Office, see **www.apa.org/about/offices/directorates/governance.aspx** ■

Publications and Databases

Gary R. VandenBos, PhD
Publisher

The APA Office of Publications and Databases disseminates knowledge through journals, books, abstract services, databases, and the APA PsycNET platform, ensuring continued access to essential scientific information on psychological theory, empirical research, clinical practice, and related fields for APA members and the public.

APA Journals
www.apa.org/pubs/journals

APA's journals program publishes scholarly and professional journals that are among the most widely circulated, frequently cited, and often used publications in the behavioral and social sciences. APA's journals are indispensable resources for researchers, practitioners, and students and are integral to APA's mission to improve people's lives by advancing psychological science and practice.

In summer 2010, APA began publishing articles in electronic format prior to print publication. Online First Publication articles now appear in PsycARTICLES (APA's database of full-text journal articles) within as few as 30 days of acceptance and transfer into production, greatly reducing production lag times. Online First articles are the version of record; the articles have gone through the full production cycle except for assignment to an issue and pagination. After a journal issue's print publication, Online First records are replaced with the published record to reflect the final status and bibliographic information.

The new journal *Psychology of Violence* was officially launched at the 2010 APA convention; the first issue will be published in early 2011. APA also announced plans to partner with APA Divisions 47 and 52 to launch new journal titles, bringing the total number of journals published to 61. APA will partner with Division 47 to publish *Sport, Exercise, and Performance Psychology* and with Division 52 to publish *International Perspectives in Psychology.* The first issues of both journals will be published in early 2012.

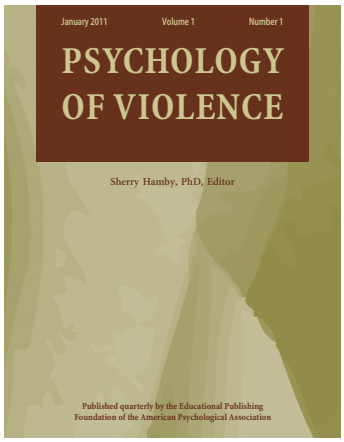
The number of articles published annually by APA grew to over 3,300, and the number of pages published increased to over 35,500. PsycARTICLES added 3,701 current articles and 105 articles from historical content, and 655 were released as Online First articles. At the end of the year, PsycARTICLES contained 150,420 articles dating from 2010 back to 1894.

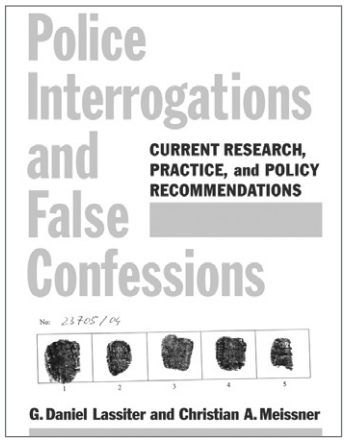
APA Books
www.apa.org/pubs/books

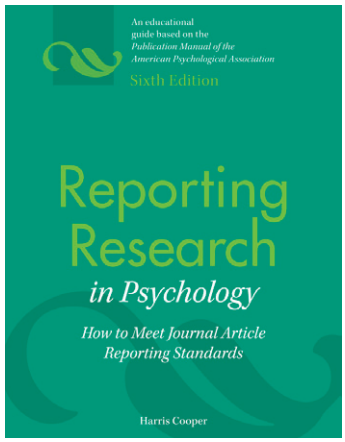
APA Style products enjoy continuing popularity. In 2010, sales of the sixth edition of the *Publication Manual of the American Psychological Association* amounted to $11.6 million. Several complementary new APA Style products were released in 2010, including *Reporting Research in Psychology: How to Meet Journal Article Reporting Standards*, which provides guidance on the new journal article reporting standards (JARS). APA Style is now on Facebook and Twitter, offering style tips tailored to the needs of students and scholars around the world.

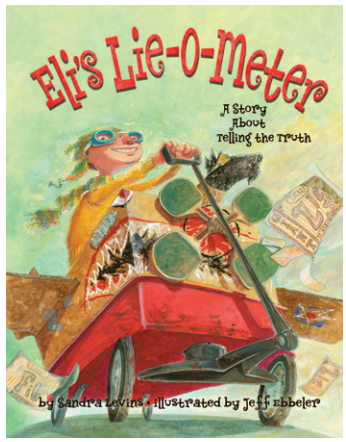
APA Books released 62 new titles in 2010 and added 6 new titles to the APA Psychotherapy Video Series. APA Books published the three-volume *APA Handbook of Industrial and Organizational Psychology* in July 2010. This is the first set in the new APA Handbooks in Psychology series; several multivolume handbooks are slated for release in 2011 and 2012. The APA book *Police Interrogations and False Confessions* won the 2010 American Publisher Award for Professional and Scholarly Excellence in Psychology. Magination Press, APA's children's book imprint, released 11 titles as well as a free iPad app of *The Grouchies*, by Debbie Wagenbach. Seven Magination Press books won awards, including Teachers' Choice Awards.

Also in 2010, 281 book titles (42 APA books and 239 classic books) were added to the PsycBOOKS database. At the end of the year, the PsycBOOKS database included 2,136 titles, in addition to 1,500 full entries from the APA *Encyclopedia of Psychology*.









PsycINFO
www.apa.org/pubs/databases/psycinfo

After adding 200,000 records in 2010, the PsycINFO database achieved a milestone by passing the 3-millionth record mark. At the end of the year, 2,500 journals were covered; records from 2,000 books and nearly 20,000 dissertations were added in 2010 as well. The number of early publication articles found in PsycINFO continued to grow, with nearly 9,000 articles covered in 2010, and cited references reached 46 million. Users can now track the publication history of journal articles in PsycINFO records.

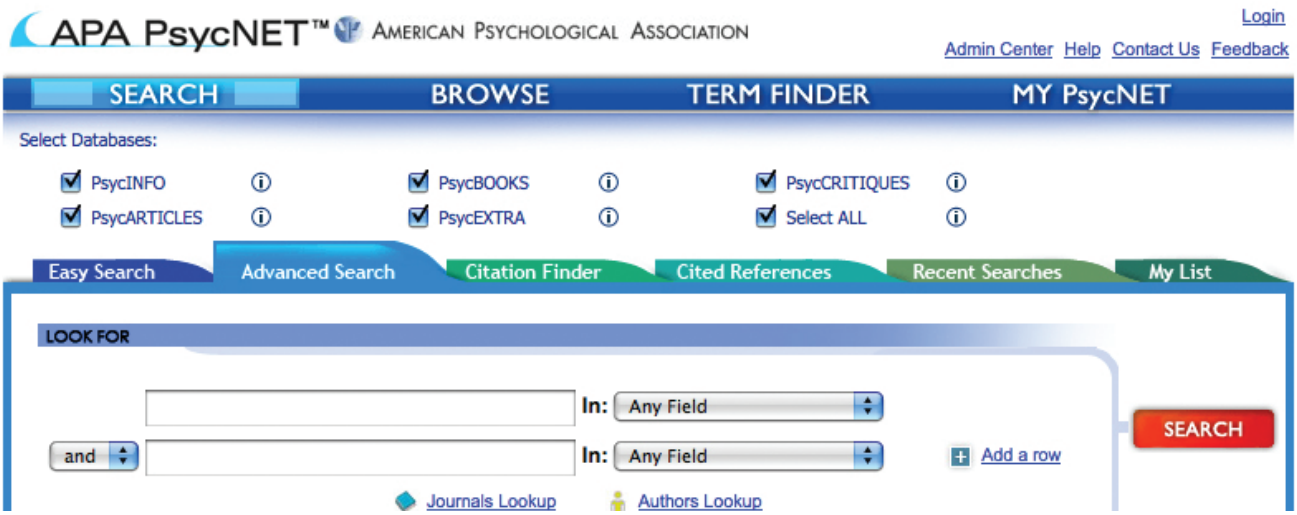
PsycEXTRA also experienced unprecedented growth, and by year's end the database contained more than 200,000 records. A rich source for documents tracing the development of psychology as well as for cutting-edge information found in conference presentations and technical reports, PsycEXTRA also includes archived content from APA divisions and psychological associations.

The PsycINFO YouTube channel contained 64 video tutorials by the end of 2010. Half of the tutorials cover using APA PsycNET to search APA databases, and the remainder teach use on the EBSCO, Ovid, and ProQuest platforms.

Sales, Licensing, and Marketing

Despite continuing challenges that are affecting domestic and international economies, APA institutional database sales increased by more than 7.5% in 2010. The marketing programs for APA databases and electronic products, books, and journals collectively produced 244 direct mail and e-mail campaigns and 6 catalogs, which accounted for 3,060,000 exposures globally; 345 paid ads (print and electronic) in library, professional, general interest, and trade publications; product advertisements in APA journals resulting in more than 2,000,000 exposures; the promotion and display of all products at 73 library and professional conferences, with more than 525,000 attendees worldwide; 2 telemarketing campaigns; more than 60 other marketing collateral; and multiple product press releases to key media outlets.

All marketing activities executed in 2010 for databases and electronic products, books, and journals collectively resulted in more than 9.7 million promotional exposures. Highlights included the marketing launch of the new *APA Handbook of Industrial and Organizational Psychology* (print and electronic versions), expanded promotion of the APA Books E-Collections, and the promotional launches of four new journals. ■



Based on years of user research and usability testing, APA PsycNET is designed specifically for APA databases, with all searchable fields mapped to APA products. MyPsycNET allows users to set profiles, set RSS feeds and e-mail alerts from PsycALERT, and save their searches.

Public and Member Communications

Rhea K. Farberman, APR
Executive Director

The Office of Public and Member Communications oversees APA's outreach to the news media, manages the content and user experience of the APA website, and creates activities and materials that educate the public about the value of psychological research, findings, and interventions. The office also communicates with members and potential members about the value of belonging to APA.

Office of Public Affairs
www.apa.org/news/press

The important role of psychology in all aspects of life was in the spotlight throughout 2010 with the help of APA's outreach to a broad public audience through the news and social media. The Public Affairs Office regularly gains widespread publicity for scientific research findings published in APA journals and ensures that top experts in psychology are commenting on current events on a daily basis through the media relations program.

The office also promoted APA's participation in a House briefing, during which a psychologist recommended new treatments to prevent suicide among service members and veterans.

In 2010, the office received more than 850 inquiries from broadcast, print, and online news media seeking experts to interview for news stories. With a media referral database of more than 1,500 APA members, the Public Affairs staff made 3,817 referrals of psychologists as expert sources for news stories. Additionally, the office researched, wrote, and distributed 64 news releases, the majority of which summarized research published in APA journals.

APA press releases gained coverage by leading national and international news outlets, including the *New York Times*, the *Washington Post*, ABC News, CBS News, *Time*, *U.S. News and World Report*, National Public Radio, *Scientific American,* CNN, msnbc.com, Fox News, *Business Week,* the *Los Angeles Times,* the *Chicago Tribune,* and the BBC.

The Public Affairs Office frequently delivers APA's messages by showing psychology's connection to current events. During the extensive coverage of the trapped Chilean miners, for example, the office issued a media advisory offering APA experts to discuss the psychological issues the men faced as they awaited rescue. The advisory resulted in interviews with several major news outlets.

Other news media activities included issuing news releases on an APA amicus brief filed in the U.S. Supreme Court case on juvenile punishment; applauding the evidence-based approach in President Obama's new National Drug Control Strategy; commending a bill aimed at promoting more positive media images for girls; and hailing the health care reform measure for extending and expanding health coverage to millions and recognizing the connection between mind and body to overall health.

The office also promoted APA's participation in a House briefing, during which a psychologist recommended new treatments to prevent suicide among service members and veterans; issued a statement urging the end to the military ban on gays and lesbians, citing decades of scientific research showing no threat to military readiness or morale; and issued a release on amending the APA Ethics Code to further clarify APA's position on human rights.

The Public Affairs Office also provides the media with reprintable questions and answers featuring APA members commenting on current events and issues. In 2010, these included how implicit bias undercuts fairness in Arizona's immigration law, the harmful effects of using physical punishment on children, and ways to prevent bullying.

The office shared APA news via social media such as Facebook and LinkedIn, encouraging real-time discussion on various topics among thousands of followers. In 2010, APA's Facebook page grew from about 2,000 to more than 10,000 followers worldwide.

Public and Member Communications serves as the association's point of contact for the general public. The office responds to telephone, mail, and e-mail requests for information. Common requests are for information on how to select a psychologist, treatments for depression and anxiety disorders, and careers in psychology.

Web Strategy and Content Office
www.apa.org

The newly rebuilt and enhanced **APA.org**, launched in 2009, received awards in 2010 from some of the most notable names in online publishing, design, and marketing, including an Association Media and Publishing Silver Excel Award and two Communicator Awards from the International Academy of Visual Arts.

The website had more than 19 million visitors in 2010, including over 12 million unique visitors. While most of the traffic came through search engines such as Google, Yahoo, and Bing, APA's Facebook fan page became the ninth most popular traffic source for **APA.org**, sending more than 56,000 visitors to the site.

The Web Strategy and Content Office (WSCO) completed more than 4,500 projects in 2010. Among the major endeavors:

- **Division websites and APA communities**—WSCO wireframed and designed templates for division websites and invited all APA divisions to move to the new design on APA's servers. To date, 10 divisions have agreed to move. WSCO also began building a closed social network for divisions, which is slated to go live in 2011.
- **Caregiver Briefcase**—The "briefcase," an APA presidential project consisting of over 160 web pages of information and resourses for practitioners who work with those caring for loved ones, has been well received.
- **New web functionality**—Enhancements include Flash video and e-cards, social networking buttons and links, upgrades to multiple templates, and vast improvements in search metadata.
- **Search engine optimization**—APA is often the No. 1 result on Google when searching for "Psychology"—above even Wikipedia.

Editorial and Design Services
The office's Editorial and Design Services provides APA offices, directorates, and governance groups with professional, in-house editing, design, and publications management. In 2010, the group coordinated the production of nearly 200 publications and other communications products.





APA Magazines
www.apa.org/monitor
www.apa.org/gradpsych

The office also publishes two magazines: the *Monitor on Psychology*, sent to all members 11 times a year; and *gradPSYCH*, sent to student members 4 times a year. Both magazines are available on the web. In 2010, the *Monitor* covered such issues as psychologists' work to improve cancer care, the recession's psychological impact on children, and the ways in which psychologists are reforming the nation's health care system. Popular *gradPSYCH* articles included those on job tips for tough economic times, overcoming common fears about graduate school, and advice on money management.

Membership and Convention Marketing
www.apa.org/membership

The total membership in APA increased for the fourth consecutive year, from 152,223 in 2009 to 154,842 in 2010; however, the growth in 2010 is attributed to increases in the number of students, teachers, and international affiliate members. The number of full members declined.

In 2010, integrated marketing efforts focused on targeting and recruiting new members, retaining existing members, and upgrading students to full membership. The fall 2010 recruitment campaign targeted early- and mid-career psychologists, graduate students, teachers, and nonmember convention attendees, inviting about 130,000 prospective members and affiliates to apply for APA membership. The graduate student upgrade campaign continues to be the most successful marketing campaign; nearly 2,000 graduate students upgraded to full membership in 2010.

Total registration for the 2010 APA convention was 12,743, with members representing about 53% of total attendance. The 2010 convention marketing campaign consisted of an integrated multimedia approach that

Kevin Lock Photography



A new Affinity Pavilion booth was unveiled at the 2010 convention to promote APA benefits and engage members during the convention.

included direct mail, advertising, e-mail, targeted web pages, listservs, Twitter, Facebook, text messaging, and blogging, which helped increase advance registration by about 3% over the previous year. In addition, 87% of advance registrants registered online (up 11% from 2009).

The membership marketing team provides staff support to the Membership Board, the Fellows Committee, and the Committee on Early Career Psychologists (CECP). In 2010, the Membership Board continued to focus on broad representation from APA's diverse membership. The Membership Board made a recommendation to the Board of Directors (BoD) and Council of Representatives (CoR) for the inclusion of ABAP (American Board of Assessment Psychology) diplomas in the *APA Membership Directory* and submitted a proposal to revamp the membership dues structure to eliminate dual discounts and reduce membership dues for all members. CECP's request for an additional committee member was approved by the BoD at its December meeting. CECP also received funds from the Board of Convention Affairs to develop family-friendly activities and events for next year's convention in Washington, DC. One hundred fifty-three members were inducted as new APA fellows in 2010.

Member participation in the personal and professional benefits program continues to expand; nearly 33,000 members actively participated in the program in 2010. Three new partners were introduced (Barnes & Noble, FedEx, and 1-800-Flowers), and enhancements to existing offerings include Elavon's new PAYware Mobile system that helps members process client credit card payments over iPhones and a new business credit card from Bank of America.

The Membership Marketing team partnered with APA's Advertising and Exhibit Sales group to develop and execute integrated marketing efforts for PsycCareers, APA's online database. A partnership with the National Healthcare Career Network helped to increase participation in PsycCareers: There are now over 92,000 résumés (in all health care disciplines); 19,000 registered job seekers; more than 7,400 employers; and, on average, over 300 job postings per month.

Member and Customer Service Center

The Service Center Operations unit maintains the member, subscription, and customer database records and processes new member and affiliate applications, dues and subscription payments, and book orders. The Circulation staff of the unit handles the postal filings for APA journals and the BPA audit for the *Monitor on Psychology*. In 2010, the Operations staff elected 6,790 new members and processed applications for approximately 12,300 student affiliates, 700 teacher affiliates, and 485 international affiliates. The unit also handled over 36,000 faxed, mailed, and e-mailed correspondence items and processed thousands of dues and subscription payments, with approximately 47% of the renewal payments received electronically.

Service Center Communications staff serviced over 76,000 direct calls to its call center in 2010. This represents approximately 24,000 fewer calls than in 2009, which was an atypical year due to the return/replacement program for the sixth edition of the *Publication Manual*. Approximately 38% of the 76,000 calls were member related. Approximately 31% of the calls required directory assistance, and 23% were from members and the general public placing a book order or requesting order information. The remaining 8% were technical calls pertaining to online products and services and to journal subscription inquiries. Additionally, staff handled and responded to approximately 50,700 faxed, mailed, or e-mailed correspondence items.

Advertising & Exhibit Sales

www.apa.org/ads

The Advertising and Exhibit Sales Department continues to provide an integrated approach to reaching the psychology market through its publications, website, and annual convention. Advertising and exhibit revenue ended down 1.8% in 2010 following a 25% decline in revenue in 2009. ■

Information Technology Services (ITS)

Tony F. Habash, DSc
Chief Information Officer

ITS is committed to enhancing member value, achieving APA strategic priorities, enabling APA's publishing processes and products, and efficiently accomplishing operational objectives. These goals are achieved through a governance model based on close collaboration between ITS and all units within APA.

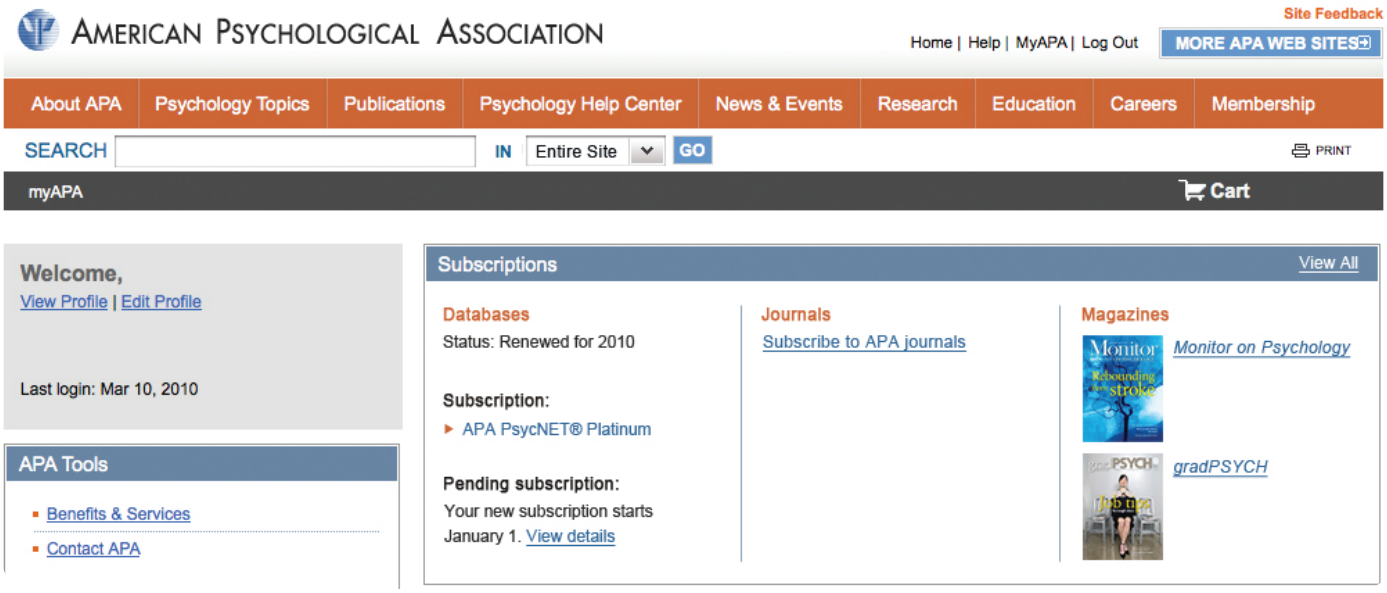
Application Modernization

In 2010, ITS focused on modernizing applications and strengthening infrastructure to better serve APA's members. Partnering with the Public and Membership Communications office, ITS began implementing a major new upgrade to the Association Management System, the main application for managing membership records and transactions. This project, which will continue in 2011, will simplify transaction processes for members and improve APA's ability to serve members and governance. In addition, ITS and the APA Finance office started the selection process for a new financial system that will simplify work processes and reporting. Implementation is expected to begin in 2011.

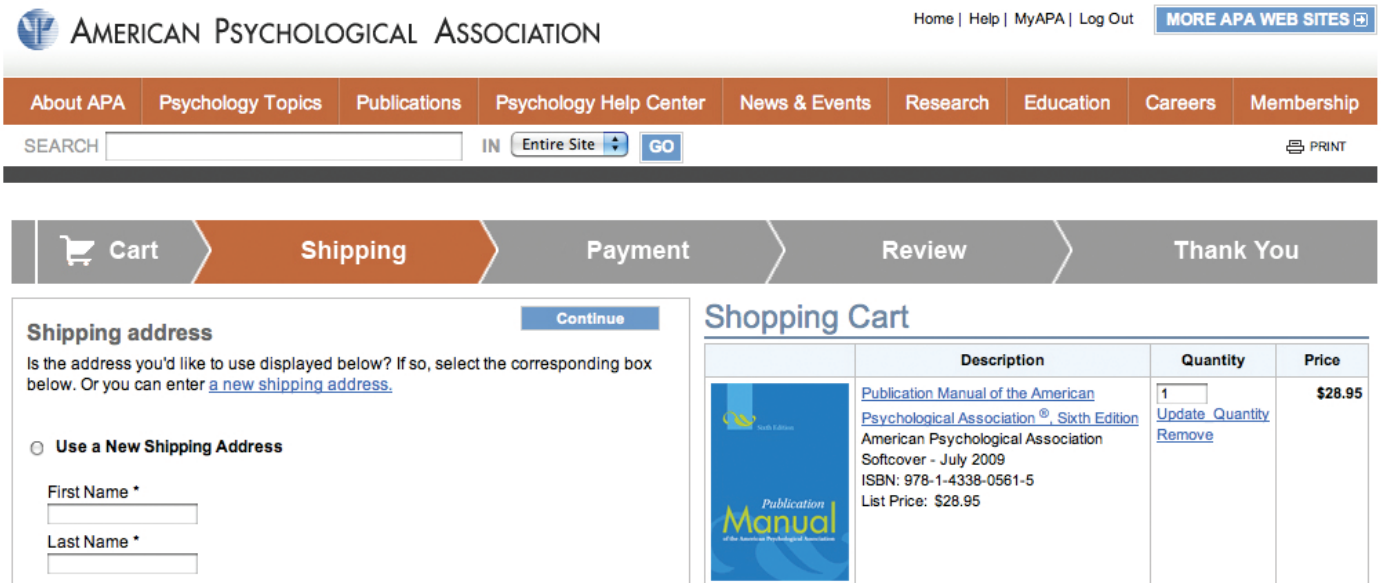
Online Applications

Several online applications were deployed in 2010 to enhance current services or simplify existing processes for members and customers using the APA website:

- **Convention registration**—APA convention attendees now have a streamlined electronic experience when registering for the convention or for continuing education; we continue to enhance the electronic offerings for meetings.
- **Psychologist Locator**—A new Psychologist Locator application enables those seeking psychological services to search the Locator in a variety of ways, including by geographic location, area of specialization, ages served, and insurance accepted. Psychologists can include a photo and a video in their listing. These new features help clients find a psychologist best matched to their individual needs.



The MyAPA feature of the APA website is a self-help area where members can update their address and other directory information, check their subscriptions to APA journals and electronic products, and access their continuing education purchases. Above is an example of the MyAPA landing page.



E-commerce, which allows members and customers to conduct online transactions, is increasingly used for dues payment and other services online. Above is an example of an e-commerce page on **APA.org** that facilitates book orders online.

- **Continuing Education Sponsor Application System (CESAS)**—CESAS is a workflow application that automates submittal, processing, fee payment, and approval of sponsor applications. The application is arranged in horizontal tabs that correspond to Standards A–G of the Standards and Criteria for Approval of Sponsors of Continuing Education for Psychologists, and each tab contains guidance for the user.
- **E-commerce and MyAPA**—Members are increasingly using the e-commerce functionality for dues payments and other services. Such e-commerce directly aligns with APA's commitment to using "green" business practices that contribute to a better environment. Members engaging with APA through MyAPA or conducting transactions via **APA.org** will note several enhancements and process simplifications.
- **APA journal apps for iPhone, iTouch, and iPad**—The launch of the first mobile applications for APA journal content updates signaled APA's entry into this arena. The mobile apps provide a significant channel for the dissemination of psychological science and for connecting with members and the public at large. APA will expand its offerings of mobile apps in 2011.

Publishing Technology Platform

Scholarly publishing, which has become increasingly electronic, is enabled by several technologies that drive publishing processes end to end. In 2010, ITS continued to enhance its publishing processes by focusing on production efficiency, improved e-commerce models for PsycNET, several search enhancements within PsycNET, and a new integrated administration center for librarians. These and other functions and features facilitate faster communication and better delivery of psychological research and the latest scientific findings.

Technology Infrastructure

ITS manages and supports a portfolio of more than 300 applications that are used by different business units throughout APA and delivers direct services to APA's members and customers. ITS continues to strengthen APA's infrastructure to meet the increasing demand for technology solutions. In 2010, ITS staff worked on and delivered more than 100 new technology projects serving the needs of groups across APA. In addition, ITS focused on strengthening APA's information security program and security services to make sure members' data are managed and protected. ■

Office of General Counsel

Nathalie Gilfoyle, Esq.
General Counsel

The Office of General Counsel (OGC) provides legal counseling to APA and engages in risk-management activities to protect APA and its governance members. APA legal counsel advises the Council of Representatives, the Board of Directors, and all other APA governance bodies on a wide range of legal issues, such as tax, antitrust, intellectual property, contracts, and employment benefits.

In addition to providing legal advice to APA, the OGC continues to advance APA's interface between psychology and law in a number of ways.

Amicus Involvement

The OGC worked closely with the Committee on Legal Issues, APA directorates, relevant governance bodies, psychological experts, and outside legal counsel in the review, development, and filing of seven amicus curiae briefs in 2010:

- *Boseman v. Jarrell*—An APA amicus brief was filed in the North Carolina Supreme Court in a case in which a conservative advocacy group sought to invalidate an adoption order by which a biological mother and her lesbian partner documented their family relationship. APA's brief presented the court with an accurate description of the scientific evidence regarding children who are raised by same-sex parents and related research about stigma.
- *Marquez v. Estate of Garcia*—APA and the California Psychological Association (CPA) came together to urge the California Court of Appeals to reverse a lower court decision that would have allowed for the disclosure of intake records from the Betty Ford Center and the deposition of the psychologist who handled the case. The joint amicus brief explained confidentiality's essential role in psychotherapy and the dire consequences of weakening psychotherapist–patient privilege. A decision was rendered citing the APA and CPA amicus brief.
- *Floyd v. Cain*—APA filed an amicus brief in the Louisiana Supreme Court that presented social science research regarding false confessions and the many reasons why innocent people can and do confess to crimes they did not commit. APA's brief asserts that scientific research and basic psychological science indicate that not every confession that is "voluntary"—that is, legally admissible under the law—is actually true.
- *Warney v. New York*—This case involves a man with mental retardation and AIDS-related dementia who was convicted of murder solely on the basis of a false confession. After serving a long prison term, he was exonerated by DNA testing. APA filed an amicus brief supporting his petition for review of a lower court's finding that he is ineligible for payment under a state reparations statute because he caused his conviction by falsely confessing. APA urged the court to consider the body of research available since the state statute at issue was enacted before limiting the statute's scope.
- *Rivera v. State of Illinois*—Consistent with three prior briefs filed by APA addressing false confessions, APA filed an amicus brief in the Illinois Appellate Court on this topic. In this case, despite conclusive DNA testing that proved that Juan Rivera was innocent, he was retried and convicted of raping and murdering an 11-year-old on the basis of a confession. The court refused to allow expert testimony about the scientific research regarding false confessions. That issue, along with others, was appealed, and it was at this stage that an APA amicus brief was filed.
- *Perry v. Schwarzenegger*—This case addresses a challenge to Proposition 8 (the California Marriage Protection Act), which provides that "only marriage between a man and a woman is valid or recognized in California." By restricting

The joint amicus brief explained confidentiality's essential role in psychotherapy and the dire consequences of weakening psychotherapist–patient privilege.


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General Counsel Nathalie Gilfoyle, JD, on the steps of the U.S. Supreme Court.

the definition of marriage to opposite-sex couples, the proposition overturned the California Supreme Court's ruling of *In re Marriage Cases* in which APA had filed an amicus brief. An appeal was filed with the Ninth Circuit Court of Appeals. APA filed an amicus brief, along with the CPA, the American Psychiatric Association, and the American Association for Marriage and Family Therapy, in support of the appellees. The amicus brief provides extensive psychological research on key points, including how sexual orientation is related to the gender of partners to whom one is attracted—meaning that rather than just imposing disparate burdens on gay people, prohibiting same-sex marriage discriminates on the basis of sexual orientation.

- *Brown (*formerly *Schwarzenegger) v. Plata and Coleman*—At issue in this lengthy class action case by mentally ill California prisoners (and another class for those with physical medical needs) is the impact of overcrowding, including lack of adequate mental health services. This case arises under a unique federal statute, the Prison Litigation Reform Act, which provides in simplified part that if there is a finding of deprivation of constitutional rights that is directly caused by overcrowding, the court can order a release plan. California appealed to the U.S. Supreme Court, arguing that the district court intruded into the state's prerogative in operating prisons. APA joined in an amicus brief with the American Psychiatric Association, the American Academy of Psychiatry and the Law, the California Psychiatric Association, the Judge David L. Bazelon Center for Mental Health Law, the Forensic Mental Health Association of California, the National Alliance on Mental Illness (NAMI), and NAMI–California in support of the appellees. The brief is directed principally at providing a context for the Supreme Court's evaluation of record evidence that overcrowding is the primary cause of the state's inability to render constitutionally adequate mental health care.

Committee on Legal Issues

The Committee on Legal Issues (COLI), staffed by the OGC, convened twice during the spring and fall APA consolidated meetings and continues to issue responses and recommendations to proposed guidelines, policies, reports, and other proposed action by APA to identify potential legal issues. COLI also takes other action to educate APA and psychologists about psycholegal issues and promotes the field of psychology as it interfaces with the law.

During the 2010 APA convention, for example, COLI and the APA Ethics Committee cosponsored the continuing education program "Common Ethical and Legal Dilemmas: Psychologists, Families, and Divorce Wars," which addressed specific legal/ethical dilemmas. COLI also sponsored "APA's Role in the Battle for Marriage Equality: Bringing the Research to the Courts," part of a series of sessions addressing the issue of marriage equality.

COLI also continues its implementation of a judicial ambassador's initiative (a forum for building more effective relationships between the psychological and judicial communities).

APA/ABA Collaboration

A special issue of the interdisciplinary journal *Behavioral Sciences & the Law* devoted to issues concerning families, divorce, custody, and parenting was published in July–August 2010. This special issue showcased some of the best presentations at the April 2008 APA/ABA Conference, "Reconceptualizing Child Custody: Past, Present, and Future—Lawyers and Psychologists Working Together," and highlighted this collaborative APA/ABA effort.

OGC staff participated in the ABA's "Youth at Risk" meeting in fall 2010 to provide psychological expertise and identify areas for further APA/ABA collaboration. ■

President's Report

Carol D. Goodheart, EdD

Serving as APA president is an extraordinary experience. It was an honor to work with such talented colleagues and staff as our organization made significant strides forward for the public good and our diverse membership. APA once again demonstrated its remarkable positive reach in the world.

My goals as president were to better integrate science and practice, foster collaboration for creative problem-solving and joint ownership of decisions, grow a greater sense of community, and support advocacy efforts vigorously. This report highlights some of the important initiatives and activities of APA in 2010 in support of those goals.

APA Presidential Initiatives

I developed two presidential initiatives for 2010, both of which integrated science and practice in their respective areas; took unique advantage of the new capabilities of APA's web platform; created products that can evolve over time as knowledge changes; and involved collaboration with divisions, state, provincial, and territorial psychological associations, ethnic minority psychological associations, and organizations outside of psychology.

Advancing Practice Initiative

The Advancing Practice Task Force was charged with developing and disseminating resources for practitioners. The task force developed PsycLINK: The Practice Wiki and PracticeOUTCOMES: Measures for Psychologists. I am grateful to the APAPO for its support of this presidential initiative.

Chair: Karen Zager, PhD

Members: Carol Goodheart, EdD (ex-officio); Helen Coons, PhD; Lori Crosby, PsyD; Ann Doucette, PhD; Mary Miller Lewis, PhD; Daryl Salvador, PsyD; Bruce Wampold, PhD; and Jeffrey Zimmerman, PhD

APA Staff Liaisons: Lynn Bufka, PhD; and Joan Freund



Mel Evans

- **PsycLINK: The Practice Wiki**
  http://PsycLINK.apa.org

PsycLINK, a pilot project, is a wiki-type online tool for APA members to use to access clinically relevant information. Resources include materials suitable for patient handouts and education; content regarding assessment, treatment, and outcome tools; business of practice information; suggestions for articles and books on a broad range of mental and physical health topics; and user comments and questions. A fully developed and active PsycLINK has potential as a powerful tool for the sharing of psychological knowledge and information across all aspects of the profession—by all psychologists, for all psychologists.

Within 2 months of launch, PsycLINK had 2,500 users; 4 months later, there were 6,400 users. Do log on and participate so it can grow and become even more useful!



The Advancing Practice Task Force created PsycLINK: The Practice Wiki and PracticeOUTCOMES: Measures for Psychologists. *Front row (left to right):* Carol D. Goodheart, EdD; Bruce Wampold, PhD; Lori Crosby, PsyD; and Lynn Bufka, PhD. *Back row (left to right):* Helen Coons, PhD; Daryl Salvador, PsyD; Jeffrey Zimmerman, PhD; Karen Zager, PhD; Mary Miller Lewis, PhD; and Ann Doucette, PhD. *Not shown:* Joan Freund.

Charels Votaw



APA President Carol Goodheart, EdD, presided over the February 2010 Council of Representatives meeting, where APA's governing body approved the creation of APA treatment guidelines, adopted a model licensing act, approved changes to the APA Ethics Code, and decreased dues for all full members.



Kevin Lock Photography

Shelley E. Taylor, PhD *(right)*, received the 2010 Lifetime Achievement Award from President Carol Goodheart, EdD, at the APA convention.

- **PracticeOUTCOMES: Measures for Psychologists**
  PracticeOUTCOMES is a searchable database of outcome assessment instruments that psychologists can use to monitor patient progress in treatment. PracticeOUTCOMES contains basic information about measures to assist psychologists in identifying, comparing, and selecting appropriate measures that are relevant for monitoring patient progress.

  PracticeOUTCOMES will be available in mid-2011 at **http://practiceoutcomes.apa.org.**

Caregivers Initiative

The Task Force on Caregivers was charged with developing resources to help psychologists and others recognize and reduce the stresses on family caregivers across the life span.

Chair: Andrea Farkas Patenaude, PhD

Members: Carol Goodheart, EdD (ex-officio); Martha Crowther, PhD, MPH; Timothy Elliott, PhD, ABPP; William Haley, PhD; Barry J. Jacobs, PsyD; and Sara Honn Qualls, PhD

APA Staff Liaison: Deborah DiGilio, MPH

- **APA Family Caregivers Briefcase for Psychologists**
  www.apa.org/pi/about/publications/caregivers/index.aspx

  The "briefcase" is a web-based product containing more than 160 information-filled web pages, references, and links. It offers a significant opportunity for psychologists to consider how they might use their skill and experience with families to assist family caregivers through individual and organizational practice, research, teaching, and community service.

A Sampling of Steps Forward for Psychology

APA Convention

An avatar of CEO Norman Anderson in the exhibit hall created quite a buzz and was the face for our new "higher tech" convention in San Diego. InPsych San Diego—online and mobile tools developed for the convention—allowed attendees to customize their schedules and not lug the big program book.

We changed the opening session to showcase APA's accomplishments via a multimedia format and to engage the audience in "talk show" mode. Former first lady Rosalynn Carter accepted an award during the session for her leadership

Kevin Lock Photography



Former first lady Rosalynn Carter (*left*) received an APA presidential citation at the convention for her important work regarding family caregiving.

APA photo



Rep. Patrick Kennedy (D-RI) received the APA Outstanding Leadership Award at the 2010 State Leadership Conference for championing the Wellstone–Domenici Mental Health Parity and Addiction Equity Act.

on caregiving and more than 30 years of mental health advocacy.

Because of the controversy surrounding gay marriage in California at the time, we had an unparalleled opportunity there to focus public attention on the research on the mental health benefits of marriage for all people, as well as the pernicious effects of discrimination and stigma.

We also offered a special hands-on training series of continuing education programs, continued the successful speed mentoring program, and supported the HIV Community Day conference, which focused on family caregivers.

For longer term improvements, I appointed a Convention Task Force, chaired by Suzanne Bennett Johnson, PhD, to examine the structure of our convention and make recommendations for changes. Those recommendations are now under consideration by the governance bodies of APA.

Health Care Reform

The historic health care reform legislation was signed into law in 2010 by President Obama. It included many APA priorities, such as integrating psychologists into health care teams, ensuring access to mental and behavioral health care, reducing health disparities, and emphasizing prevention. APA and APAPO immediately began work on implementation of the law, which continues daily, in the face of continued public debate over the legislation (for details, see Psychology's Achievements in Health Care Reform on pages S8–S10).

To advance our interdisciplinary efforts, I initiated a meeting for our leadership and government relations staff with the president, CEO, and director of government relations of the American Nurses Association. We have many common goals in health care reform and will continue to seek opportunities to work on mutually beneficial issues with them.

Strategic Plan

In furtherance of two strategic plan goals, the Council of Representatives approved the creation of APA treatment guidelines, expanding psychology's role in advancing health and increasing recognition of psychology as a science. They also adopted a core values statement as part of the strategic plan.



In February 2010, APA President Carol Goodheart, EdD, presented a donation of $10,000 from the association to American Red Cross Senior Vice President for Disaster Services Joseph C. Becker to support Haiti's recovery.



At the July 2010 International Congress of Applied Psychology in Melbourne, Australia, APA President Carol Goodheart, EdD, signed a memorandum of understanding with the Norwegian Psychological Association, represented by its president, Tor Levin Hofgaard, PsyD.

We created an important new initiative called the Good Governance Project. In consultation with the Board of Directors and with input from all governance bodies, I invited President-Elect Melba Vasquez, PhD, to join me in selecting the members for the project team. Sandra Shullman, PhD, serves as chair and Ronald Rozensky, PhD, as vice chair of the 15-person group. The team will address the strategic plan goal of maximizing organizational effectiveness and is charged with evaluating our governance structures and functions to determine whether we have the best system for meeting APA's current needs. They will work with experts in association governance over a 2-year period to assess our structure, examine the literature on governance models, and make recommendations to the Board and Council.

I tried to make greater use of teams, coalitions, alliances, and partnerships and to create a climate that allows members to contribute meaningfully. My leadership focus was on achieving synergies that lead to innovative solutions, the respectful resolution of conflicts, and a more cohesive sense of community.

Ethics

The Council approved changes to the APA Ethics Code to address potential conflicts among professional ethics, legal authority, and organizational demands. The revised language to Standards 1.02 and 1.03 ensures that the standards can never be interpreted to justify or defend violating human rights. Many members worked on this issue to achieve our goal.

International

APA is active around the world in many ways. The 2010 International Congress of Applied Psychology in Melbourne, Australia, was well attended by APA members and colleagues from Europe, Asia, Africa, Latin America, and Australia. In addition to the many programs the APA delegation offered there, we hosted a reception for attendees in the Melbourne Aquarium, a beautiful venue lively with fish common



Courtesy of the University of Akron / Center for the History of Psychology

Guest speakers and VIP guests helped celebrate the opening of the new Center for the History of Psychology at the University of Akron (UA) in August 2010. *Left to right:* Ohio Senator Tom Sawyer; APA President Carol Goodheart, EdD; Harold Closter, director, Smithsonian Affiliations; David Lieberth, deputy mayor of Akron; Ted Curtis, UA vice president of Capital Planning and Facilities Management; Suzanne Morgan, chairman, Margaret Clark Morgan Foundation; Rick Kellar, president, Margaret Clark Morgan Foundation; Nicholas Cummings, PhD; Dorothy Cummings; David B. Baker, PhD, director, Center for the History of Psychology; and UA President Luis Proenza.

to the Great Barrier Reef. At the reception, we signed a memorandum of understanding with the Norwegian Psychological Society. Later in the year, I presented a paper (*American Psychological Association Perspective on Juvenile Justice and Health Systems*) at the Fourth International Conference on Juvenile Justice in Rome, Italy, convened by the International Juvenile Justice Observatory. APA was an honorary sponsor of the conference, which focused on juvenile justice and mental health issues. We continued to support the diagnostic classification revision project at the World Health Organization, in partnership with the International Union of Psychological Science, which is concentrating on improving clinical utility.

History

Representing APA, I attended the celebration of the opening of the beautiful new facility for Center for the History of Psychology at the University of Akron, which houses the Archives of the History of American Psychology (AHAP). APA has always enjoyed a close and productive relationship with the Archives. Our most recent collaboration has renewed APA's appreciation for the wonderful collection that AHAP has developed. For 2 years, PsycINFO staff worked closely with AHAP Director David Baker, PhD, and his team to digitize classic books in the public domain and much of the AHAP gray literature collection. This felicitous partnership has brought mutual benefit to all: APA has greatly strengthened its PsycBOOKS and PsycEXTRA databases, and AHAP now has 2,000 books and thousands of reports, newsletters, and other documents in digital form so they can be preserved forever.

Thank You

Throughout the year, I tried to make greater use of teams, coalitions, alliances, and partnerships and to create a climate that allows members to contribute meaningfully. My leadership focus was on achieving synergies that lead to innovative solutions, the respectful resolution of conflicts, and a more cohesive sense of community. My thanks to all members and staff who contribute so much to advancing psychology in science, education, practice, and the public interest, at home and around the globe. ■

Treasurer's Report

Paul L. Craig, PhD
Treasurer



While preparing this third and final annual report to the APA membership, I was struck by how deeply satisfying it feels to convey the following positive financial information for 2010—especially given the state of the economy during my first year as treasurer. When I was nominated and elected in 2007 for a 3-year term that began in 2008, my primary goal was to facilitate the planned transition that would occur when our long-standing chief financial officer (CFO), Jack McKay, retired. I had no expectation that during my first year in office, the country, if not the world, would be on the brink of the worst financial crisis since 1929.

In the face of the economic consequences of the ensuing recession, I developed a deep admiration and respect for our new CFO, Archie Turner. With the support of APA's membership and the efforts of the talented members of the APA Finance Office, the Finance and Investment committees, and many others within management and governance too numerous to mention, our association survived 2008 and thrived thereafter—to the benefit of all members of APA.

It has been both a challenge and an honor to have provided financial guidance during this time of economic turbulence. In my first year or two in office, I learned volumes about persistence and resilience. At a very personal level, I came out of those first 2 years with increased confidence in my ability to deal with stress. I also appreciated the importance of collaboration and the value of genuine expressions of compassion and support from colleagues, many of whom were directly in the path of painful budget cuts.

As the books close on 2010, it is with great pleasure that I report the following positive financial news to you about APA's financial status and offer a glimpse of our future.

Balance Sheet

APA's overall balance sheet continued to improve this year (see Table 1), marking an increase of 57% in net assets over 2009. The most significant components contributing to the $14 million increase in net assets (see Table 2) are APA's operations and APA's nonoperating activity (long-term investments and real estate holdings). The largest component contributing to the growth in net assets is the nonoperating gains produced by APA's long-term investment portfolio. The APA portfolio continued to rebound, recording an annualized return of 17.2% for 2010—bringing the total value to $67.6 million as of December 2010 (for investment allocation, see the Long-Term Portfolio chart and table on page S46). During 2010, the members of the Finance Committee and the Investment Subcommittee devoted substantial efforts to restructuring the asset allocation to further diversify the portfolio in terms of investment in non-core fixed income and commodities/real estate assets. The asset allocation changes to the long-term investment policy statement were approved by the Board of Directors and the Council of Representatives.

Real estate activity is the second largest nonoperating component contributing to the increase in net assets. The gains from the operation of our two buildings and the unrealized loss from our interest rate swaps associated with building loans resulted in a net gain of $4 million (see Table 3).

I am pleased to report that in the aftermath of the 2008 downturn in the world economy and the associated decline in the stock market, we have almost restored our net assets to the December 2007 high. This restoration of net assets and the continued effective management of our resources will allow

TABLE 1 Balance Sheet (Consolidated)

	2008	2009	2010
ASSETS			
Cash and short-term investments	$42,345	$48,195	$56,136
APA long-term investment portfolio	39,756	55,635	67,586
Real estate/equipment	82,679	79,778	74,229
Other	35,913	38,373	37,392
Total Assets	**$200,693**	**$221,981**	**$235,343**
LIABILITIES			
Divisions/other groups	$9,552	$8,907	$7,941
Long-term debt/swap liability	131,828	119,784	119,939
Accounts payable/accrued expenses/other	19,146	18,209	17,554
Deferred revenues	48,506	49,772	50,153
Total Liabilities	$209,032	$196,672	$195,587
Net Assets (Deficit)	(8,339)	25,309	39,756
Total Liabilities and Net Assets	**$200,693**	**$221,981**	**$235,343**

(All figures shown in thousands.)

TABLE 2 Net Assets Summary (Consolidated)

	2008	2009	2010
NET ASSETS (DEFICIT) BEGINNING BALANCE (CONSOLIDATED)	$45,711	$(8,339)	$25,309
APA operations (see also Table 3)	(8,155)	2,981	1,833
APA nonoperating activity (see also Table 3)	(45,989)	31,225	12,413
APAPO operations	94	270	201
APAPO nonoperating activity	–	(828)	–
Total Change in Net Assets (Deficit)	**$(54,050)**	**$33,648**	**$14,447**
Net Assets (Deficit) Ending Balance (Consolidated)	**$(8,339)**	**$25,309**	**$39,756**
COMPOSITION OF ENDING UNRESTRICTED NET ASSETS (DEFICIT)			
APA unrestricted/undesignated activities	$(22,012)	$13,222	$25,634
Designated activities:			
Publications and Databases R&D	2,489	2,238	667
Accreditation	1,647	1,469	1,407
Convention	441	776	1,034
Web relaunch	6,494	5,023	2,631
2010 fall consolidated meetings	–	535	–
Investment in APA plan	–	–	6,136
APAPO	2,602	2,046	2,247
Ending Unrestricted Net Assets (Deficit)	**$(8,339)**	**$25,309**	**$39,756**

(All figures shown in thousands. APAPO = APA Practice Organization; R&D = research and development.)

APA to fund those initiatives deemed to be of high priority and consistent with APA's strategic plan.

Operating Activity

Fiscal year 2010 was another strong year in terms of financial performance, resulting in a positive operating margin (gain from operations) of $1.8 million (see Table 3). This was achieved through a combination of stable revenues and a continued commitment to strict discipline on spending.

Although revenues from member dues and print journals continue to decline, overall revenue stability at $108.7 million was provided by sales of the sixth edition of the APA *Publication Manual* and electronic licensing revenue.

Salaries and benefits represent 57% of total expenses and were maintained at or below levels of the previous 2 years. Overall, expenses increased less than 1% in 2010 to $106.9 million.

Strong financial results allowed the Board of Directors and Council of Representatives to approve an "investment in APA" plan designed to strengthen electronic publishing operations, which are our most significant source of revenue today and in the future. This plan calls for additional investment in three main areas: new products, marketing enablement, and platform capacity and infrastructure.

- **New products** include, but are not limited to, PsycTHERAPY, a new database of therapy demonstration streaming videos and synchronized transcripts, which will be integrated into PsycNET; a new PsycTESTS product that will be integrated into PsycNET; and new PsycNET applications for mobile devices.
- **Marketing enablement** includes, but is not limited to, expanding the publication sales force and developing new sales and marketing analytics as well as a database on institutional prospects.
- **Platform capacity and infrastructure** include developing the PsycNET platform for higher capacity and improving the current PsycNET search engine as well as others. Planning for the future of PsycNET is key to APA's long-term success.

Strong financial results allowed the Board of Directors and Council of Representatives to approve an "investment in APA" plan designed to strengthen electronic publishing operations, which are our most significant source of revenue today and in the future.

This plan calls for the investment of $13.5 million over the period 2011–2015 and projects a return on investment in excess of 30%.

Real Estate and Building Operations

Demand for office space in the Washington, DC, market hit an all-time high of 4.3 million square feet in 2010. In APA's neighborhood, the North of Massachusetts (NoMa) District, over 1.3 million square feet were leased in 2010, primarily stemming from government expansion, and Class A vacancy rates fell from 13.1% to 9.5%. The NoMa District continues to thrive, with mixed-used development that includes 1,500 new residential units delivered and a 50,000-square-foot Harris Teeter store that opened in 2010.

APA's buildings were fully leased in 2010. At the 10 G Street building, two tenant leases were terminated, totaling approximately 8,500 square feet, to provide for the expansion of two anchor tenants in the building. Tenants consistently report satisfaction with building management practices. Low tenant turnover and long-term lease structures contribute to a stable source of cash to fund APA operations in the amount of $3.5 million annually and to increased cash and investments on a consolidated basis.

Also in 2010, APA opened its new conference center and library in the headquarters building. These new centers provide modern conference/library facilities for staff use and a multipurpose room that houses the programs of APA's Staff Initiatives Office.

Summary

During 2010, APA operated prudently within the budget adopted by the Council of Representatives and ended the year with a positive operating margin. The association also enjoyed a healthy increase in the book value of its net assets thanks to the hard work of the Investment Subcommittee and many others. Moreover, APA's management and governance have an eye on the association's future and are developing programs and products that will allow APA to advance our mission.

As William James, APA's 3rd and 13th president (1894 and 1904, respectively) is widely quoted as saying, "Act as if what you do makes a difference. It does." Serving as your treasurer during the past 3 years has reified James's words in my life. I was honored to have been elected treasurer and was uniquely privileged to have served APA's diverse membership during such challenging economic times. Psychology—as a science and as a profession—has much to offer society as it grapples with its current and future challenges. APA's healthy financial status provides a solid foundation upon which we can collectively address society's challenges.

If you have any questions regarding the finances of APA, you may submit your inquiry to **aturner@apa.org.** ■

Table 3 Revenues and Expenses

APA OPERATIONS (UNCONSOLIDATED)

	2008	2009	2010
REVENUES			
Dues and fees	$14,531	$14,547	$13,631
Journal subscriptions/licensing/sales	73,000	83,106	81,602
Other	15,517	11,158	13,484
Total Revenues	**$103,048**	**$108,811**	**$108,717**
EXPENSES			
Salaries and benefits	$52,322	$51,725	$51,130
Publication production costs	9,960	10,775	9,447
Space costs	8,801	8,940	8,975
Boards/committees	2,786	2,097	2,717
Special projects	8,746	7,484	7,927
Consulting/contractual	11,898	9,959	11,389
Other	16,690	14,850	15,299
Total Expenses	**$111,203**	**$105,830**	**$106,884**
Net (Loss)/Gain From APA Operations	**$(8,155)**	**$2,981**	**$1,833**

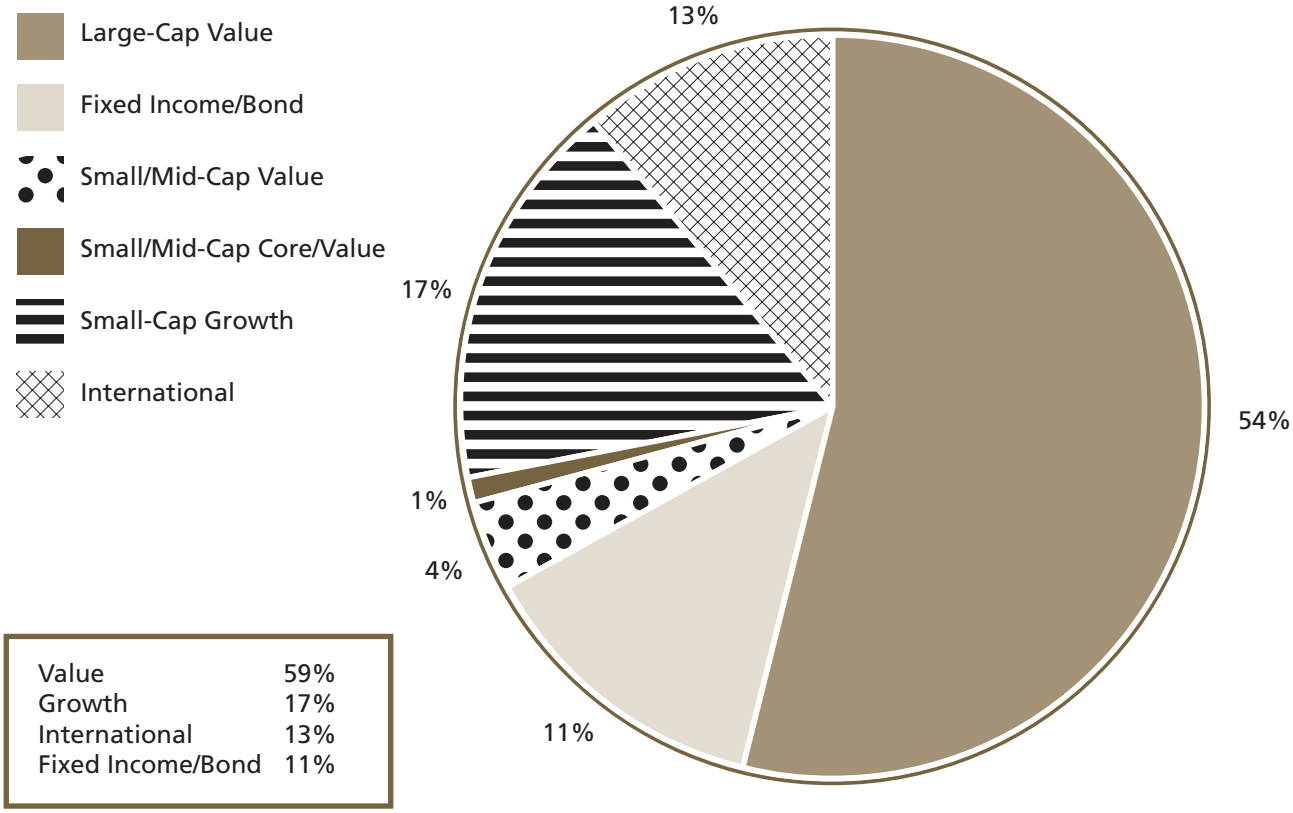
NONOPERATING ACTIVITY (CONSOLIDATED)

	2008	2009	2010
LONG-TERM INVESTMENT ACTIVITY			
Realized (loss)/gain on sale of long-term investments	$(3,387)	$5,582	$3,568
Investment management fees	(464)	(372)	(438)
Unrealized (loss)/gain - (Net)	(28,046)	10,899	6,231
Net Long-Term Investment Activity	**$(31,897)**	**$16,109**	**$9,361**
REAL ESTATE ACTIVITY			
Ten G Street operations	$2,166	$1,941	$2,589
750 First Street operations	5,823	6,002	6,361
Unrealized (loss)/gain on interest rate swap (LLC)	(10,036)	5,826	(1,940)
Unrealized (loss)/gain on interest rate swap (APA)	(5,738)	3,329	(1,249)
Series B interest	(512)	–	–
Interest on 750 First Street term loan (Bank of America)	(1,056)	(1,364)	(1,317)
Deferred rent	(545)	(401)	(253)
Prepayment penalty and financing costs	(3,604)	–	–
Net Real Estate Activity	**$(13,502)**	**$15,333**	**$4,191**
OTHER APAPO NONOPERATING ACTIVITY			
Loss on Impairment - Center for Professional Development[a]	$–	$(828)	$–
OTHER NONOPERATING ACTIVITY			
Deferred income tax fluctuation	$(342)	$–	$–
Income tax expense/provision	(248)	(217)	(1,139)
Net Other Nonoperating Activity	**(590)**	**(217)**	**(1,139)**
Total Nonoperating Activity	**$(45,989)**	**$30,397**	**$12,413**
Total Nonoperating Activity (APA only)	**$(45,989)**	**$31,225**	**$12,413**

(All figures shown in thousands. APAPO = APA Practice Organization.)

[a] APAPO determined that the continuing education marketplace had changed dramatically; the "first-to-market" advantage had been lost, and the required technology necessary to deliver the library of courses would not be available until 2010. Thus, the Board closed the Center for Professional Development and recorded the noted loss on impairment.

2010 Long-Term APA Portfolio Composition



Value	59%
Growth	17%
International	13%
Fixed Income/Bond	11%

Performance Returns/Market Value

2010 Long-Term APA Portfolio	2010 YTD Returns[a]	% of 67.6m	Market Value[b]
Southeastern Asset Management	18.5%	48.8%	$33.0
Osterweis Fund	–	5.2%	3.5
Advisory Research Investors	22.4%	3.6%	2.4
Lapides L.P	21.1%	1.6%	1.1
Westfield Capital Management	31.3%	16.6%	11.2
Eaton Vance Emerging Market Fund	–	4.0%	2.7
Mondrian Emerging Market Fund	–	4.0%	2.7
Longleaf International Fund	13.7%	5.3%	3.6
PIMCO Low Duration Bond Fund	2.8%	10.9%	7.4
Overall Return	**17.2%**	**100%**	**$67.6**
Return Since Inception	**11.5%**		

[a] Returns are net fees. [b] In millions.

APA'S PUBLIC CREDIT RATING

In December 2010, Standard and Poor's (S&P) affirmed APA's BBB+ rating with a stable outlook (upgraded from BBB in September 2006). S&P cited the following positive attributes of APA's operations:

- A long positive operating history
- Diverse revenue streams, with revenue flexibility supported by APA's ability to increase dues and subscription prices while reducing operating expenses
- APA's adequate financial resources: cash and investments equal to 93% of debt and 84% of expenses

The stable outlook reflects S&P's anticipation that APA will generate operating surpluses and manage debt structure.

2010 FINANCE COMMITTEE MEMBERS

Paul L. Craig, PhD, Chair
Nina K. Thomas, PhD, Vice Chair
Guillermo Bernal, PhD
Ronald E. Fox, PhD
Jessica Henderson Daniel, PhD
Bonnie Markham, PhD, PsyD
Danny Wedding, PhD

OUTSIDE EXPERT MEMBERS

Investment Subcommittee
Stephen C. Howell
Frederick R. Kobrick
John J. McCormack
Peter M. Ramsey

Audit Subcommittee
Stephen C. Howell
Joan E. Lynch
Steven F. Stanton

American Psychological Foundation

The American Psychological Foundation (APF) thanks its 2010 donors for their contributions of more than $700,000 in support to students and psychologists whose research, projects, and intervention programs help individuals and communities worldwide through:

Scholarships—In 2010, graduate students throughout the country were able to count on APF for support to write dissertations, travel to conferences, and complete their education.

Early Career Awards—Talented and creative psychologists were able to launch productive careers through innovative projects and research that otherwise may have gone unfunded.

Targeted grants—Psychologists were able to address areas of critical need in our society, such as:

- *Eliminating stigma:* Luma Muhtadie, a graduate student at the University of California, Berkeley, is examining how people who have bipolar disorder stigmatize themselves through the stereotypes they fear others hold of them and how this fear impairs their cognitive capabilities. She hopes to use her findings to help people better understand their role in overcoming their challenges.
- *Responding effectively after disasters:* Robert Rotunda, PhD, is not only training psychology undergraduate and graduate students on the specific counseling skills and methods necessary to be effective in disaster response, but he will also codify this program as an ongoing minor field of study within psychology. His work has the potential to enable psychologists to provide skilled support worldwide as disasters occur.
- *Preventing violence:* Orr Academy in Chicago will use a scientific, community-based violence prevention program to address the violence and untimely deaths that occur in this school and its surrounding area. These findings may be able to benefit similar crime-ridden communities throughout the country.
- *Maximizing mental and physical health:* Barbara A. Cubic, PhD, is able to continue to integrate psychologists into medical settings through teaching psychology graduate students and medical interns how to work with physicians and medical residents. Her collaborative efforts incorporate the knowledge and expertise of both physicians and psychologists to create the best possible outcomes for patients.

You make a living by what you get; you make a life by what you give.

—Winston Churchill

APF would not be where it is today without the dedication and support of individuals and groups who make contributions to the Foundation. For more information on APF or to make a gift, please contact Kimberly Palmer Rowsome, Senior Development Officer, at krowsome@apa.org or 202-336-5622. ■



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