









American Psychological Association

2011

ANNUAL REPORT

OF THE AMERICAN PSYCHOLOGICAL ASSOCIATION

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JULY–AUGUST 2012, VOLUME 67, NUMBER 5

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

ON THE COVER

PSYCHOLOGISTS IN ACTION

Clockwise from top left:

JAMES M. JONES, PhD, a professor of psychology and the director of the Center for the Study of Diversity at the University of Delaware, is considered one of the leading experts on prejudice, racism, and diversity in academia. Over the course of his career, he has secured millions in federal grants to advance the education and training of generations of minority psychologists. In 2011, APA presented him with an Outstanding Lifetime Contributions to Psychology Award for his career as a scientist, academic, author, administrator, thinker, innovator, and social justice advocate. (© Lloyd Wolf)

MELBA J.T. VASQUEZ, PhD, 2011 APA president, is an independent practitioner from Austin, TX, with over 3 decades of experience in APA governance. As a leader in her field, she has focused on raising the visibility and participation of women and ethnic minorities in psychology, developing feminist and culturally competent services for women and minorities, and advancing scholarship and ethics within the field. (© www.fotomatt.com)

VALARIE MOLAISON, PhD (*left*), and TIFFANY GRIFFIN, PhD, are among a select group of APA members who spend a year on Capitol Hill as APA congressional fellows, directly participating in the federal legislative process. Molaison is working in the office of Sen. Jon Tester (D-MT), and Griffin in the office of Sen. Jeff Bingaman (D-NM). Molaison is funded by the American Psychological Foundation (APF) as the Jacquelin Goldman Fellow; Dr. Goldman made her bequest to APF to support a psychologist with a background in developmental psychology. (© Lloyd Wolf)

KEITH D. CICERONE, PhD, director of neuropsychology and rehabilitation psychology at the JFK Johnson Rehabilitation Institute in Edison, NJ, specializes in helping patients with traumatic brain injuries (TBI) return to fully functional, independent lives. He has been called on by the military to help develop guidelines for treating TBI and is working to ensure that soldiers with TBI get the services they need. (© Mel Evans)

DARYN DAVID, PhD, is a postdoctoral fellow at the Program for Recovery and Community Health at the Yale University School of Medicine. She is the 2011 recipient of a $12,000 Pearson Early Career Grant from the American Psychological Foundation. Through her research, she explores the parenting needs and strengths of mothers diagnosed with severe mental illness, with an eye toward developing, implementing, and evaluating effective parenting programs and supports. (© Mel Evans)

APA EDITORIAL AND DESIGN SERVICES
Deborah C. Farrell, Editor | Elizabeth F. Woodcock, Designer

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2011 BOARD OF DIRECTORS



Front row (left to right): Barry S. Anton, PhD; Suzanne Bennett Johnson, PhD; Melba J.T. Vasquez, PhD; Carol D. Goodheart, EdD; and Bonnie Markham, PhD, PsyD. *Back row (l-r):* Elena J. Eisman, EdD; Rosie Phillips Bingham, PhD; Kurt F. Geisinger, PhD; Norman B. Anderson, PhD; Milo S. Wilson, MS; Jennifer F. Kelly, PhD; Nadine J. Kaslow, PhD; and Jean A. Carter, PhD.

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YEAR IN REVIEW

NORMAN B. ANDERSON, PhD
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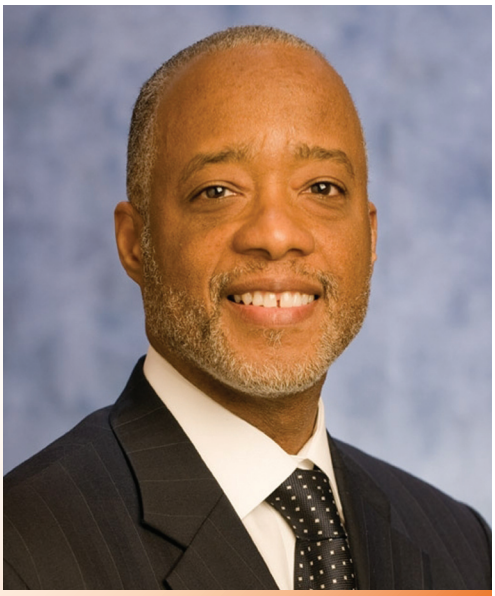

As we have throughout the association's history, we focused in 2011 on multiple initiatives—all designed to further, support, and communicate the important work that psychologists do. This year we had the benefit of APA's first-ever strategic plan as well as funding for . . . seven initiatives that are specifically designed to execute the plan.

Welcome to the 2011 Annual Report of the American Psychological Association. I appreciate the opportunity to share the many significant accomplishments and highlights of the year with you.

As we have throughout the association's history, we focused in 2011 on multiple initiatives—all designed to further, support, and communicate the important work that psychologists do. This year we had the benefit of APA's first-ever strategic plan as well as funding for the following seven initiatives that are specifically designed to execute the plan:

- Increase member engagement and value by assessing and restructuring our business models.
- Conduct ongoing analysis of current and future demand for the psychology work force to meet national needs.
- Continue to develop treatment guidelines to promote the translation of psychological science into practice.
- Expand our public education campaign to communicate the scientific base of psychology.
- Promote opportunities for graduate and professional development to advance psychology's role in health, including interdisciplinary training.
- Increase support for research, training, public education, and interventions that reduce health disparities among underserved and marginalized populations.
- Forge strategic alliances with health care organizations to include psychologists in integrated health care services.

What will be the overall effect of these diverse initiatives? In a word, *relevance*. These initiatives will strengthen psychology's relevance to health care; to personal, community, and organizational wellness; and to research-based solutions to social needs. They will also strengthen APA's relevance to members, psychologists, and psychology students worldwide.

In addition to promoting these strategic initiatives, 2011 APA President Melba J.T. Vasquez, PhD, created three work groups to bring psychology's know-how to such pressing contemporary issues

as immigration, discrimination, and educational disparities. Read more about Dr. Vasquez's presidential projects on pages S38–S41 of this report.

Representing the interests of psychologists and the public's interest in access to quality psychological services is another vital function of APA and its companion organization, the APA Practice Organization (APAPO). In Washington and particularly on Capitol Hill, APA and APAPO focused on including psychologists in integrated health care models; advocating for psychology education and training; broadening insurance coverage for mental and behavioral health services; ensuring ongoing access to psychological services for Medicare patients by providing fair compensation for psychologists in the program; expanding funding for behavioral science research; and increasing the availability of psychological services for military service members, veterans, and their families.

As APA members well know, communications technologies are changing the ways in which we conduct research, teach, talk to each other, and interact with patients and clients. Staying on the cutting edge of these technologies and helping members do the same is an important task for APA. Toward that end, our Office of Publications and Databases introduced a new "online first" article publishing process allowing access to new research within as few as 30 days after an article is accepted for publication. I am proud to report that APA journals are among the most widely circulated and frequently cited publications in the behavioral and social sciences. In addition, APA journal articles are now available through a mobile app; APA magazines—the *Monitor on Psychology* and *gradPsych*—are available in digital editions; and the number of APA continuing professional education courses available online quadrupled during the year.

I am sure you will agree that psychology has a role to play in every community, every workplace, every life. How does APA help fulfill that broad and ambitious vision for the discipline? In part, through our world-class publishing program; our DC location and continuing outreach to Congress and federal policymakers; the size and diversity of our membership; our award-winning website and growing social media presence; and our public education activities, amicus briefs, and national media relations program—but for the most part, through you, our individual members. Your work to convey the best of what psychology has to offer highlights the power of the discipline on a daily basis.

Please read more about APA's activities in support of psychology and psychologists throughout this report. Thank you for your work and for your continued membership in APA. Together we make the APA mission statement—to advance the creation, communication, and application of psychological knowledge to benefit society and improve people's lives—a reality! ■



Lloyd Wolf

Robert M. Kaplan, PhD (*left*), who directs the Office of Behavioral and Social Sciences Research at the National Institutes of Health, talked about his priorities with APA's CEO Norman Anderson, PhD.

DIRECTORATES AND OFFICES

	Education	Science	Practice	Public Interest	Governance Affairs	Publications and Databases
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Cynthia D. Belar, PhD
Executive Director

The Education Directorate advances the science and practice of psychology for the benefit of the public through educational institutions, programs, and initiatives. Our goals are to enhance the quality of teaching and learning outcomes, meet the demands of a multicultural society through education and training, and increase financial and policy support for education and training.



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.



Nancy Gordon Moore, PhD, MBA
Executive Director

The Governance Affairs Office supports APA's governing groups—the Council of Representatives, the Board of Directors, as well as boards and committees and APA's 54 divisions. 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, clinical practice, and related fields for APA members and the public.

Public and Member Communications

Office of General Counsel

Executive Office

Information Technology Services

Finance and Administration

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Rhea K. Farberman, APR
Executive Director

The Office of Public and Member Communications (P&MC) oversees APA's outreach to the news media, manages the content and user experience of the APA website, and produces APA's *Monitor on Psychology* and *gradPSYCH* magazines. P&MC creates activities and materials that educate the public about the value of psychological research, findings, and interventions and also communicates with members and potential members about the value of belonging to APA.



Nathalie Gilfoyle, Esq.
General Counsel

The Office of General Counsel (OGC) provides legal counseling to APA and engages in risk-management activities on a wide range of issues, such as tax and antitrust law, intellectual property rights, contracts, and employment benefits. The OGC, working with APA's Committee on Legal Issues, files amicus briefs on cases in which the court can be assisted by psychological research and advances APA's interface between psychology and the law in a number of ways.



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 associationwide policy initiatives in such areas as health care reform and human rights; and serves as the APA point person on policy matters.



Tony F. Habash, DSc
Chief Information Officer

ITS manages APA's technology infrastructure and provides core business systems development and custom business applications development. ITS is committed to enhancing the value of membership in APA, achieving APA's strategic priorities, facilitating publishing processes, and efficiently accomplishing operational objectives. ITS works closely with all of APA's directorates and offices.



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.

EDUCATION

CYNTHIA D. BELAR, PhD
EXECUTIVE DIRECTOR



Charles Votaw

At the 2011 Education Leadership Conference—"Interdisciplinary and Interprofessional Teaching, Research, and Practice"—Gregory Greenwood, PhD, associate director of accreditation research at APA, spoke about barriers to training students in team science and ways to overcome those barriers.

The Education Directorate advances the science and practice of psychology for the benefit of the public through educational institutions, programs, and initiatives. Our goals are to enhance the quality of teaching and learning outcomes, meet the demands of a multicultural society through education and training, and increase financial and policy support for education and training.

A major event in 2011 was the Education Leadership Conference (ELC)—"Interdisciplinary and Interprofessional Teaching, Research, and Practice"—which addressed creating collaborative partnerships and projects; training students for interdisciplinary careers; and defining psychology's role in interdisciplinary teaching and learning. Attendees also explored technologies for increasing collaboration and identified core competencies for interprofessional practice. As in years past, the ELC also provided an opportunity for advocacy training and visits to Capitol Hill.

The directorate contributes to a wide range of groups in a continued effort to represent psychology in the education and training community. In 2011, the directorate sponsored APA's participation in 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. Cynthia D. Belar, PhD, ABPP, joined the executive committee and will focus on areas related to workforce development. The directorate also collaborated with the APA Board of Scientific Affairs on a task force addressing training for multidisciplinary team science. Also of note was the directorate's involvement with the Task Force on Classroom Violence Against K-12 Teachers, which gathered data to inform education policy and future research.

The directorate continues to address the internship imbalance; many of these efforts occur in collaboration with the Council of Chairs of Training Councils. At the 2011 APA convention, a 2-hour session featured the chairs of the doctoral training councils, a Board of Educational Affairs member, a member of the American Psychological Association of Graduate Students, the chair of the Association of Psychology Postdoctoral and Internship Centers, and staff from the Education Directorate. Participants described efforts to mitigate the imbalance and engaged in a lengthy dialogue with attendees, many of whom were graduate students. Advocacy for federal funding to psychology education and training, specifically the Graduate Psychology Education (GPE) Program, has been an ongoing priority. Staff also coauthored an article published in the APA journal *Training and Education in Professional Psychology* outlining efforts made by APA and the broader education and training community to address the imbalance.

ADVOCACY AND GOVERNMENT RELATIONS

The Education Directorate has an active advocacy agenda. In addition to visits to Capitol Hill as part of the ELC, a record-breaking 358 meetings were arranged with Senate and House appropriators to advocate for the GPE Program, which prepares 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 2012 budget at the FY 2011 level of nearly $3 million despite widespread cuts throughout government. In addition, as a result of a strong 2011 recruiting effort, the APA Federal Education Advocacy Coordinators (FEDAC) grassroots network has seven new grassroots leaders. APA now has a full complement of FEDACs (i.e., at least two coordinators for each of the 10 FEDAC regions).

QUALITY ASSURANCE IN EDUCATION AND TRAINING

APA continued its quality assurance role in the areas of professional education and training and continuing education (CE) through its Commission on Accreditation (CoA) and Continuing Education Committee (CEC). In 2011 there were 910 accredited programs in professional psychology: 373 doctoral programs, 470 internship training programs, and 67 postdoctoral residency training programs (see **www.apa.org/ed/accreditation/programs/index.aspx**). The CoA published a summary report illustrating the trends and changes in accredited programs during the past 5 years. The report also included a retrospective of all major policy initiatives during this important 5-year period as the Committee on Accreditation transitioned into the Commission on Accreditation.

Charles Votaw



Board of Educational Affairs member Frank C. Worrell, PhD, participated in an open discussion at the 2011 Education Leadership Conference.

Charles Votaw



Carolyn Zerbe Enns, PhD, a member of the APA Board of Educational Affairs, met with Sen. Charles Grassley (R-IA) on Capitol Hill to discuss continued funding for the Graduate Psychology Education Program.



Society for Science & the Public

At the Intel International Science and Engineering Fair in May 2011, APA granted awards to seven students whose projects were judged the best in the psychological sciences. *From left*: Rachel Emily Reon, Liza Joely Strauss, Olivia A. Dure, Neel Sanjay Patel, Heitor Geraldo da Cruz Santos, Adelina Corina Cozma, Samantha Michelle Phillips, and Emily Leary of the APA Education Directorate.



A Teacher Stress Module, released in 2011, provides new teachers with strategies for coping with stressful events in the classroom.

The CEC approved 25 new organizations as CE sponsors at its 2011 meeting. There are currently 780 APA-approved sponsors (**www.apa.org/education/ce/sponsors.aspx**). The CEC has been reviewing and making modifications to their policies, procedures, and technical assistance to enhance the clarity of information available to existing and potential sponsors.

ENHANCING EDUCATION IN PSYCHOLOGY

The APA Council of Representatives approved revisions to the *National Standards for High School Psychology Curricula* (APA, 2011), which describes what students should learn in the high school psychology class (**www.apa.org/education/k12/national-standards.aspx**). The national standards were designed to guide curriculum development by providing domains, standards areas, content standards, and performance standards.

APA participated as a Special Awards Organization at the Intel International Science and Engineering Fair (ISEF). Held annually in May, ISEF brings together nearly 1,500 high school students from 65 countries, regions, and territories to compete for scholarships, tuition grants, internships, scientific field trips, and the grand prize: a $75,000 scholarship. APA granted seven awards to the best projects in the psychological sciences; these awards were funded and organized through the Education Directorate.

The APA Council of Representatives also adopted as policy the *Principles for Quality Undergraduate Education in Psychology*. These guidelines articulate a set of recommendations for quality teaching and learning in psychology (**www.apa.org/education/undergrad/principles.aspx**).

APA added a number of new programs to its online and book-based programs, including the Clinician's Corner webcasts, the Interactive Classroom, the APA *Monitor*'s CE Corner, and the *Counseling Psychologist*. At the 2011 annual convention, APA offered a new bundled CE credit package for select sessions and a new electronic monitoring system that made attendance monitoring user-friendly; 70 CE workshops and 200 CE sessions were offered.

APA also recorded over 100 hours of CE sessions during the convention and repurposed them as online CE courses. In all, over 150 hours of new online CE programs were developed and implemented in 2011.

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 2011, the directorate released a new Teacher Stress Module based on the psychological literature relating to both general and teacher-specific stress. The module comprises seven sections covering definitions of stress and provides sources and survival strategies for different types of stress (**www.apa.org/ed/schools/cpse/activities/teacher-stress.aspx**).

Directorate staff members were invited by the organizers of a National Research Council conference on teaching social and behavioral science in K-12 schools to participate in a meeting to discuss next steps. Some of those steps may include a new collaboration among social and behavioral science organizations to focus on K-12 frameworks and standards. ■

SCIENCE

STEVEN BRECKLER, PhD
EXECUTIVE DIRECTOR



Lloyd Wolf

For the first time, APA's annual convention featured live demonstrations to showcase the ways psychological science enhances everyday life. Michael Proulx, PhD, won the Science Showcase's top prize for demonstration of a system that enables people with visual impairments to "see" with audio signals. APA President Melba J.T. Vasquez, PhD, tried on the special glasses that are part of the system.

The APA Science Directorate is responsible for all association efforts on behalf of its many science-oriented constituencies. Our broad mission is to communicate, facilitate, promote, and represent psychological science and scientists.

The directorate has been especially active in the areas of research ethics, testing and assessment, and psychology's status as a STEM (science, technology, engineering, and mathematics) discipline. Its 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

The directorate supports a variety of communications activities, including *Psychological Science Agenda,* the monthly electronic newsletter.

A new federal budget blog (**www.apa.org/about/gr/science/news/budget.aspx**), written by our government relations (Science-GRO) staff, keeps readers up to date on the ever-changing landscape of funding for science at the federal level. The directorate also continued its sponsorship of the Distinguished Science Lecture series, presentations given by eminent scientists at regional psychological association meetings.

ADVANCING SCIENCE AND ITS APPLICATIONS

The directorate focused much of its efforts on increasing recognition of psychology as a STEM discipline. It contributed to the broadening of science coverage in APA's public education campaign, including the campaign's new materials on research on willpower and self-control. It also worked with the Education Directorate to manage a workgroup on multidisciplinary scientific training at the graduate and postdoctoral levels and to advocate for greater inclusion of psychology and other behavioral sciences in science curricula at the K-12 levels.

The Science Directorate continued to work with the Practice Directorate in supporting APA's initiative to develop evidence-based clinical treatment guidelines. Staff from both directorates worked closely with the initiative's steering group to design and implement a process for guideline development. Depression and obesity were selected as the first topics for guidelines.

Working with governance groups, staff developed detailed responses to proposed new federal policies for research protections for both humans and laboratory animals. Revisions of APA's own ethics guidelines for research with nonhuman animals and for high school students' research with humans were also produced.

Staff from the Science and Public Interest Directorates worked together to advocate successfully for expanded support for research on lesbian, gay, bisexual, and transgender health by the National Institutes of Health (NIH) and to develop APA's response to concerns about racial disparities in NIH funding.

Staff from the Science and Public Interest Directorates also organized a webinar on new diagnosis guidelines for Alzheimer's disease that was attended by more than 300 scientists and clinicians. Science Directorate staff managed a variety of other activities as well, including the Advanced Training Institutes, which expose psychologists to current and emerging research methods, and APA's participation in the revision of the *Standards for Educational and Psychological Testing*.

ENHANCING OPPORTUNITIES FOR STUDENTS

The 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 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 2011 Early Graduate Student Researcher Award, and more than 150 graduate students received grants in 2011 from the directorate for dissertation expenses or travel to the APA convention to present their research. The

Kurt Waldroff



APA Science Directorate Summer Science Fellows Emily Urban (*left*) and Sujala Maharjan observed a participant's EEG readings with James Thompson, PhD.

Nick Grettier



APA Executive Director for Science Steven Breckler, PhD, welcomed participants to the Science Leadership Conference in October 2011; the theme was "Call to Advocacy: Psychological Science and Substance Abuse."



Science Leadership Conference participants from Rhode Island met with Christopher Bizzacco, policy advisor to Rep. David Cicilline (D-RI), to discuss substance abuse research. *Left to right:* Peter Monti, PhD; Mark Wood, PhD; Suzanne Colby, PhD; Christopher Bizzacco; and Lynn Hernandez, PhD.



Nick Crettier

Betty Tai, PhD, director of the Center for Clinical Trials Network (CTN) at the National Institute on Drug Abuse, spoke at the Science Leadership Conference about CTN's nationwide network of researchers studying behavioral, medical, and combined behavioral/medical interventions.

directorate also sponsors academic career workshops at regional psychological association meetings.

ADVOCATING FOR SCIENCE

The psychological science community benefits from an experienced and effective Science-GRO staff, who advocate on Capitol Hill and within executive branch agencies to enhance support for psychological research. In 2011, Science-GRO staff arranged timely educational briefings and exhibitions on Capitol Hill, including a congressional briefing on marijuana dependence and treatment research, with presentations from the director of the National Institute on Drug Abuse and an expert from the University of Arkansas Medical Sciences' Center for Addiction Research, as well as an exhibit that showcased a program supported by the National Science Foundation (NSF) for mentoring undergraduate minority students in the field of neuroscience.

The Science Directorate increases the presence of psychological science through its executive branch science fellows program. In 2011, two fellows were placed at NIH (in the Eunice Kennedy Shriver National Institute of Child Health & Human Development and the National Institute of Neurological Disorders and Stroke).

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 at these and other federal agencies. They also develop testimony for the record to congressional appropriations committees in favor of enhanced research funding. Testimony in 2011 addressed funding at the Departments of Health and Human Services, Veterans Affairs, and Defense and at the NSF.

An ongoing effort of Science-GRO staff is to monitor federal funding agencies and communicate with them about the management of their psychological research portfolios. For example, in 2011, staff advocated for greater incorporation of input from the scientific community in the reorganization of substance use research at NIH.

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 career paths of doctoral-level psychologists. The center was reorganized in 2011 to better fulfill its mission.

The staff of the Arthur W. Melton Library and Archives provide reference assistance, document delivery services, and an increasingly digital collection of reference materials, journals, books, videos, and databases. APA's institutional memory is preserved in the archives, which collect items such as governance materials, photographs, videos, oral histories, state and division newsletters, and all APA publications. In 2011, the library and archives responded to more than 525 requests, digitized more than 230 agenda books and reports, worked with PsycEXTRA to digitize several hundred division newsletters, began migrating audiovisual files to a digital asset management system, and collected new materials important to the research needs of the staff and the historical record of the association. ■

PRACTICE

KATHERINE C. NORDAL, PhD
EXECUTIVE DIRECTOR

APA photo



Rep. Lynn Jenkins (R-KS), in blue jacket, shared her views on including psychologists in Medicare's "physician" definition with Kansas psychologists during the State Leadership Conference, sponsored by the Practice Directorate. *Counterclockwise from Jenkins:* David Hill, PhD; Theresa Coddington, PhD; Jenkins staffer; and Adam Buhman-Wiggs, PhD.

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 2011 included the following:

- Participated in a radio media tour featuring APA Executive Director for Professional Practice Katherine C. Nordal, PhD, to educate Americans on the benefits and importance of the federal mental health parity law (the Paul Wellstone and Pete Domenici Mental Health Parity and Addiction Equity Act) that reached out to more than 12 million listeners.

- Developed the following guidelines approved by the APA Council of Representatives and adopted as APA policy: *Guidelines for the Practice of Parenting Coordination*, *Guidelines for Psychological Practice in Health Care Delivery Systems*, and *Guidelines for Psychological Evaluations in Child Protection Matters.*
- Cosponsored (with the Association of VA Psychologist Leaders and APA Division 18—Psychologists in Public Service) the 14th Annual Veterans Affairs Psychology Leadership Conference.
- 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.
- Provided financial and consultative support regarding legal issues and strategy to the Texas Psychological Association (TPA) in its court victory upholding the statutory authority of the Texas State Board of Examiners of Psychologists (TSBEP) to require that master's-level "licensed psychological associates" (LPA) be supervised by doctoral-level psychologists. The TPA intervened in a lawsuit by the LPA's state association challenging TSBEP's authority to require supervision of LPA.

ADVOCATING FOR THE PROFESSION

The advocacy and educational efforts in 2011 of the APA Practice Directorate and the APAPO on behalf of professional psychology and consumers of psychological services included the following:

- Collaborated with state psychological associations to generate resources and expertise that state leaders can use to position psychology for maximum participation in health care reform, including Medicaid redesign, development of state-level health exchanges, and creation of partnerships with primary care associations.
- Successfully advocated for retroactive restoration payments for Medicare psychotherapy services provided through 2011. The restoration payments were one aspect of Medicare payment changes included in the Patient Protection and Affordable Care Act of 2010.
- Collaborated with state psychological associations to advocate for patients and psychologists when insurance companies may be involved with questionable practices related to mental health benefits management in light of the federal parity law. Successes in 2011 included getting the authorization requirements by Blue Cross Blue Shield (BCBS) of Illinois declared a parity violation and stopped, fixing inappropriate contract provisions imposed by BCBS of Florida, and arguing to the federal parity regulators that the BCBS of Florida's massive rate cut imposed only on mental health services was a parity violation.
- Continued working to increase the number of cosponsors for federal legislation that would include psychologists in the Medicare definition of "physician." This initiative is part of a process to ensure that Medicare beneficiaries can be provided with psychologists' services free of inappropriate

APA photo



Psychologists from Tennessee met with Rep. Jim Cooper (D-TN) during the 2011 State Leadership Conference to discuss Medicare and health information technology incentives. *Left to right:* Nicky Ozbek, PhD; Rep. Cooper; Lisa Oglesby, PhD; and Frank Edwards, PhD.

APA photo



Former U.S. Surgeon General David Satcher, MD, PhD, delivered the keynote address at the State Leadership Conference. The health care system "need[s] leadership from your ranks," he told psychology leaders.

physician supervision requirements that hinder access to services.

- Gained bipartisan support for Senate legislation that would extend eligibility for electronic health record (EHR) incentive payments to mental, behavioral, and substance use health professionals to implement EHR systems.
- Secured swift action from the Centers for Medicare and Medicaid Services (CMS) following the directorate's call for the federal agency to correct misinformation in a CMS publication about mental health services delivery. The publication had erroneously listed clinical nurse specialists, nurse practitioners, physician assistants, and certified nurse midwives as "mental health professionals" who are "recognized as being eligible . . . to provide diagnostic and therapeutic treatment for mental, psychoneurotic, and personality disorders."

EDUCATING THE PUBLIC ABOUT PSYCHOLOGY

The grassroots network of psychologists that makes up APA's multidirectorate public education campaign (PEC) works to educate the public about how the science and application of psychology benefit society and improve lives.

APA released its 2011 Stress in America survey at a town hall meeting—webcast to a live audience—focusing on the health consequences of stress, especially for caregivers and those living with chronic illness, and on the necessity of prevention and integrated care. [As of February 2012, the webcast and media coverage had already been seen by more than 3 million viewers, with an estimated publicity value of more than $1.5 million.] For more information, visit **www.apa.org/helpcenter**.

Throughout 2011, psychologists brought the message that the science and practice of psychology benefit society and improve lives directly to legislators' doorsteps, with Mind/Body Health fairs and events convened at state capitols around the country.

In honor of Mental Health Month in May, psychologists writing for APA's public education blog, Your Mind Your Body, and invited bloggers shared their thoughts, tips, and personal experiences on topics related to mental health and emotional wellness.

Among other public education activities, Practice Directorate representatives were interviewed by national media on a variety of topics, including virtual therapy, the workplace, managed care, and federal and state legislative issues affecting practitioners.

The PEC collaborates closely with the Psychologically Healthy Workplace Program (PHWP), an initiative designed to promote employee well-being and organizational performance. In addition to building connections to the business community and educating employers about the value of psychology, the PHWP recognizes companies that create a work environment where employees and the organization can thrive. For more information, visit **www.phwa.org**.

The Practice Directorate continues to engage in a wide 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**. ■



APA's 2011 Stress in America survey results were unveiled in a Washington, DC, town hall meeting. *Left to right: Health Affairs* editor-in-chief Susan Dentzer; 2012 APA President Suzanne Bennett Johnson, PhD; APA CEO Norman Anderson, PhD; APA Executive Director for Professional Practice Katherine C. Nordal, PhD; and YMCA Vice President for Health Strategy and Innovation Jonathan Lever, JD, EdM.



Tracey Brown Photography

APA CEO Norman Anderson, PhD, and APA President Melba J.T. Vasquez, PhD, presented a 2011 Psychologically Healthy Workplace Award to Connie Roy-Czyzowski (*center*) of Northeast Delta Dental of Concord, NH.

PUBLIC INTEREST

GWENDOLYN P. KEITA, PhD
EXECUTIVE DIRECTOR



Nick Grettier

During APA's PsycAdvocate Day® in August 2011, Gwyn White (*left*), a clinical psychology graduate student at Rutgers, and Kathleen Van Dyk, a neuropsychology student at the Graduate Center, City University of New York, met with Rep. Frank Pallone (D-NJ) to discuss the importance of federally funded psychology workforce development programs.

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

A highlight of 2011 was the ninth international conference "Work, Stress, and Health 2011: Work and Well-Being in an Economic Context," which APA, with the National Institute for Occupational Safety and Health and the Society for Occupational Health Psychology, convened in Orlando, FL, in May. The conference attracted over 700 participants from 48 countries. The office also staffed Dr. Vasquez's APA Presidential Task Force on Preventing Discrimination and Promoting Diversity; staffed the Board for the Advancement of Psychology in the Public Interest; administered the

APA Public Interest awards; and continued planning for the revision of the *Guidelines on Multicultural Education, Training, Research, Practice, and Organizational Change for Psychologists* (2002). Dr. Keita established a Twitter feed in July, and the directorate newsletter, *In the Public Interest*, expanded to monthly.

PUBLIC INTEREST GOVERNMENT RELATIONS OFFICE

www.apa.org/about/gr/pi

The Public Interest Government Relations Office (PI-GRO) works to inform federal policy to promote psychology in the public interest and engages with Congress and the Obama administration on a wide range of issues. In 2011, PI-GRO:

- Hosted an April summit of 25 organizations representing researchers, clinicians, advocates, and government agency representatives to create a strategic plan to encourage healthier media images of women and girls.
- Cohosted a May congressional briefing with the National Gay and Lesbian Task Force on health disparities among older adults, in honor of Older Americans' Mental Health Week.
- Submitted a statement for the record in May to the National Council on Disability on key disability issues in the federal budget for FY 2012.
- Developed and disseminated an action alert in May to APA members, urging them to contact Congress in support of the reintroduction of the Employment Non-Discrimination Act, which resulted in over 600 emails to House and Senate offices.
- Secured the testimony of APA member Pamela Deters, PhD, at a hearing in May before the U.S. House Appropriations Subcommittee on the Interior, Environment, and Related Agencies, where she addressed priorities for the Indian Health Service budget on behalf of the Friends of Indian Health Coalition.
- Participated in a U.S. Department of Health and Human Services strategy meeting in June on the priority uses of proposed FY 2012 new resources to support the National HIV/AIDS Strategy implementation.
- Partnered with Education GRO for the inaugural PsycAdvocate Day® in August, which included a continuing education advocacy workshop on effectively communicating with policymakers and over 100 participant meetings with congressional members and staff.
- Cohosted three events in September with the University of Utah's National Center for Veterans Studies focused on suicide prevention in military and veteran populations.
- Hosted an October congressional briefing ("The Power of Work: A Discussion on the Psychological Benefits of Work and the Impact of Joblessness on Individuals, Families, and Communities") in recognition of World Poverty Day.
- Administered the 38th year of APA's Congressional Fellowship Program; current fellows serve in the offices of Senators Jeff Bingaman (D-NM) and Jon Tester (D-MT).

Lloyd Wolf



APA and the University of Utah's National Center for Veterans Studies hosted a reception and dinner in honor of Salvatore "Sal" Giunta, the first living Medal of Honor recipient since the Vietnam War. *From left:* M. David Rudd, PhD; Heather O'Beirne Kelly, PhD; Sal Guinta; APA President Melba J.T. Vasquez, PhD; and PI-GRO Associate Executive Director Diane Elmore, PhD, MPH.

OFFICE ON AGING

www.apa.org/pi/aging

The Office on Aging promotes the application of psychological science and practice to issues affecting the health and well-being of older adults, their families, and caregivers and advocates for the inclusion of psychologists in national aging efforts. In 2011, the office worked for the inclusion of psychology in the Institute of Medicine report on the geriatric mental health workforce and in national efforts related to Alzheimer's disease. The office staffed the Committee on Aging and maintained the APA Family Caregivers Briefcase web compendium of resources. Its director continues to serve 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 2011, the office received its 4th year of funding from the National Institute of Mental Health to support the Cyber Mentors Program: A Sustainable Model for Developing Minority HIV Researchers; its 3rd year of funding from the Centers for Disease Control and Prevention (CDC) for the Behavioral and Social Science Volunteer Program; its 3rd year of funding from the Center for Mental Health Services for the HIV Office for Psychology Education Program; and supplemental funding to promote integration of mental and behavioral health services into HIV/AIDS prevention and care programs in the 12 U.S. cities with the highest prevalence. 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 2011, CYFO staffed Dr. Vasquez's APA Presidential Task Force on Immigration and the Committee on Children, Youth, and Families. *CYF News*, the committee's newsletter, focused on juvenile diversion services for youth and the needs of children and adolescents in foster care. The office also disseminated information on childhood obesity; the impact of poverty, hunger, and homelessness on children and families; child abuse and neglect; and school dropout prevention.

DISABILITY ISSUES IN PSYCHOLOGY OFFICE

www.apa.org/pi/disability

The Disability Issues in Psychology Office works to improve the health and well-being of people with disabilities, increase the representation of people with disabilities within the field, and reduce stigma and discrimination toward those with disabilities. In October 2011, the office cohosted (with the Women's Programs Office) "Inequity to Equity: Promoting the Health and Wellness of Women With Disabilities." The office also launched the DisABILITY Resources Toolbox (DART), which provides information that psychology training directors and faculty can use to better support students with disabilities, and staffed the Committee on Disability Issues in Psychology.

OFFICE OF ETHNIC MINORITY AFFAIRS

www.apa.org/pi/oema

The Office of Ethnic Minority Affairs (OEMA) works to expand the roles of ethnically/culturally diverse people in psychology. New Senior Director Tiffany G. Townsend, PhD, joined OEMA in July. The office staffed the Committee on Ethnic Minority Affairs and the CEMRRAT2 (Commission on Ethnic Minority Recruitment, Retention, and Training in Psychology) Task Force, which funded 22 projects. OEMA also coordinated the selection of three 2011 awardees of OEMA's Promoting Psychological Research and Training on Health Disparities Issues (ProDIGs) grants and produced and disseminated the final report of the Expanding Minority Biomedical Research Talent in Psychology project, funded by the National Institute of General Medical Sciences.

Lloyd Wolf



APA member Abigail Gewirtz, PhD, spoke about child trauma issues at a congressional meeting in May in honor of National Children's Mental Health Awareness Day.

Lloyd Wolf



James S. Jackson, PhD, and Patricia A. Areán, PhD, at a briefing in honor of Older Americans' Mental Health Week.

LESBIAN, GAY, BISEXUAL, AND TRANSGENDER CONCERNS OFFICE

www.apa.org/pi/lgbt

The Lesbian, Gay, Bisexual, and Transgender (LGBT) Concerns Office works 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 2011, the office published *Answers to Your Questions on Transgender People, Gender Identity, and Gender Expression*; staffed the Committee on LGBT Concerns; received a $150,000 grant from the Arcus Foundation to support the International Network for LGBT Issues in Psychology; provided technical assistance to the Michigan Psychological Association Foundation and the Psychological Association of the Philippines; and finalized a 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

One of the most successful training programs for ethnic and racial minority researchers and service providers in the history of federally funded programs, the Minority Fellowship Program (MFP) supported 27 fellows in psychology in 2011; hosted professional development, symposia, and networking events at the 2011 APA convention; and sponsored its ninth Psychology Summer Institute. The office continued administering the Recovery to Practice initiative, which is currently developing a curriculum to integrate mental health recovery-based principles into psychology doctoral programs. The project team also met with training directors at their mid-winter conferences to present the curriculum and discuss their participation in the pilot testing of the modules.

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 and the lives and well-being of the poor. In 2011, the office entered into its 4th year of the SES Related Cancer Disparities Program, funded by the CDC. The office also staffed the Committee on Socioeconomic Status. With the APA staff committee NOVA (Neighborhood Opportunities for Volunteer Activities) and the Grand Hyatt Washington and Hyatt Regency Washington hotels, the office sponsored a toiletries drive to benefit the local So Others Might Eat shelter during the 2011 APA convention; it also launched social media–based awareness campaigns in recognition of World Poverty Day and National Hunger and Homelessness Week.

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. In 2011, the ACT/Raising Safe Kids Program expanded ACT facilitator trainings and parent groups to Lima, Peru, and to Cali, Medellin, and Barranquilla in Colombia; continued planning the expansion of the program to Cyprus, in partnership with the Pan-Cypriote Commission on Children; and partnered with two Brazilian universities to establish the program there in 2012. The office launched the Effective Providers for Child Victims of Violence Program, funded by the U.S. Department of Justice's Office for Victims of Crime, which combines in-person and online training to disseminate information to mental health professionals about trauma-focused assessment and evidence-based treatments for children victimized by violence.

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 as psychologists and as consumers of psychological services. WPO staffed the fourth annual APA Leadership Institute for Women in Psychology and continued to work with the American Psychological Foundation to establish a fund to support women's leadership. With the Office on Disability Issues in Psychology, WPO hosted the 2-day interactive, interdisciplinary conference "Inequity to Equity: Promoting the Health and Wellness of Women With Disabilities" and launched the Women With Disabilities in STEM Education Research Agenda Development Project, funded by the National Science Foundation. The office also disseminated resources on postpartum depression (in multiple languages), mental health and abortion, and the sexualization of girls and staffed the Committee on Women in Psychology and the Task Force on Trafficking of Women and Girls. ■

GOVERNANCE AFFAIRS

NANCY GORDON MOORE, PhD, MBA
EXECUTIVE DIRECTOR



Lloyd Wolf



Lloyd Wolf

Top: At the opening session of the 2011 APA convention, social psychologist Claude M. Steele, PhD, gave the keynote address on the effects of stereotype threat on minority groups and new ways in which teachers and other educators can lessen those effects.

Bottom: APA President Melba J.T. Vasquez, PhD, presented Florence Denmark, PhD (*left*), with an award for Outstanding Lifetime Contributions to Psychology at the opening session of the convention.

The Governance Affairs Office supports APA's governing groups—the Council of Representatives, the Board of Directors, as well as boards and committees and APA's 54 divisions. 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 119th APA Annual Convention was held in Washington, DC, August 4–7, 2011. Total registered attendance was 13,633, including 2,275 accompanying guests.

At the opening session, renowned social psychologist Claude M. Steele, PhD, delivered the keynote address, *Whistling Vivaldi: How Stereotypes Affect Us and What We Can Do*. Florence Denmark, PhD, and James Jones, PhD, were recipients of the APA Award for Outstanding Lifetime Contributions to Psychology.

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 37 APA divisions and 8 division sections. In 2011, the DSO reorganized to provide high-level administrative services and optimize the relationship between staff members and the divisions. The office will continue to provide information and referral services for all divisions and basic membership services to those divisions under contract with APA.

The Committee on Division/APA Relations awarded funds to three interdivisional grant program proposals in 2011: Increasing the Visibility of LGBT Science Through an Online Directory of Researchers (Divisions 8, 9, 14, 17, 35, 44, and 51), Increasing Diversity in Psychological Science Through Mentoring (Divisions 3, 6, and 28), and Guidelines for Psychological Practice With Transgender and Gender Nonconforming Clients (Divisions 16, 17, 35, 39, 42, 44, 45, 51, 53, and 54). Two existing APA divisions voted to change their names in 2011. Division 34 is now the Society for Environmental, Population, and Conservation Psychology, and Division 36 is the Society for the Psychology of Religion and Spirituality.

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 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.

Lloyd Wolf



At the Council of Representatives meeting at the convention, Bonnie Strickland, PhD (*left*), received the 2011 Raymond D. Fowler Award for her many contributions as a member, past president, and fellow of APA.

The office now offers online voting for the board and committee elections, the APAGS elections, and the president-elect nomination election and president-elect election.

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 president, the Board, the Council, and the Committee on the Structure and Function of Council; and prepares and disseminates agendas for the meetings 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. Staff revise and update the *Council of Representatives Handbook* and the APA Bylaws and Association Rules. The office also oversees the APA Travel Office.

Staff members 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; and special convention events. Staff also organize the three annual consolidated meetings, assemble the cross-cutting agenda for each meeting, produce the annual governance directory *Making APA Work for You*, and provide governance orientation to governance members and APA staff.

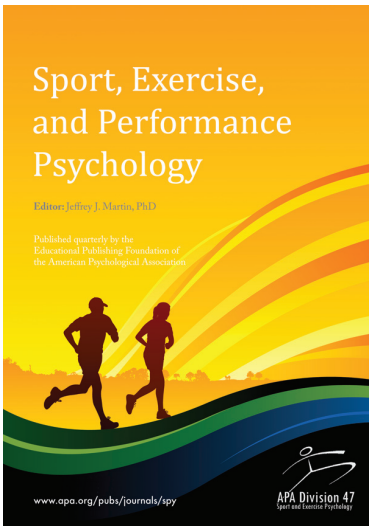
The executive director for Governance is the primary staff liaison to the Good Governance Project, which is tasked with assuring that APA's governance practices, processes, and structures are optimized and aligned with what is needed for the organization to thrive in an increasingly complex environment. The project team completed an extensive assessment of the current status of APA's governance system and, based on the data, identified seven key areas where change would be useful. The project is moving forward with Phase 2 in 2012. Current information about the progress of the Good Governance Project may be found on the APA website (**www.apa.org/about/governance/good-governance**).

During 2011, the Policy and Planning (P&P) Board focused on the availability and use of data on APA. The 2011 P&P Annual Report, found in the July–August 2012 issue of the *American Psychologist*, examines APA's internal and external data needs, including collection of data on APA members and on the psychology pipeline and workforce. ■

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.

The APA Journals app, first launched in 2010 and targeted to researchers, clinicians, and students, may be downloaded free of charge from the iTunes App Store and is available for the iPad, iPhone, or iPod Touch. It enables users to view the most recent tables of contents and article abstracts of all published issues of APA's journals. Journal subscribers can also access full-text articles. By the end of the year, the app had been downloaded more than 24,000 times.

The number of articles published by APA in 2011 grew to more than 3,300 in 300 journal issues, and the number of pages published increased to over 38,500. PsycARTICLES, APA's database of full-text journal articles, added six new titles and more than 5,000 articles. At the end of the year, PsycARTICLES contained approximately 158,000 articles dating from 1894 to the present.

At the 2011 convention in Washington, DC, APA released sample issues of four new journals to be published in 2012: *Couple and Family Psychology: Research and Practice* (Division 43); *Sport, Exercise, and Performance Psychology* (Division 47); *Psychology of Popular Media Culture;* and *International Perspectives in Psychology: Research, Practice, Consultation* (Division 52).

APA BOOKS

www.apa.org/books

APA Style products enjoy continuing popularity. In 2011, sales of the sixth edition of the *Publication Manual of the American Psychological Association* reached approximately $8.2 million. The second APA Style online course, *The Basics of APA Style,* was released in 2011; it is organized by sections that reflect the order of topics in the sixth edition of the *Publication Manual* and is available for four CE credits. Efforts to inform and serve the APA Style audience were extended through regular postings on the APA Style blog (**http://blog.apastyle.org**), which has been visited by more than 1,300,000 people, and through postings on Facebook (more than 8,000 fans at **www.facebook.com/APAStyle**) and Twitter (more than 5,500 followers at **http://twitter.com/APA_Style**).

APA Books released 48 new titles in 2011 and added 12 new titles to the APA Psychotherapy Video Series. The Reference division of APA Books released the second and third multivolume reference sets in the new *APA Handbooks in Psychology* series: the two-volume *APA Handbook of Ethics in Psychology* and the three-volume *APA Educational Psychology Handbook*. The handbooks are exclusively available in both print and electronic replication via the PsycNET platform. In addition, the Reference division developed a dictionary enhancement feature for PsycARTICLES in April and released the *APA Concise Dictionary of Psychology* app for iPhone, iPad, and Android devices in December. Magination Press, APA's children's book imprint, released 13 titles.

Also in 2011, 895 book titles (42 APA books and 853 classic books) were added to the PsycBOOKS database. At the end of the year, PsycBOOKS included more than 3,000 titles, in addition to 1,500 full entries from the *APA Encyclopedia of Psychology*.

PsycINFO

www.apa.org/pubs/databases/psycinfo

In 2011, PsycINFO added 176,510 new records to the overall database, bringing the total number of records to 3,193,000 by the end of the year. In addition, 2,500 journals were covered, and records from 1,647 books and nearly 15,000 dissertations were added. The number of early publication articles found in PsycINFO continued to grow, with nearly 9,800 articles covered in 2011, and cited references reached 53 million. Users can now track the publication history of journal articles in PsycINFO records.

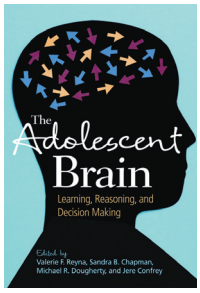
In September 2011, two new APA databases—PsycTESTS and PsycTHERAPY—were officially launched. On release, the PsycTESTS database contained a total of 2,261 records, 2,018 master profiles for a test name, and 1,528 tests. Although most of the tests are textual files, some are multimedia. PsycTHERAPY contains 300 videos of therapy demonstrations that were created in conjunction with the APA Psychotherapy Video Series. Each video is coded with index terms and metadata about the participants, session content, and therapeutic approaches demonstrated. The videos have been transcribed word-for-word, and the transcripts scroll in sync with the video playback of the therapy demonstration.

PsycEXTRA also experienced unprecedented growth, and by year's end, the database contained nearly 235,000 records. A rich source for documents tracing the development of psychology and for cutting-edge information found in conference presentations and technical reports, PsycEXTRA also includes archived content from APA divisions and psychological associations.

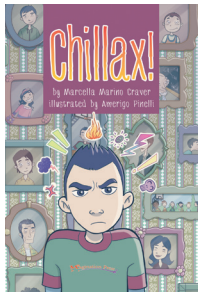
The PsycINFO YouTube channel contained 65 video tutorials by the end of 2011. Half of the tutorials cover the use of APA PsycNET to search APA databases; the remaining teach use on the EBSCO, Ovid, and ProQuest platforms. The most popular video is "How to Find DOIs in PsycINFO."

SALES, LICENSING, AND MARKETING

Despite continuing challenges that are affecting domestic and international economies, APA institutional database sales increased by more than 7% in 2011. The marketing programs for databases and electronic products, books, and journals collectively produced 167 direct mail and email campaigns and 7 catalogs, which accounted for more than 2,200,000 exposures globally; 298 paid ads (print and electronic) in library, professional, general interest, and trade publications; product advertisements in APA journals resulting in more than 2,600,000 exposures; the promotion and display of all products at 43 library and professional conferences; 1,700 book publicity mailings; and 15 product press releases to key media outlets. All marketing activities executed in 2011 for databases and electronic products, books, and journals collectively resulted in more than 10 million promotional exposures. ■







PUBLIC AND MEMBER COMMUNICATIONS

RHEA K. FARBERMAN, APR
EXECUTIVE DIRECTOR



Throughout the year, APA's Public Affairs Office arranged interviews with psychologists and made experts available to the media to provide psychological perspective on current events. In the aftermath of the shooting that critically injured then-Rep. Gabrielle Giffords, the Public Affairs Office provided expert commentary on the event and conveyed information on rehabilitation following traumatic brain injury.

The Office of Public and Member Communications (P&MC) oversees APA's outreach to the news media, manages the content and user experience of the APA website, and produces the APA's *Monitor on Psychology* and *gradPSYCH* magazines. P&MC creates activities and materials that educate the public about the value of psychological research, findings, and interventions and also communicates with members and potential members about the value of belonging to APA.

OFFICE OF PUBLIC AFFAIRS

www.apa.org/news/press

Burnishing psychology's image, increasing news coverage of research published in APA journals, and promoting members' expertise continue to be high priorities for the office. In 2011, the Public Affairs Office fielded more than 1,100 inquiries from broadcast, print, and online news media seeking psychologists to interview for stories. Using a media referral database of more than 1,500 APA members, Public Affairs staff referred more than 3,500 psychologists as expert sources. Additionally, the office researched,

wrote, and distributed 67 news releases, the majority of which summarized scientific research published in APA journals.

These releases gained coverage in leading national news outlets, including the *Wall Street Journal*, the *New York Times*, the *Washington Post, USA Today, U.S. News & World Report*, *Time* magazine, National Public Radio, CBS News.com, CNN.com, MSNBC.com, and ABCNews.com. In addition to its coverage in mainstream media, APA news was covered in *ScienceDaily*, *e! Science News*, *New Science Magazine*, Live Science.com, and Science360, as well as in top health outlets, including WebMD, AOL Health, Medical News Today, Medical Daily, Everyday Health, and Health.com.

The Public Affairs Office issued 11 news releases about APA's convention in Washington, DC, garnering more than 375 placements in top national and international news outlets.

Throughout the year, the Public Affairs Office responds to current events by making APA experts available to the media. As the 10th anniversary of 9/11 approached, APA partnered with Nickelodeon on a discussion guide to accompany the *Nick News With Linda Ellerbee* special "What Happened? The Story of September 11, 2001." The half-hour show was aimed at allaying the anxiety of children who may not have fully understood 9/11.

Also, in the aftermath of the Arizona shooting that left six dead and then-U.S. Rep. Gabrielle Giffords critically injured, Public Affairs produced and distributed a Q&A feature about rehabilitation following traumatic brain injuries. Other expert Q&A features focused on alcohol use among college students during spring break and the mental health of veterans.

APA's social media presence grew substantially during 2011. APA's main Facebook page gained nearly 15,000 new followers, rising just over 26,000 at year's end. During that time, APA's posts were viewed 7.4 million times. APA's LinkedIn discussion group gained 1,410 members, rising from 2,225 to 3,635.



The Public Affairs Office launched "This Is Psychology," a new video podcast series hosted by APA CEO Norman B. Anderson, PhD, who highlights some of the latest psychological research and key task force reports of the association.

WEB STRATEGY AND CONTENT OFFICE

www.apa.org

Website traffic was up markedly in 2011: More than 23.4 million visitors viewed some 58.6 million pages. This was approximately 4.5 million more visits and 6.6 million more pages viewed than in 2010. While most of the traffic (48%) came from search engines such as Google, Bing, and Yahoo, Facebook was the seventh-highest source of traffic to **apa.org**, a testament to the growth of APA's own Facebook page, which frequently features website content. Even more notable was in an increase of nearly 600,000 visits to **apa.org** via mobile devices, including smartphones, iPads, and other touch-screen tablets.

The Web Strategy and Content Office (WSCO) completed more than 4,400 projects in 2011. Among the major endeavors:

- **Division websites and APA communities**. Designed and migrated 12 division websites to APA's servers. WSCO continues to provide support to those websites and has another 11 websites in the queue for release in 2012. WSCO has also set up over 24 communities within **apacommunities.org**, a secure social media forum that allows groups to share documents and other information.
- **Expanded convention coverage**. Designed and implemented a blog for the 2012 convention and posted videos of the opening session and several presentations.
- **Search engine optimization**. Designed and implemented improvements to **apa.org**'s internal search engine. APA is often the first result on Google when searching for "psychology."
- **E-commerce improvements**. Made visual improvements to e-commerce pages—for example, created error messages that are easier for users to see should they enter an incorrect phone number or promotion code when ordering an item.

- **Web functionality**—Implemented style improvements to make headlines and page titles across the website easier to read. These improvements also made navigation of web pages more user-friendly.

EDITORIAL AND DESIGN SERVICES

The office's Editorial and Design Services (E&DS) continues to provide in-house editing, design, and production services to APA directorates, offices, and governance groups. These in-house services save APA money and provide high-quality publications and other media projects for members and the public. In 2011, E&DS coordinated the production of over 200 projects, including the *APA Annual Report*, the *APA Convention Program*, task force reports, electronic and print newsletters, logos, public information brochures, promotional materials, and electronic broadcast messages.

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. At the end of 2011, both magazines became available in digital formats, which offer expanded digital content such as videos, slide shows, podcasts, and more. To read the digital *Monitor*, go to **www.apa.org/monitor/digital**. To see *gradPSYCH*, go to **www.apa.org/gradpsych/digital**.

MEMBERSHIP AND CONVENTION MARKETING

www.apa.org/membership

Membership in 2011 (including over 91,000 members and almost 63,000 affiliates) was more than 154,000. Membership totals for 2012 declined due to the revised automatically resigned (AR) process implemented in July 2011, which removed about 33,000 members, associates, and affiliates from the file for nonpayment of membership dues in 2008, 2009, and/or 2010. The revised AR process was based on a 2009 amendment to the APA Bylaws decreasing the time a member can stay in the membership file in unpaid status from 2 years to 1 year. Since the implementation of the AR process in July, overall membership has grown by more than 6,500, cutting the loss for the year in half.

In 2011, integrated marketing efforts focused on targeting and recruiting new members, retaining existing members, and upgrading students to full membership. The fall 2011 recruitment campaign targeted early- and mid-career psychologists, graduate students, teachers, and nonmember convention attendees, inviting prospective members and affiliates to apply for APA membership. Nearly 1,800 graduate students upgraded to full membership in 2011.

The 2011 convention marketing campaign consisted of an integrated multimedia approach that included direct mail, advertising, email, targeted web pages, Twitter, Facebook, text messaging, and blogging, which helped maintain a strong advance registration rate (87%).

The membership marketing team also provides staff support to the Membership Board, the Fellows Committee, and the Committee on Early Career Psychologists (CECP). In 2011, the Council approved the Membership Board's request to revamp the dues structure and to have ABAP (American Board of Assessment Psychology) diplomates listed in the *APA Membership Directory*. The Membership Board hosted a meeting with the Board of Scientific Affairs, APAGS, CECP, staff, and others to discuss the concerns and needs of early career and science student members. CECP received funding from the Board of Convention Affairs to host family-friendly activities and events during the convention and to award 13 early career members with $750 each to attend the convention. One hundred twenty-four members were inducted as new APA fellows in 2011.

Over 33,000 members actively participated in the professional and personal member benefits program in 2011. One new partner was introduced (Life Line Screening), and enhancements to existing offerings include FedEx Office for copy and print services. In addition, at the APA convention, Bank of America provided financial advisors for the financial planning session hosted by the CECP.

MEMBERSHIP 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 Worldwide audits for the *Monitor on Psychology*.

After staff's review of applications, APA elected 7,320 new members, reinstated 570 members, and processed applications for about 12,000 student affiliates, 600 teacher affiliates, and 475 international affiliates in 2011. Staff also handled more than 53,000 faxes, letters, and emails and processed thousands of dues and subscription payments; 51% of the renewal payments were received electronically. In addition, in collaboration with the ITS and Finance departments, the Operations staff participated in the training and testing involved with a new association management system, "Q," which was implemented in October.

Service Center Communications staff serviced over 61,000 direct calls in 2011. Approximately 44% of those calls were member related, 32% required directory assistance, and 19% were from members and the general public placing book orders or requesting order information. The remaining 5% were technical calls pertaining to online products and services and to journal subscriptions. Additionally, staff handled approximately 40,000 faxes, letters, and emails. In 2011, the department introduced a career track program, for implementation in 2012, designed to recruit, train, and retain call center staff and to provide them with the skills, motivation, and knowledge of APA to communicate and deliver excellent customer service.

ADVERTISING AND EXHIBIT SALES

www.apa.org/ads

The Advertising and Exhibit Sales Department continues to enhance an integrated marketing approach for companies to reach the psychology community through APA and APAPO publications and websites, the annual APA convention, and sponsorship opportunities. In 2011, the department worked in collaboration with Membership and Convention Marketing and our partners Hewlett-Packard and Pearson to launch a technology exhibit for psychologists at the convention. Overall advertising and exhibit revenue increased 5% following a few economically rocky years.

PsycCareers, APA's Online Career Center, also continues to evolve and grow. The ongoing partnership with the National Healthcare Network has helped to increase participation. There are now over 124,000 résumés (in all health care disciplines); 24,000 registered job seekers; more than 8,000 employers; and, on average, over 400 job postings per month. In 2011, the department also negotiated and implemented a partnership agreement between PsycCareers and the Higher Education Recruitment Consortium highlighting career resources for dual-career couples in academia. In addition, PsycCareers users can now create an expanded online presence highlighting their experience and accomplishments. As curricula vitae and résumés are always works in progress, members can quickly and easily emphasize new career developments, skills, or knowledge for prospective employers. ■



Membership recruitment in 2011 consisted of a multi-channel marketing campaign that included direct mail, email, and personalized web and mobile media.



Lloyd Wolf

At the new technology exhibit at the 2011 APA convention, psychologists were able to get hands-on experience using the latest tools.

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 and antitrust law, intellectual property rights, contracts, and employment benefits. In addition to providing legal advice to APA, the OGC continues to advance APA's interface between psychology and the 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 six amicus curiae briefs in 2011:

- *Donaldson and Guggenheim v. Montana*—In this case, six same-sex couples seek the protection of state-recognized domestic partnerships in the state of Montana, where recognition of marriage has been barred for same-sex couples. The plaintiffs ask that the Montana state government provide same-sex couples with the same legal privileges awarded to married couples. Although the legal issues are different, APA filed a brief in the Montana Supreme Court relying on the same body of social science research presented many times since 2004 in same-sex marriage cases and cited in APA policy positions.
- *Gill v. Office of Personnel Management*—APA filed a brief in the U.S. Court of Appeals for the Fifth Circuit in this case, which is a challenge to the constitutionality of Section 3 of the Defense of Marriage Act (DOMA), the section that defines the terms *marriage* as "a legal union between one man and one woman as husband and wife" and *spouse* as "a person of the opposite sex who is a husband or a wife." APA's brief applies social science research to rebut some of the justifications offered for the prohibition in Section 3 of DOMA.
- *Michigan v. Kowalski*—At issue is the topic of false confessions. APA filed an amicus brief in the Supreme Court of Michigan presenting 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 on false confessions provides a strong empirical foundation for the admission of expert testimony.
- *Perry v. New Hampshire* (U.S. Supreme Court) and *Commonwealth of Pennsylvania v. Walker* (Pennsylvania Supreme Court)—At issue in both cases is the topic of eyewitness identification evidence. APA's briefs were filed to educate the court about the scientific research directed specifically at issues relating to eyewitness identification reliability, which is overwhelmingly accepted within the scientific community.
- *Coble v. Texas*—APA filed a brief asking the U.S. Supreme Court to review a decision by the Texas Court of Criminal Appeals finding that expert evidence presented by the prosecution on the question of whether the defendant was likely to pose a risk of future dangerousness was inherently unreliable but that the admission of the evidence was harmless error. APA's brief presented scientific knowledge that provided a context for the Court's consideration of whether admitting unreliable expert testimony in a particular capital sentencing proceeding can constitute constitutional error.

APA filed an amicus brief . . . presenting social science research regarding false confessions and the many reasons why innocent people can and do confess to crimes they did not commit.

COMMITTEE ON LEGAL ISSUES

The Committee on Legal Issues (COLI), staffed by OGC, convened twice during the spring and fall consolidated meetings and continues to issue responses and recommendations to proposed guidelines, policies, reports, and other proposed action by APA in order to identify potential legal issues. The committee 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 2011 APA convention, for example, COLI and the APA Ethics Committee cosponsored a continuing education program on legal and ethical issues in telepsychology. COLI also sponsored the session "You Are Commanded to Appear: Responding to a Subpoena."

COLI continues its implementation of a judicial ambassadors' initiative. This outreach initiative provides forums for building more effective relationships between the psychological and judicial communities. Efforts were made in 2011 to collaborate with the National Council of Juvenile and Family Court Judges. The council's 74th annual conference took place in New York in July 2011, and arrangements were made to send two judicial ambassadors. COLI member Mary Alice Conroy, PhD, presented on the topic of "Junk Science in the Courts," and Carola Suárez-Orozco, PhD, chair of the APA Presidential Task Force on Immigration, addressed "The Psychology of Immigration: Implications for the Juvenile Justice System." Both sessions were well attended and well received. ■

EXECUTIVE OFFICE

L. MICHAEL HONAKER, PhD
DEPUTY CEO,
EXECUTIVE DIRECTOR
FOR STAFF INITIATIVES

Lloyd Wolf



Rachel P. Winograd, MA, was awarded the Graduate Student Ethics Prize at the APA convention. *From left*: Linda M. Forrest, PhD, 2011 Ethics Committee chair; Nabil H. El-Ghoroury, PhD, associate executive director, APAGS; Rachel P. Winograd, MA; Milo S. Wilson, MS, 2011 APAGS chair; and Nan R. Presser, PhD, advisor to the winning student.

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 2011, the office provided the Council of Representatives with data on the representation of women and racial/ethnic minorities in APA's Central Office as of December 31, 2010, and July 1, 2011.

The most recent statistics show that as of December 31, 2011, APA's workforce was 68.04% female and 44.70% ethnic/racial minority (N = 557 full-time and part-time regular employees). The percentage of racial/ethnic minority women was 31.96%. A standard deviation analysis conducted to compare the representation of women and racial/ethnic minorities in APA's Central Office indicated that no job groups were statistically underutilized.

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 (DAPG). In coordination with APA's EEO officer, the Equal Employment Advisory Committee oversees APA's EEO and affirmative action policies, and DAPG plans staff activities related to diversity.

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 APA and its membership in exploring ethical challenges that arise for psychologists.

Education is a central focus of the Ethics Office. In 2011, the office offered or was involved in 31 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) remains an office priority. Seventeen such programs were offered in 12 states and provinces in 2011. These programs offer continuing education (CE) workshops and generate funds for the SPTAs or their affiliates.

In 2011, the 10th Annual Graduate Student Ethics Prize ($1,000 and a round-trip ticket with hotel stay plus registration fee at the convention) was awarded to Rachel P. Winograd, MA, of the University of Missouri—Columbia for her paper, "The Balance Between Providing Support, Prolonging Suffering, and Promoting Death: Ethical Issues Surrounding Psychological Treatment of a Terminally-Ill Client." 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*.

Lloyd Wolf



During the Ethics Office annual invitational breakfast at the APA convention, Jeffrey E. Barnett, PsyD, was presented with the third annual APA Ethics Committee Award for Outstanding Contributions to Ethics Education. At the event, Dr. Barnett was joined by his students from Loyola University of Maryland (*from left*): Maggie Perry, MS; Lauren Battaglia, BA; Jackie Castille, BA; Liza Bailey, MS; Nikki Godine, MS; and Leigh Carter, MS.

The Ethics Committee and Ethics Office make awareness of and sensitivity to the ethical aspects of diversity a priority. The Ethics Committee has a standing item on diversity at each of its meetings. The committee chose Carolyn Barcus, EdD, as its diversity speaker at its April 2011 meeting. Dr. Barcus had received an elder award at the 2011 Multicultural Conference and Summit, in part for her work training Native American psychologists. Dr. Barcus subsequently invited the committee to participate in the 2011 annual retreat and convention of the Society of Indian Psychologists (SIP) in Logan, UT. Three committee members and the director of the Ethics Office attended the SIP convention and made a joint presentation with members of the SIP Ethics Committee. Funding for this collaboration was supported by a CEMRRAT2 (Commission on Ethnic Minority Recruitment, Retention, and Training in Psychology) Task Force grant and by the Office of Ethnic Minority Affairs. The Ethics Committee intends to use its developing relationship with SIP as a model for collaborating with other ethnic minority psychological associations.

In conjunction with Division 44 (Society for the Psychological Study of Lesbian, Gay, Bisexual, and Transgender Issues) and APAGS, the Ethics Committee provided funding for four Division 44 students of color to travel to the 2011 National Multicultural Conference and Summit in Seattle, WA.

Statistics regarding the adjudicative activities of the Ethics Office and Ethics Committee for 2011 can be found in the Ethics Committee's annual report in the July–August 2012 issue of the *American Psychologist*.

OFFICE OF INTERNATIONAL AFFAIRS

www.apa.org/international

APA expanded its international outreach in 2011 in a number of ways. APA signed memoranda of understanding (MOU) with the national psychology associations of Colombia, Mexico, and China, bringing the number of MOU partners to nine.

APA's president, past president, Board members, and senior staff were active participants in major regional psychology conferences in Turkey, Colombia, and the Caribbean and in other meetings in Argentina, Brazil,

Canada, Ecuador, Finland, Hong Kong, Italy, Mexico, and the United Kingdom. At the 2011 convention, APA hosted international attendees from over 50 countries; held roundtable discussions on "internationalizing your professional life" with experts on international education, research, service, and teaching; and promoted over 650 programs with an international theme.

APA's support for international outreach included registration grants to 18 U.S. psychologists to attend international conferences in 8 countries; awards to support 25 international attendees from 11 countries at the APA convention; small grants for the development of national psychology associations in Barbados, Ethiopia, Lebanon, and Romania; and support for international scientific meetings. In addition, APA received a grant from the National Science Foundation to develop a travel and mentoring program for U.S. psychologists to attend the 2012 Cape Town International Congress. APA's representatives to the United Nations (UN) joined other psychology organizations to sponsor the fourth Psychology Day at the UN on the theme of access to education.

APA's Office of International Affairs (OIA) leads the association's international activities by facilitating this 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 6,500 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 UN. The office monitors international issues, policies, and opportunities; provides information to APA members, affiliates, staff, and the public; 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**). The OIA website offers information on international programs, awards, networks, and resources, and a special page (**www.apa.org/international/outreach/index.aspx**) highlights the international involvement of APA as an organization.

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 2011, the office continued partnering with the Human Resources department and Kaiser Permanente to create a robust evidence-based health and wellness program for APA staff. The office also created, with the aid of psychologists from the Practice Directorate, an organizationwide survey regarding the health and wellness habits of staff and introduced new health and wellness classes such as dance, Weight Watchers at Work, resistance bands, and metabolic acceleration.

To promote outreach to the APA community, the office partners with various APA staff committees. In 2011, the office cosponsored a Hunger and Homelessness Awareness Week and Walk. The office also cosponsored its second bake sale as a fundraiser for the House of Ruth, a nonprofit organization in Washington, DC; the fifth APA/Habitat for Humanity build day; monthly service opportunities at the So Others Might Eat (SOME) Dining Room for the Homeless; two food drives for the Capital Area Food Bank; the annual Toys for Tots drive; and a toiletries drive for SOME.

The office is involved 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 fourth annual APA-wide Customer Service Week; sponsoring the APA-wide Recognition Day; and producing 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 2011. ■



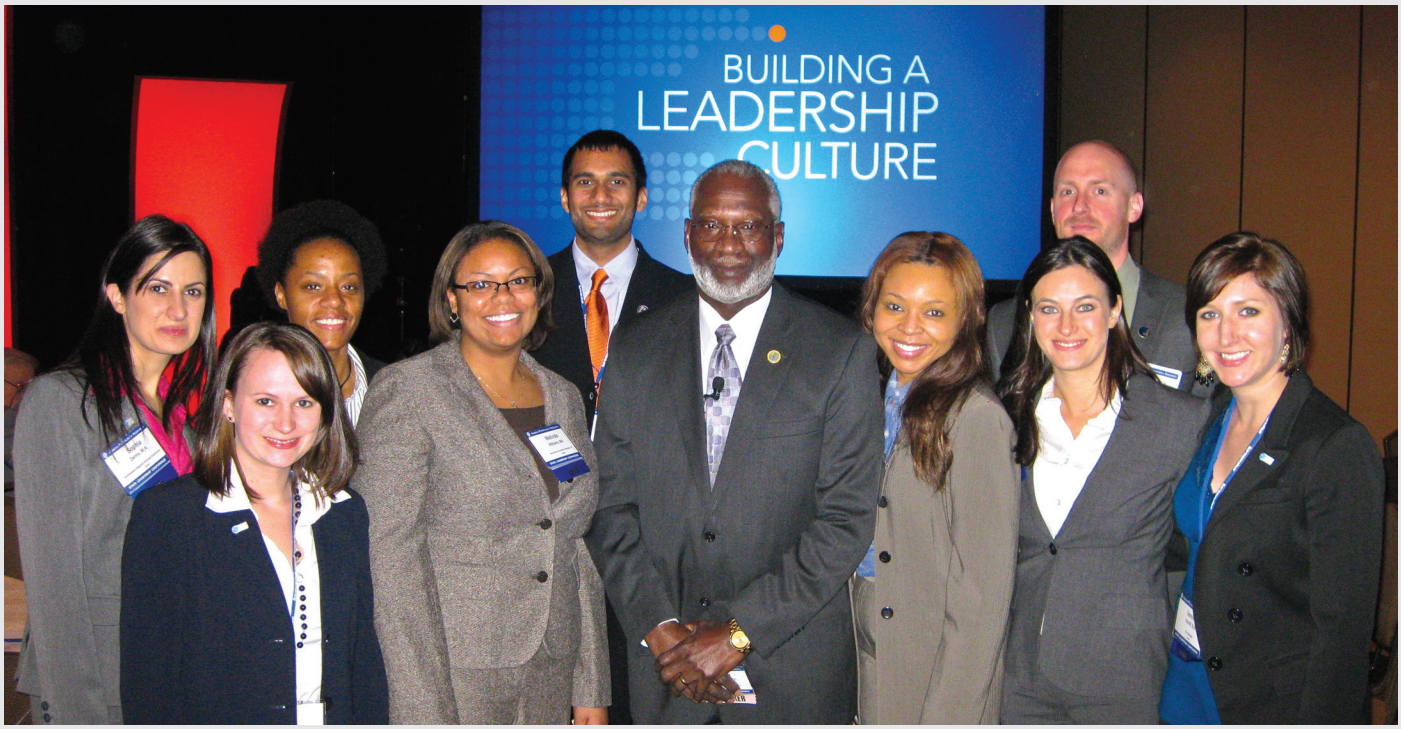
Papa Andoh

The Office of International Affairs (OIA) hosted a delegation from the Chinese Psychological Society at APA's headquarters, where they signed a memorandum of understanding with APA, represented by CEO Norman B. Anderson, PhD (*at table*), and OIA Senior Director Merry Bullock, PhD (*back row, right*).

APA SERVICES FOR STUDENTS

APAGS—AMERICAN PSYCHOLOGICAL ASSOCIATION OF GRADUATE STUDENTS

Nabil Hassan El-Ghoroury, APA



APAGS delegates at APA's State Leadership Conference in March 2011 discussed the future of psychological practice, participated in leadership training, and advocated for professional psychology on Capitol Hill. *Front row* (*left to right*): Shanda Wells, PsyD; Melinda Williams, MA; former U.S. Surgeon General David Satcher, MD, PhD; Nicole Mayo, MA; Heather Glubo, MA; and Jennifer Vencill, MA. *Back row* (*left to right*): Sophia Zavrou, MA; Katrina Sanford, MA; Ali Mattu, MA; and Ben Campbell, MA.

The American Psychological Association of Graduate Students (APAGS), established in 1988, is now one of the largest constituency groups of APA. APAGS currently has approximately 30,000 graduate school members. Its mission is to promote graduate development in research, teaching, and practice; provide leadership opportunities for graduate students; and develop unique resources for students. Our main priorities are to increase the leadership pipeline of graduate students, promote diversity in all forms, make use of emerging technologies, and promote legislative advocacy for psychological issues. What follows are highlights of APAGS activities in 2011:

ADVOCACY

- APAGS and APA's senior policy advisor spearheaded a response to the "New York 22" crisis in which the governor of New York

proposed to cut funding for 22 psychology interns. APAGS wrote and distributed an action alert that motivated students and allies to contact the governor's office; in part because of these efforts, the governor preserved funding for these student interns for the rest of the year.

- APAGS awarded Nina Levitt, EdD, an APAGS citation for her tireless advocacy for the Graduate Psychology Education Program.

CONFERENCES

- APAGS delegates attended the 2011 APA State Leadership Conference and the APA Education Leadership Conference.
- The associate executive director of APAGS attended the Congreso Latinoamericano de Estudiantes de Psycologia (Congress of Latin American Psychology Students) in Quito, Ecuador, in October 2011.

CONVENTION

- APAGS offers convention programming that is directed and organized by students and also sponsors social hours and invited addresses. This year, APAGS developed an internship series, which included a 4-hour internship workshop as a part of regular convention hours for the first time. More than 150 participants attended the workshop.

DIVERSITY

- The APAGS Committee on Ethnic Minority Affairs (CEMA) hosted a virtual happy hour with Kevin Cokley, PhD, that focused on racial identity development.
- The APAGS Committee on Gay, Lesbian, Bisexual, and Transgender Concerns continued to organize its mentoring program, pairing several members with LGBT and allied professionals.
- A training grant sponsored by APAGS-CEMA was awarded to Anna Wheatley of the University of Miami to fund attendance at the Caribbean Regional Conference of Psychology, Nassau, Bahamas.

SCIENCE

- The APAGS Science Committee finalized its proposal for the APAGS journal, *Translational Issues in Psychological Science*. The journal was approved by the APA Publications and Communications Board and the APA Board of Directors in fall 2011and will go before the Council of Representatives for a vote in February 2012. [The journal was approved by the Council.]

INTERNSHIP

- The internship crisis continues to be a significant issue for APAGS members. The APAGS Committee held a retreat in November 2011 to discuss the crisis and developed a policy to guide its actions.

STUDENT RESOURCES

- APAGS connects students through electronic media, including the **APAGS website**, electronic mailing lists, and social networking. The **APAGS Facebook fan page** currently has 4,692 members, and the **APAGS LinkedIn group** has 3,912 followers.
- APAGS awarded more than $25,000 to students through grants, scholarships, and awards in 2011.

ORGANIZATIONAL POLICIES

- APAGS developed and approved guidelines for elections campaigning, with a particular focus on professionalism; updated its operating procedures (formerly considered bylaws); and developed a policies manual. ■

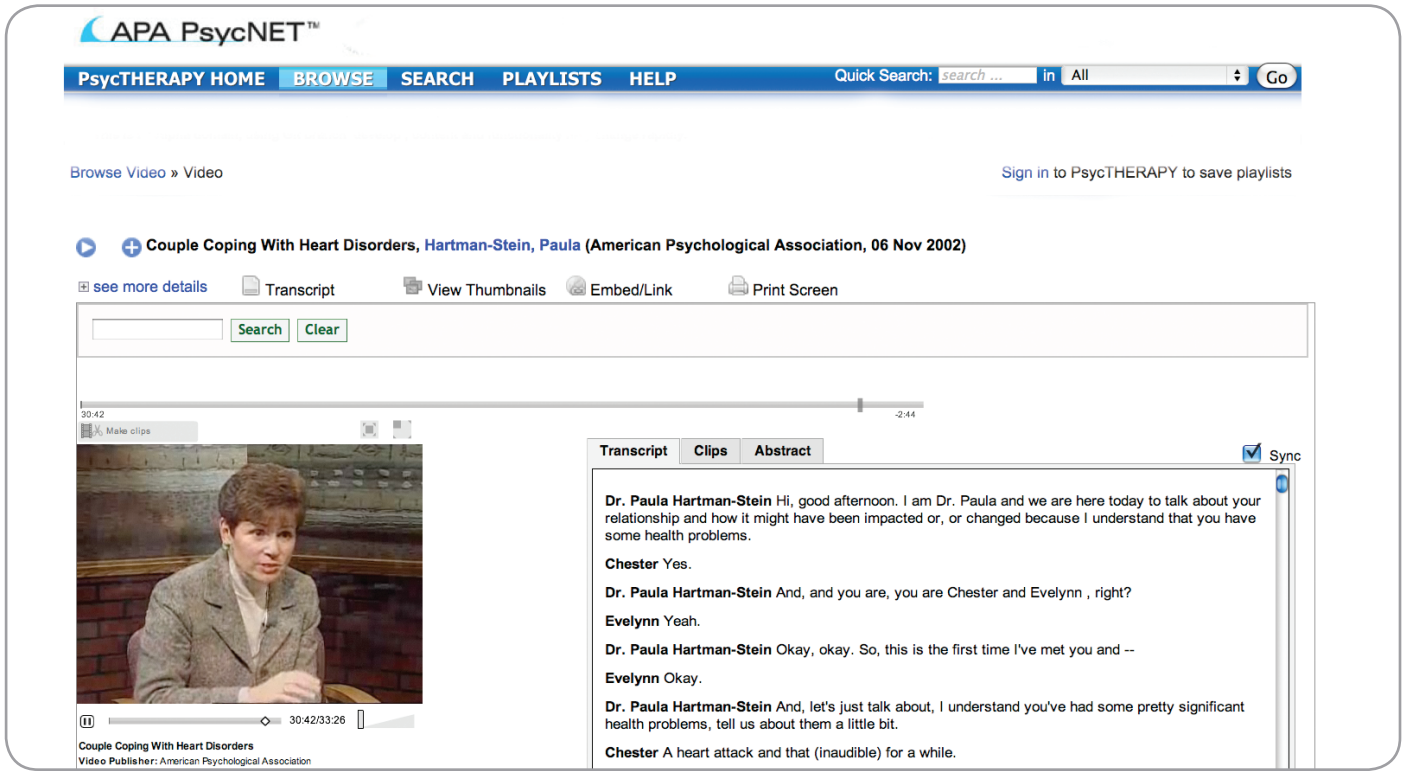


Nabil Hassan El-Ghoroury, APA

The 2011 APAGS Award for Outstanding State, Provincial, or Territorial Psychological Association was presented to the Iowa Psychological Association (IPA) at the State Leadership Conference. *From left:* Milo S. Wilson, MS (APAGS chair); Paul Ascheman, MS (APAGS regional advocacy coordinator); Thomas Ottavi, PhD (2011 IPA president); Carmella Schultes, PhD (IPA executive director); and Sanford Portnoy, PhD (APA Committee for the Advancement of Professional Practice chair).

INFORMATION TECHNOLOGY SERVICES

TONY F. HABASH, DSc
CHIEF INFORMATION OFFICER



In 2011, APA launched two new databases—PsycTESTS® and PsycTHERAPY®. Shown here is a screenshot from PsycTHERAPY, which contains some 300 video demonstrations by more than 95 psychotherapists working with individuals, couples, and families. The database, which contains synchronized, searchable transcripts of all the available videos, includes more than 50 diagnostic categories and is expected to grow by 40–80 videos per year.

Information Technology Services (ITS) manages APA's technology infrastructure and provides core business systems development and custom business applications development. ITS is committed to enhancing the value of membership in APA, achieving APA's strategic priorities, facilitating publishing processes, and efficiently accomplishing operational objectives. ITS works closely with all of APA's directorates and offices.

APA COMMUNITIES

In 2011, APA launched APA Communities, a professional networking and collaboration platform exclusively for APA members, affiliates, and division members. APA Communities is an APA-moderated, closed social network (i.e., access to a section of the platform is limited to an APA work group, task force, or others interested in the issue area) where users can have online discussions and work together on documents housed in a central repository.

Several APA divisions have created their communities on this platform, and use of the site is expected to grow.

PUBLISHING TECHNOLOGY PLATFORM

2011 was a very productive year for APA's publishing platform, products, and services. The technology solutions created by ITS facilitated the production and delivery of two important new databases: PsycTESTS® and PsycTHERAPY®. In addition, several technology upgrades and infrastructure scaling were implemented, and a variety of functional enhancements were made to the PsycNET platform. This included switching the PsycNET search platform to a new solution that increases the speed of searching.

Use of PsycNET continues to grow. In 2011, 21.8 million visitors used PsycNET to research psychology content, viewing more than 69 million pages and downloading more than 2.7 million full-text articles.

ASSOCIATION MANAGEMENT SYSTEMS

The ITS team worked with all APA business partners to upgrade the Association Management System that manages membership, subscriptions, electronic products licensing, and other applications. The new system went live in October 2011 and provides the platform on which to build additional services for our membership and governance. A new sales and customer relationship management system, which also went live last fall, enables the sales and marketing staff to connect with institutional customers, manage and track sales activity, and improve reporting capabilities. In addition, APA began implementing new financial and budget management systems after an extensive selection process and review. We will continue to monitor these systems throughout 2012 and into 2013.

TECHNOLOGY INFRASTRUCTURE

ITS manages and supports a growing portfolio of more than 300 applications that are used by different business units at APA and also delivers direct services to members and customers. Several enhancements were made to strengthen APA business continuity and disaster recovery practices as well as information systems and data protection services.

In 2011, APA invested in strengthening the technology infrastructure supporting the publishing platform at large and the membership systems. We also selected a new call center and telephone system for the organization, which will be operational in 2012 and will strengthen customer service practices.

ENHANCED APPLICATIONS PORTFOLIO

ITS staff continue to develop applications that support APA's publishing processes and products and deliver value-added services to our members. Here is a sample of new applications in 2011:

- **MyAPA**—To facilitate easy registration and login, ITS made various design improvements that include changes to the home page, the subscription detail page, and the user registration form.
- **PracticeOUTCOMES database**—This searchable database of outcome assessment instruments that psychologists can use to monitor patient progress in treatment was released in June 2011; all members have access to the database via **MyAPA**.
- **APA Journal app for iPhone and iPad**—This app, downloadable for free, allows users to track any of APA's journals—from broad interest titles to specialty publications. Journal subscribers can also access full-text articles. Upgraded in 2011, the app was downloaded more than 30,000 times.
- **Convention app**—A new app was released as an alternative to the print program for the APA convention. More than 4,000 attendees downloaded the app; we expect more people to use the app at future conventions.



For the first time, the full convention program was available via a mobile app.

PRESIDENT'S REPORT

MELBA J.T. VASQUEZ, PhD, ABPP

Lloyd Wolf



Serving as APA president has been the opportunity of a lifetime and an incredible honor. I feel a deepened appreciation for the field of psychology, the remarkable value of the broad range and diversity of work that psychologists provide, and the effectiveness of APA.

APA works to support many ongoing activities related to science, practice, education, public interest, ethics, and publications. In 2011, we invested in enhancing information technology services, used our expertise to respond to crises when possible, and provided psychological knowledge in various contexts, including through congressional testimony and to the courts via amicus curiae briefs. Although we are still addressing financial challenges that began in 2008, the overall financial health of APA is solid and stable. We began implementing the first APA strategic plan, including the Good Governance Project, charged with evaluating our governance structures and functions. In my view, the work of the Board of Directors and the Executive Management Group has increased exponentially, indicative of the enormously broad and varied activities designed to reflect the diverse interests of APA's members and constituencies.

This report highlights my initiatives; the development of guidelines for telepsychology and the new business item on psychotherapy effectiveness; the 2011 APA convention; and international and other representation during the year.

PRESIDENTIAL INITIATIVES

Immigration

CHAIR: Carola Suárez-Orozco, PhD
MEMBERS: Dina Birman, PhD; J. Manual Casas, PhD; Nadine Nakamura, PhD; Pratyusha Tummala-Narra, PhD; and Michael Zárate, PhD
APA STAFF: Mary Campbell, Efua Andoh, and Amani Chatman (Public Interest Directorate)

This task force was charged with developing an evidence-based report on the psychological factors related to the immigration experience. Their report, *Crossroads: The Psychology of Immigration in the New Century*, describes this diverse population; provides evidence-based challenges to various myths; and addresses the psychological experience of immigration, considering factors that impede and facilitate adjustment. They reviewed the recent theoretical and empirical literature on immigration and made recommendations for the provision of psychological services and the advancement of training, research, and policy efforts for immigrant children, adults, older adults, and families. For more information, see **www.apa.org/topics/immigration/report.aspx.**

In my view, the work of the Board of Directors and the Executive Management Group has increased exponentially, indicative of the enormously broad and varied activities designed to reflect the diverse interests of APA's members and constituencies.

Reducing and Preventing Discrimination

CHAIR: James M. Jones, PhD
MEMBERS: Susan Cochran, PhD, MS; Michelle Fine, PhD; Samuel L. Gaertner, PhD; Rudolfo Mendoza-Denton, PhD; Margaret Shih, PhD; and Derald Wing Sue, PhD
APA STAFF: Gwendolyn Keita, PhD; Sue Houston; and Donella Graham (Public Interest Directorate)

The task force report *Dual Pathways to a Better America: Preventing Discrimination and Promoting Diversity* focuses on the enormous toll exacted by systematic biases, stereotypes, and discrimination and on the ever-expanding diversity of the U.S. population. The report identifies mechanisms of discrimination and the conditions under which full and dignified inclusion serves us all when the potential, capacity, and talent of all members of society are optimally developed. Although the bulk of research and theory is focused on race, ethnicity, and culture, the task force also included applications in which gender, sexuality, age, social class, and disability are the focus. For more information, see **www.apa.org/pubs/info/reports/promoting-diversity.aspx.**

Educational Disparities

CHAIR: Stephen M. Quintana, PhD
MEMBERS: A. Wade Boykin, PhD; Andrew Fuligni, PhD; Sandra Graham, PhD; Samuel O. Ortiz, PhD; and Frank C. Worrell, PhD.
APA STAFF: Rena F. Subotnik, PhD, and Ashley Edmiston (Education Directorate)

This task force was charged with identifying what psychology has to say about the causes and sequelae of educational disparities and the policy and programs to reduce them, especially for poor and/or racial and ethnic minority students. Their report, *Ethnic and Racial Disparities in Education: Psychology's Contributions to Understanding and Reducing Disparities*, identifies bilingual education and early childhood education as being effective and valuable but very underfunded. The report also clarifies the connection between ethnic identity, stereotype threat, and academic achievement as well as gender and discipline gaps in education. The debate that racial disparities in education are associated with social class is addressed, as is the need to enhance students' engagement, motivation, and academic skill, despite various barriers. Recommendations are provided.

SPONSORED ACTIVITIES

Guidelines for the Practice of Telepsychology

COCHAIRS: Linda Campbell, PhD (APA), and Fred Millan, PhD, ABPP (ASPPB)
APA MEMBERS: Col. Bruce E. Crow, PsyD; Terry S. Gock, PhD, MPA; and Sara Smucker Barnwell, PhD
ASPPB MEMBERS: Margo Adams Larsen, PhD; Thomas W. Miller, PhD, ABPP; and Joseph S. Rallo, PhD
APAIT MEMBERS: Ed Harris, EdD, JD, and Jana Martin, PhD
APA STAFF: Ron Palomares, PhD; Joan Freund; Deborah Baker; JD; and Lynn Bufka, PhD (Practice Directorate)
ASPPB STAFF: Alex Siegel, PhD, JD, and Janet Pippin

The development of these guidelines was endorsed by the APA Council of Representatives and conducted in partnership with the Association of State and Provincial Psychology Boards (ASPPB) and the APA Insurance Trust (APAIT). The task force's goal is to develop national guidelines for telepsychology practice. Areas addressed in



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At the 2011 Multicultural Conference and Summit, Patricia Arredondo, EdD, received an APA Distinguished Elder Award in recognition of her years of service in addressing multicultural issues. *From left:* APA President Melba J.T. Vasquez, PhD; Patricia Arredondo, EdD; and Debra Kawahara, PhD, one of the summit's coordinators.



Don Tanguilig

Supporters of the Heart Mountain Interpretive Learning Center celebrated its opening in August 2011. *From left:* Heart Mountain Board Vice Chair Douglas W. Nelson; former Sen. Alan K. Simpson; APA's Shirley Ann Higuchi, JD; Tom Brokaw; and APA President Melba Vasquez, PhD.

the guidelines include interjurisdictional practice, informed consent, confidentiality, competence in technology, clinical competence, risk management, billing, and multiple relationships. The task force operated with input from constituencies throughout the process; its work is ongoing.

Council New Business Item on Psychotherapy Effectiveness

MOVERS: Melba Vasquez, PhD, ABPP (Board of Directors); Linda Campbell, PhD (Division 29); and Nadine Kaslow, PhD (Board of Directors)
LEAD BOARD: Board of Professional Affairs
APA STAFF: Ron Palomares, PhD; Mary Hardin; Lynn Bufka, PhD; and Deborah Baker, JD (Practice Directorate)

Considerable evidence exists that psychotherapy works. Yet APA had not endorsed a policy statement officially recognizing the effectiveness of psychotherapy. The purpose of such a policy statement is to educate other health professionals and the public about psychotherapy as an established, evidence-based practice. It is hoped that such a policy statement will aid in the expansion of psychology's role in promoting overall health and wellness and in decreasing health disparities. The resolution was reviewed by boards and committees and other constituencies and has had strong support from the research and practice communities. [The resolution is expect to be reviewed by the APA Council of Representatives in August 2012.]

APA CONVENTION

"This is not your grandpa's APA convention" one participant said about the 2011 APA convention. More than 13,600 registered attendees encountered a variety of new and different exhibits and events in Washington, DC. The presidential theme of social justice was a key thread throughout the conference.

At the opening session, Florence Denmark, PhD, and James M. Jones, PhD, each received the APA Award for Outstanding Lifetime Contributions to Psychology, and Claude Steele, PhD, the keynote speaker, presented his findings on stereotype threat, in keeping with the convention theme of social justice. The upcoming retirement and numerous contributions of Pat DeLeon, PhD, former APA president and chief of staff to Sen. Daniel K. Inouye (D-HI), were acknowledged.

Many participants took advantage of unlimited continuing education credits for one price. A technology exhibit, sponsored by Hewlett-Packard and Pearson, allowed for expert 15-minute demonstrations and hands-on opportunities. A new Science Showcase presented findings through a combination of hands-on materials and video presentations. APA also provided a set of online and mobile tech tools to help attendees track the convention schedule and an on-site social networking tool to connect participants with like-minded attendees.

The APA presidential programs, the plenary topics and speakers, and the more than 1,000 sessions represented the broad spectrum of psychology. Many "how to" sessions, including "How to Publish," "How to Review a Manuscript," and "Using the New APA Publishing Platform to Advance Your Career," were provided. The APA Evening at the Newseum featured displays from a variety of traumatic events such as 9/11 and Hurricane Katrina.

INTERNATIONAL REPRESENTATION

The APA president represents APA internationally. I attended the Interamerican Congress of Psychology in Medellin, Colombia, where the major theme was "Social Transformation for the Health of the People." We signed a memorandum of understanding (MOU) with the Colegio Colombiano de Psicólogos and, at the APA convention, with the Sociedad Mexicana de Psicología. An MOU with another country recognizes the similar values that our organizations share and allows for deeper dialogue with colleagues in the psychology community of that country.

In Istanbul, Turkey, I attended the European Congress of Psychology, where a major theme was the intersection of human rights and the ethical principles of psychologists. I also attended the first-ever Caribbean Regional Conference of Psychology. I thank Merry Bullock, PhD, for her helpful guidance at these international conferences.

OTHER REPRESENTATION

The APA president also represents the association at various venues throughout the year. I attended the National Multicultural Conference and Summit; the APA Division Leadership, State Leadership, Education Leadership, and Science Leadership conferences; consolidated board and committee meetings in the spring and fall; the Veterans Affairs Leadership Program; and the dedication of the Heart Mountain (WY) Interpretative Learning Center to preserve the site where 800 persons of Japanese ancestry from the West Coast were interned. I enjoyed attending the Voice Awards (sponsored by APA, the Department of Health and Human Services, the Center for Mental Health Services, and the Substance Abuse and Mental Health Services Administration), which honor those in the entertainment industry who spotlight stories of resilience, courage, and recovery from mental illness. Another highlight was the APA/University of Utah National Center for Veterans Studies conference on veteran suicide prevention. Many of these events were powerful and transformational. I provided awards and recognition to a number of highly deserving individuals.

I also attended Columbia University's Multicultural Roundtable in New York City, the Psi Chi initiation program at Randolph-Macon College, the APA Division 45 Michigan State Multicultural Conference, the Association of University and College Counseling Center Directors conference, events at the University of Houston and at the San Antonio Veterans Affairs, and I made various visits to Congress.

THANK YOU FOR THE OPPORTUNITY

I very much appreciate the opportunity to have served as APA president. I am particularly grateful for the outstanding and extraordinary talent among APA staff, members of the Board of Directors, Council of Representatives, and boards and committees, as well as those appointees who served on presidential task forces. I particularly want to thank APA CEO Norman Anderson, PhD, and Central Office staff members Nancy Moore, PhD, Jo Anne Murphy, and Maureen O'Brien for helping to make my year a wonderful, successful experience. I also appreciate my family and friends for the support of this role, particularly my spouse, Jim Miller, LCSW. I am grateful to have met so many incredible psychologists who contribute so much to society. ■

Merry Bullock



At the 2011 APA convention, APA President Melba Vasquez, PhD, and Sociedad Mexicana de Psicología (SMP) President Joaquín Caso Niebla, PhD, signed a memorandum of understanding between APA and SMP.

Vanguard Communications



Heidi Kraft, PhD (*right*), a psychologist and former Navy lieutenant commander, was among those recognized for their accurate and empathetic portrayals of mental health issues in the media at the 2011 Voice Awards.

TREASURER'S REPORT

BONNIE MARKHAM, PhD, PsyD
TREASURER



Bonnie Markham, PhD, PsyD

Preparing this report for the APA membership has given me an opportunity to reflect on my first year as treasurer. It has been both a challenge and an honor to provide financial guidance to the association. This has been a year in which I have learned much, and I greatly appreciate the mentoring and support provided by the members of the APA Finance Office. With their expert guidance, the guidance of other financial professionals (who are listed on p. S44), and oversight by the Finance Committee and the Board of Directors, I am happy to report that the association is on solid financial ground.

With the 2011 books now closed, I am pleased to provide the following summary of our overall financial results, highlighting our real estate activities and sharing a glimpse into the future.

OPERATING ACTIVITY

Overall, revenues in 2011 were down $2.6 million (2.4%) compared with those of 2010, primarily because of normal fluctuations in the APA *Publication Manual* lifecycle and continued decline in revenue from print journal subscriptions. These decreases were offset in part by the growth in electronic licensing revenues. Member dues revenues remained relatively stable in spite of the difficult economic conditions this past year.

Expenses increased $1.7 million (1.6%) in 2011, a result primarily of the net effect of growth in salaries and benefits due to a combination of annual merit increases, new positions created under the Investment in APA project, and a small decrease in the number of vacant positions. Offsetting savings were achieved in a number of areas across the association, including stipends/tuition, convention, and depreciation expense on capital assets.

These changes in revenues and expenses resulted in a $1.1 million surplus for regular undesignated operations; Board-designated activities offset this operating surplus with $3.6 million of additional designated expenditures (described below), resulting in a net loss for 2011 of $2.5 million (see Table 1, p. S45).

During 2011, significant work began on the Investment in APA project, which was funded by a Board-approved designation of net assets to strengthen APA publishing operations and the related technology infrastructure. By investing our net assets now, we can preserve and grow our most significant source of revenue for the present and for the future. This plan calls for additional investment in three main areas:

- **New products**—including PsycTHERAPY, PsycTESTS, and mobile device applications.
- **Marketing enablement**—including an expanded sales force and enhanced marketing analytics.
- **Platform capacity and infrastructure**—including an enhanced PsycNET platform and search engine.

APA will invest $13.5 million in this plan over the period 2011–2015, with a projected return on investment in excess of 30%. The plan is fully funded as of early spring 2012, and it is our collective and sincere belief that the financial investment and effort put into this plan will protect and increase APA's single largest revenue stream.

The Board and Council also approved an additional designation of net assets in 2011 that will be implemented beginning in 2012 to fund seven specific initiatives within the approved APA strategic plan. This designation is proposed to span 3 years, the first of which has been funded out of net assets at $2.1 million.

BALANCE SHEET

The net assets of APA declined in 2011 by $7.2 million (see Table 2, p. S46). Of this amount, $2.5 million was the result of the APA operating loss described previously, and $4.5 million was due to losses on nonoperating activity (see Table 3, p. S46). The losses on nonoperating activity were primarily the result of unrealized losses on APA's long-term investment portfolio and on interest rate swaps associated with the building loans. (An interest rate swap agreement is designed to exchange a variable interest rate to a fixed rate for a term loan.)

The value of the long-term investment portfolio declined 5.3%, ending the year with a balance of $64 million (see graph and chart on p. S47). To make our portfolio less susceptible to the volatile market environment, the Finance Committee, with the assistance of its Investment Subcommittee, continued to refine the long-term investment portfolio asset allocation. The U.S. large- and mid-cap equities were reduced from 74% of the portfolio, and the funds were repositioned in bonds, international equities, and commodities. The greater diversification should provide increased protection from volatility over the long term.

Although our net assets are $7.2 million less than last year, they are $7.3 million greater than they were at the end of 2009. We will continue our efforts to control and manage our resources effectively to allow the association to fund initiatives consistent with APA's mission and strategic plan.

REAL ESTATE AND BUILDING OPERATIONS

Although significant new office construction is occurring a few blocks from our headquarters location in the area north of Massachusetts Avenue (the NoMa district), APA's buildings continue to be fully leased in 2011 and to produce substantial cash flow from operations. Low tenant turnover (Amtrak renewed its lease for 12 years in the 10 G Street building) and long-term lease structures contribute to a stable source of cash that provides a revenue stream and an investment source to APA and funds APA operations in the amount of $3.5 million annually.

The 10 G Street building has a mortgage note payable to John Hancock Financial Services that will be coming due at the end of 2012. In anticipation of this, APA worked with John Hancock on the terms of a loan extension with a fixed interest rate. On November 14, 2011, the interest rate for an extended loan was locked in at 4.6% for 20 years. This rate is over 1% lower than the rate on the current loan and is expected to result in significant savings over the life of the loan.

We surpassed our goal of obtaining Silver LEED (Leadership in Energy and Environment) certification for the 10 G Street building. In 2011, the building received a perfect test score, thereby achieving LEED Gold Existing Building certification. The certifications were developed by the U.S. Green Building Council to provide building owners with a framework for identifying and implementing practical and measurable green building

design, construction, operations, and maintenance solutions. Our energy and water efficiencies have a positive impact on the building's cost of operations, and the use of less toxic cleaning solutions and improved indoor air quality create a healthier work environment.

As presented in the real estate report to the Council, APA is moving forward with the development of a rooftop conference center for the 750 First Street building. The conference center will provide a stunning view of the U.S. Capitol building, and we are looking forward to holding APA functions there.

SUMMARY

The management, the Finance Committee, the Board, and the Council monitor APA's operations (undesignated and designated) and have developed the strategic plan to provide context for these processes. Within the framework of the strategic plan, new programs and products are considered and developed that will ensure that APA fulfills its mission for years to come. The long-term investment portfolio and real estate holdings serve as valuable assets that ensure the continued financial strength of the association.

I am honored to serve APA's diverse membership as treasurer during these ongoing volatile economic times. The discipline of psychology has much to offer as society grapples with its current and future challenges. APA's strong financial status provides a solid foundation upon which we can collectively address the various opportunities that arise through our association.

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

APA'S PUBLIC CREDIT RATING

In December 2011, Standard and Poor's (S&P) affirmed APA's BBB+ rating with a stable outlook, citing 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.
- Good growth in financial resources over the past 2 fiscal years, with cash and investments increasing to 114% of debt and 99% of operating expenses as of the fiscal year ending December 31, 2010.

The stable outlook reflects S&P's anticipation that APA will generate operating surpluses, stabilize membership, and manage its debt structure ($105.5 m with 64% variable rate).

2011 FINANCE COMMITTEE MEMBERS

Bonnie Markham, PhD, PsyD, Chair

Guillermo Bernal, PhD, Vice Chair

Jessica Henderson Daniel, PhD

Louise A. Douce, PhD

Ronald E. Fox, PhD

Beth N. Rom-Rymer, PhD

Danny Wedding, PhD

Outside Expert Members

Investment Subcommittee

Stephen C. Howell

John J. McCormack

Peter M. Ramsey

Sheila T. Roberts

Audit Subcommittee

Stephen C. Howell

Joan E. Lynch

Steven F. Stanton

TABLE 1 REVENUE AND EXPENSES

TOTAL APA OPERATIONS (UNCONSOLIDATED)

	2009	2010	2011
REVENUES			
Dues and fees	$14,547	$13,631	$13,212
Journal subscriptions/licensing/sales	83,106	81,602	79,734
Other	11,158	13,484	13,191
Total Revenues	**$108,811**	**$108,717**	**$106,137**
EXPENSES			
Salaries and benefits	$51,725	$51,130	$54,196
Publication production costs	10,775	9,447	9,658
Space costs	8,940	8,975	9,263
Boards/committees	2,097	2,717	3,030
Special projects	7,484	7,927	7,788
Consulting/contractual	9,959	11,389	12,263
Other	14,850	15,299	12,429
Total Expenses	**$105,830**	**$106,884**	**$108,627**
Net Gain/(Loss) From Total APA Operations	**$2,981**	**$1,833**	**$(2,490)**
Composition of Net From APA Operations:			
Gain from APA operations excluding designated activities	$4,545	$4,935	$1,166
Loss from designated activities	(1,564)	(3,102)	(3,656)
Net Gain/(Loss) From Total APA Operations	**$2,981**	**$1,833**	**$(2,490)**

NONOPERATING ACTIVITY (CONSOLIDATED)

	2009	2010	2011
LONG-TERM INVESTMENT ACTIVITY			
Realized gain on sale of long-term investments	$5,582	$3,568	$5,310
Investment management fees	(372)	(438)	(449)
Unrealized gain/(loss) - (Net) (ASC 850)	10,899	6,231	(8,501)
Net Long-Term Investment Activity	**$16,109**	**$9,361**	**$(3,640)**
REAL ESTATE ACTIVITY			
Ten G Street operations	$1,941	$2,589	$2,384
750 First Street operations	6,002	6,361	6,263
Unrealized (loss)/gain on interest rate swap (LLC)	5,826	(1,940)	(4,583)
Unrealized (loss)/gain on interest rate swap (APA)	3,329	(1,249)	(2,842)
Interest on 750 First Street term loan (Bank of America)	(1,364)	(1,317)	(1,281)
Deferred rent	(401)	(253)	(100)
Net Real Estate Activity	**$15,333**	**$4,191**	**$(159)**
OTHER APAPO NONOPERATING ACTIVITY			
Loss on Impairment - Center for Professional Development[a]	$(828)	$–	$–
OTHER NONOPERATING ACTIVITY			
Income tax expense/provision	(217)	(1,139)	(740)
Total Nonoperating Activity	**$30,397**	**$12,413**	**(4,539)**
Total Nonoperating Activity (APA only)	**$31,225**	**$12,413**	**(4,539)**

Note. All figures shown in thousands. APAPO = APA Practice Organization; ASC = Accounting Standards Codification.

[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.

TABLE 2 BALANCE SHEET (CONSOLIDATED)

	2009	2010	2011
ASSETS			
Cash and short-term investments	$48,195	$56,136	$57,142
Long-term investment portfolio	55,635	67,586	63,958
Real estate/equipment	79,778	74,229	71,923
Other	38,373	37,392	41,815
Total Assets	**$221,981**	**$235,343**	**$234,838**
LIABILITIES			
Divisions/other groups	$8,907	$7,941	$8,408
Long-term debt/swap liability	119,784	119,939	124,174
Accounts payable/accrued expenses/other	18,209	17,554	18,677
Deferred revenues	49,772	50,153	51,002
Total Liabilities	$196,672	$195,587	$202,261
Net Assets	25,309	39,756	32,577
Total Liabilities and Net Assets	**$221,981**	**$235,343**	**$234,838**

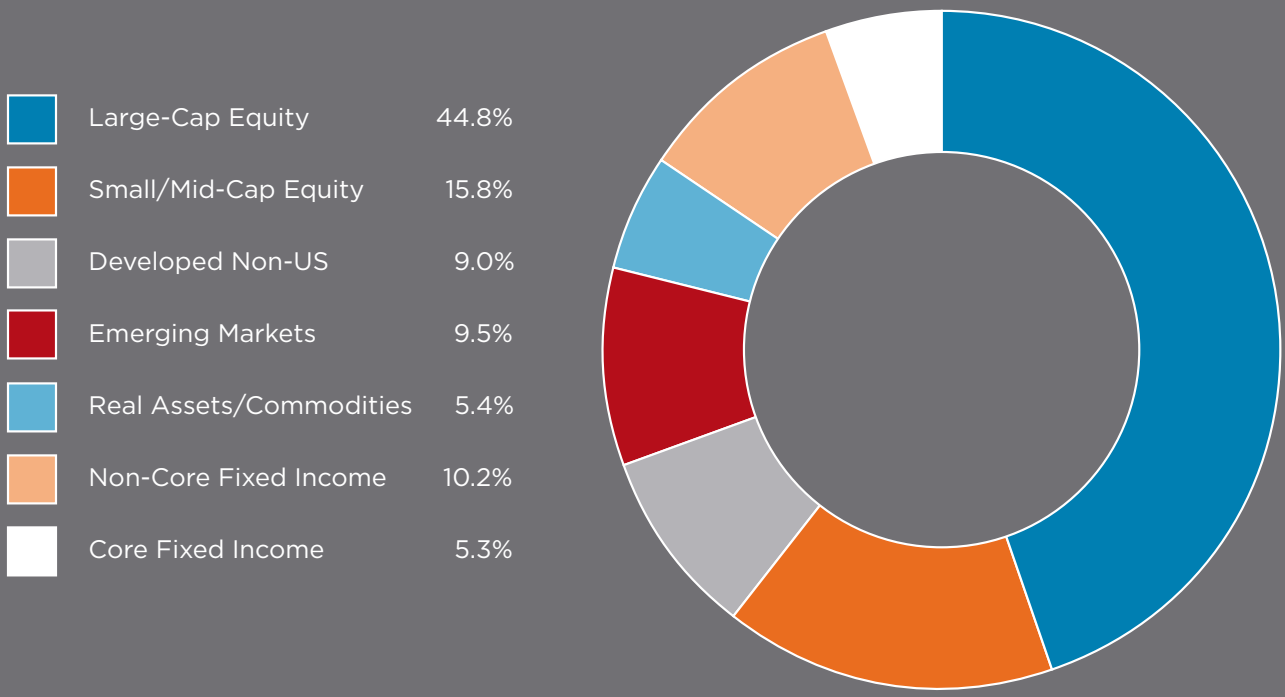
Note. All figures shown in thousands.

TABLE 3 NET ASSETS SUMMARY (CONSOLIDATED)

	2009	2010	2011
NET ASSETS BEGINNING BALANCE (CONSOLIDATED)	$(8,339)	$25,309	$39,756
APA operations (see also Table 1)	2,981	1,833	(2,490)
APA nonoperating activity (see also Table 1)	31,225	12,413	(4,539)
APAPO operations	270	201	(150)
APAPO nonoperating activity	(828)	–	-
Total Change in Net Assets	**$33,648**	**$14,447**	**$(7,179)**
Net Assets Ending Balance (Consolidated)	**$25,309**	**$39,756**	**$32,577**
COMPOSITION OF ENDING UNRESTRICTED NET ASSETS			
APA unrestricted/undesignated net assets	$13,222	$25,634	$15,361
Designated net assets:			
Publications and Databases R&D	2,238	667	637
Accreditation	1,469	1,407	992
Convention	776	1,034	484
Web relaunch	5,023	2,631	834
2010 fall consolidated meetings	535	–	–
Investment in APA	–	6,136	11,772
Web & IT	–	–	400
APAPO	2,046	2,247	2,097
Ending Unrestricted Net Assets	**$25,309**	**$39,756**	**$32,577**

Note. All figures shown in thousands. APAPO = APA Practice Organization; IT = information technology; R & D = research and development.

2011 LONG-TERM PORTFOLIO COMPOSITION



PERFORMANCE RETURNS/MARKET VALUE

2011 Long-Term APA Portfolio		2011 YTD Returns[a]	% of $64m	Market Value[b] 12/31/11
Southeastern Asset Management	Large-Cap Equity	-2.8%	39.6%	$25.3
Osterweis Fund	Large-Cap Equity	-4.3%	5.2%	3.3
Advisory Research	Small/Mid-Cap Equity	5.4%	5.6%	3.6
Westfield Capital Management	Small-Cap Equity	-7.6%	10.2%	6.5
First Eagle Overseas Fund	Developed Non-US	-	4.5%	2.9
Longleaf International Fund	Developed Non-US	-20.3%	4.5%	2.9
Eaton Vance Structured EM Fund	Emerging Markets	-19.2%	4.5%	2.9
Laudus Mondrian EM Fund	Emerging Markets	-12.7%	5.0%	3.2
Prudential Jennison Natural Resources Fund	Real Assets/Commodities	–	1.3%	0.8
PIMCO Commodity Real Return Fund	Real Assets/Commodities	–	4.1%	2.6
Loomis Sayles Bond Fund	Non-Core Fixed Income	–	3.4%	2.2
PIMCO Emerging Markets Currency Fund	Non-Core Fixed Income	–	1.7%	1.1
PIMCO Emerging Local Bond Fund	Non-Core Fixed Income	–	1.7%	1.1
DoubleLine Total Return Bond Fund	Non-Core Fixed Income	–	3.4%	2.2
PIMCO Low Duration Bond Fund	Core Fixed Income	1.8%	5.3%	3.4
Overall Return		**-5.4%**	**100.0%**	**$64.0**
Return Since Inception		**10.7%**		

Note. EM = emerging markets.
[a] Retuns are net fees. [b] In millions.

AMERICAN PSYCHOLOGICAL FOUNDATION

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

—Sir Winston Churchill

In 2011, the American Psychological Foundation (APF) continued to make a difference in the lives of people through psychology.

Thanks to its donors, APF was able to support young researchers whose compelling work might otherwise have gone unfunded.

- Thao Le, PhD, of Colorado State University, is looking at ways to prevent suicide in Native American youth. With an **APF Visionary Fund Grant**, he is developing and testing a mindfulness program—one that is consistent with Native American values, principles, and spirituality—to help reduce suicide rates in a Montana community.
- Low-income mothers with serious mental illness often face poverty, lack of social support, substance abuse, and homelessness. With the aid of an **APF Pearson Early Career Grant**, Daryn David, PhD, of Yale University's School of Medicine, will develop and test the usefulness of a parenting pamphlet to enhance low-income mothers' knowledge, attitudes, beliefs, and sense of empowerment about their ability to parent with severe mental illness.

These are just 2 of the more than 70 grants APF made in 2011. Unfortunately, APF was only able to fund 8.5% of the proposals that it received. APF is grateful to its 2011 donors, who enabled psychology to develop solutions to some of society's most troubling issues.

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



AMERICAN
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