CELEBRATING **120** YEARS...










2012 *Annual Report* OF THE AMERICAN PSYCHOLOGICAL ASSOCIATION

AMERICAN PSYCHOLOGICAL ASSOCIATION

A SUPPLEMENT TO THE *AMERICAN PSYCHOLOGIST*
JULY–AUGUST 2013, VOLUME 68, NUMBER 5

ON THE COVER

APA ... CELEBRATING 120 YEARS

In 2012, APA celebrated its 120th anniversary. APA has grown from its original 31 members to the largest association of psychologists in the United States and a worldwide leader within the discipline.

TOP ROW, FROM LEFT

2012 APA President Suzanne Bennett Johnson, PhD (*right*), and Association of Black Psychologists (ABPsi) President Cheryl Grills, PhD, created the Summit on Obesity in African American Women and Girls, held in October 2012, as a "call to action." Over the course of 2 days, an interdisciplinary group of professionals discussed the social, cultural, economic, and biological factors relevant to obesity in African American females. (© Nick Crettier)

Psychologists—many of whom were or would be APA presidents—at the **28th annual APA meeting in 1919,** held in Cambridge, MA. *Back row, from left:* Raymond Dodge, PhD (APA president 1916); Mary Whiton Calkins, AM (1905); Robert M. Ogden, PhD; Harry L. Hollingworth, PhD (1927); and Bird T. Baldwin, PhD. *Front row, from left:* Howard C. Warren, PhD (1913); Robert S. Woodworth, PhD (1914); Carl E. Seashore, PhD (1911); Walter Dill Scott, PhD (1919); and Herbert S. Langfeld, PhD (1930). (Photo courtesy of the Archives of the History of American Psychology, The Center for the History of Psychology, The University of Akron)

Eduardo Salas, PhD (*left*), professor of psychology at the University of Central Florida and one of the world's leading experts on the use of simulation and teamwork training, is currently designing tools and techniques to minimize human errors and improve team performance in aerospace, corporate, and medical environments. Here he collaborates with Eileen Smith and Michael Carney (Institute for Simulation & Training, University of Central Florida) on an interactive hurricane safety training tool. (Photo by Amanda Kowalski)

CENTER ROW, FROM LEFT

Darlene DeMarie, PhD, a developmental psychologist, was a Fulbright Scholar from 2007 to 2009 at the University of Limpopo, a historically Black university in northern, rural South Africa. With little funding and nothing more than an empty house at their disposal, she and educational psychologist Lily Cherian, PhD, created a child development center for the university that was fully functioning 10 months later.

Neuroscientist **Richard J. Davidson, PhD,** with Tibetan Buddhist monk Matthieu Ricard, a participant in a 2008 research study led by Davidson that monitors a subject's brain waves during various forms of meditation (Ricard is wearing a 128-channel geodesic sensor net). Davidson, director of the Waisman Lab for Brain Imaging and Behavior, founder and chair of the Center for Investigating Healthy Minds at the Waisman Center, and professor of psychology and psychiatry at the University of Wisconsin–Madison, is at the forefront of research on mind–body medicine. (Jeff Miller/University of Wisconsin–Madison)

Roxane Cohen Silver, PhD, an international expert in the field of stress and coping, was interviewed in Concepción, Chile, near the epicenter of the 8.8 earthquake that struck there in 2010. She has studied acute and long-term psychological and physical reactions to stressful life experiences, including personal traumas such as physical disability, loss, and childhood sexual victimization, as well as community disasters such as terrorist attacks, earthquakes, firestorms, school shootings, and war. (Photo by Gino Zavala Bianchi)

BOTTOM ROW, FAR LEFT

A demonstration of the Mental Dexterity Test at the **Psychological Museum,** established by David Boder, PhD, in Chicago in 1937 as a place for the preservation of the history of psychology. His collections included an oscillograph for voice analysis, a polygraph, a device for measuring fatigue, a special bed from Nathaniel Kleitman's laboratory, and psychological tests such as the Minnesota Rate of Manipulation Test. Boder's materials are now part of the Archives of the History of American Psychology at the University of Akron, established in 1965. (Photo courtesy of the Archives of the History of American Psychology, The Center for the History of Psychology, The University of Akron)

BOTTOM ROW, FAR RIGHT

APA's **Chief Executive Officer Norman Anderson, PhD,** joined leaders from other organizations and senior officials from the U.S. Department of Health and Human Services at the White House Behavioral Health Leaders Briefing in September 2012. The meeting was an opportunity to learn about the activities of government agencies in advancing the treatment and prevention of mental and substance use disorders and to look for ways in which APA members can be a part of those programs. (© Lloyd Wolf)

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Deborah C. Farrell, Editor | Elizabeth F. Woodcock, Designer

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CELEBRATING **120** YEARS...

2012 BOARD *of* DIRECTORS



Front row, from left: Donald N. Bersoff, PhD, JD; Suzanne Bennett Johnson, PhD; Melba J.T. Vasquez, PhD; Bonnie Markham, PhD, PsyD; and Barry S. Anton, PhD. *Back row, from left:* Susan H. McDaniel, PhD; Nadine J. Kaslow, PhD; Jennifer F. Kelly, PhD; Kurt F. Geisinger, PhD; Norman B. Anderson, PhD; Ali Mattu, PhD; Josephine D. Johnson, PhD; and Elena J. Eisman, PhD

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YEAR *in* REVIEW



Exhibition Photos

Welcome to the 2012 Annual Report of the American Psychological Association. It is my particular pleasure to update you on the activities of the association during 2012, the year in which APA celebrates its 120th anniversary as the professional home for psychologists and an advocate for the discipline.

This year, APA's strategic plan provided the framework and focus for our work. The plan, adopted in 2009, identifies three goals for the association: enhancing organizational effectiveness, increasing psychology's role in health, and increasing the recognition of psychology as a science and as a STEM (science, technology, engineering, and mathematics) discipline.

Measurable progress toward these three goals is being made through the execution of seven initiatives, which were chosen and funded by the Board of Directors and the Council of Representatives after input from all of APA's boards and committees. The initiatives develop new models to increase member engagement and value; analyze the demand for the psychology workforce to meet national needs; develop treatment guidelines; expand the association's public education activities; reduce health disparities, particularly among marginalized populations; forge strategic alliances with other health care professions; and promote graduate education and professional development.

A number of important and dynamic activities and projects are taking place under the rubric of these strategic initiatives. I invite you to read more about them in the various sections of this report. I particularly want to call your attention to President Suzanne Bennett Johnson's report of her presidential year (see p. S38). Dr. Johnson aligned many of her presidential initiatives with the goals of our strategic plan, helping us make notable progress in many areas.

The occasion of our 120th anniversary gives us a special opportunity not only to look back at the remarkable growth of the discipline and the association but also to consider our future. APA has grown from its original 31 members to the largest association of psychologists in the United States and a worldwide leader within the discipline. Today, although the discipline is not without challenges—the economic challenges facing our nation's health care system, the pressures on research funding, and the mismatch of available graduate internship slots and the number of students who seek them—APA is working hard to position psychology and individual psychologists to meet those and other societal challenges. Doing so is a collective task. Your membership and your voice in APA's governance are important.

I thank you for your continued support and encourage you to avail yourself of all that APA has to offer. 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. ■

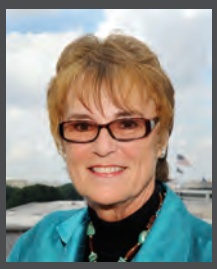


NORMAN B. ANDERSON, PhD
Chief Executive Officer

Photo: APA CEO Norman Anderson, PhD, with Nobel Peace Prize laureate Archbishop Desmond Tutu at the opening ceremony of the International Congress of Psychology in July 2012 in Cape Town, South Africa.

DIRECTORATES *and* OFFICES

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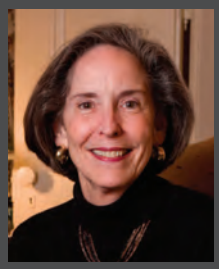
Cynthia D. Belar, PhD
Executive Director

The Education Directorate advances the science and practice of psychology 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.



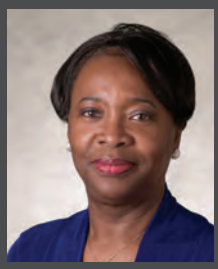
Steven Breckler, PhD
Executive Director

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 Practice Directorate promotes public access to psychological care by advancing the practice of psychology and provides 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.



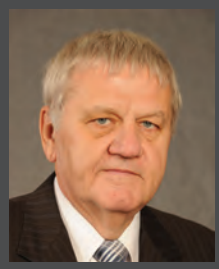
Gwendolyn P. Keita, PhD
Executive Director

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.



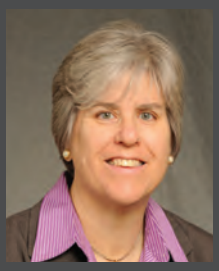
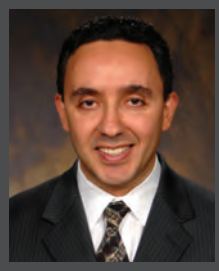
Nancy Gordon Moore, PhD, MBA
Executive Director

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 those 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.

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	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 staffs the APA Customer Service Center, creates activities and materials that educate the public about psychology, and communicates with members and potential members about the value of belonging to APA.	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. OGC continues to advance APA's interface between psychology and law in a number of ways.	The Executive Office includes the Ethics Office, the Office of International Affairs, the Staff Initiatives Office, and APAGS. It also houses the CEO, Deputy CEO, and Senior Policy Advisor and oversees APA's affirmative action policies.	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.	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.	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

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During their visit to Capitol Hill, Education Leadership Conference attendees from Georgia met with Rep. John Lewis (D-GA) to discuss the restoration of funding to the Graduate Psychology Education program. *From left:* Donna McCarty, PhD; Linda Campbell, PhD; Rep. Lewis; and Linda Craighead, PhD.

The Education Directorate advances the science and practice of psychology 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 2012 was the Education Leadership Conference (ELC), the theme of which was "Promoting Quality." Participants explored the concept of quality from a variety of viewpoints, including methods for assessing quality, cultural competence as a component of quality, and ethical barriers to achieving quality. A major focus was on ways to improve quality through teaching quality improvement methodologies and infusing quality improvement processes into teacher preparation and continuing education. As in years past, the ELC also provided an opportunity for advocacy training and visits to Capitol Hill.

In a continued effort to address the imbalance between the number of available internship positions offered by the Association of Psychology Postdoctoral and Internship Centers match and the number of applicants seeking internships, directorate staff hosted "Courageous Conversations II," a meeting of six doctoral training councils. The focus of this meeting was on actions that can be implemented by key professional psychology groups to address the imbalance.

Advocacy and Government Relations

The Education Directorate has an active advocacy agenda. As a result of the Education Government Relations Office's successful advocacy efforts to include psychology education and training in the Affordable Care Act, the Health Resources and Services Administration announced awards through the new Mental and Behavioral Health Education and Training Grant program; 11 APA-accredited programs were awarded a total of more than $3.6 million. This program's purpose is to strengthen clinical field competencies and increase the number of psychologists who pursue clinical work with high-need rural, vulnerable, and/or underserved populations and veterans, military personnel, and their families. The program presents an excellent opportunity for psychology to benefit from

an infusion of new funding in a very tight federal fiscal environment.

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 2012 there were 929 accredited programs in professional psychology: 375 doctoral programs, 475 internship training programs, and 79 postdoctoral residency training programs (see **www.apa.org/ed/accreditation/programs**). The CoA continued to lay the groundwork for revising its *Guidelines and Principles for Accreditation*. In addition, the APA Board of Directors approved revisions to the Accreditation Operating Procedures to allow for an accreditation "eligibility" status and a new "accredited, on contingency" status for internships and postdoctoral residencies.

The CEC approved 33 new organizations as CE sponsors at its 2012 meeting. There are currently 780 APA-approved sponsors (see **www.apa.org/education/ce/sponsors**). 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. As part of this goal, the APA Council of Representatives approved the revised *CEC Policies and Procedures Manual* (see **www.apa.org/ed/sponsor/about/policies/policy-manual.pdf**).

Enhancing Education in Psychology

The directorate contributes to a wide range of groups in a continued effort to represent psychology in the education and training community. In 2012, Executive Director Cynthia D. Belar, PhD, participated in the final meeting of the 2-year Health Service Psychology Education Collaborative, an interorganizational endeavor among APA, the Chairs of Graduate Departments of Psychology, and the Council of Chairs of Training Councils. Funded by APA's Board of Educational Affairs, this group addresses concerns raised by the education and training community about preparation in professional psychology. A final report in an upcoming issue of the *American Psychologist* will detail seven recommendations that constitute a blueprint for advancing psychology as a health profession.

Additional work concerning competencies came by way of contributions to the Interorganizational Work Group on Competencies for Primary Care Psychology Practice in September.

APA also focused on the promotion of quality teaching of high school psychology with a host of initiatives such as the *Guidelines for Preparing High School Psychology Teachers: Course-Based and Standards-Based Approaches* (see **www.apa.org/education/k12/teaching-guidelines**). This document outlines models for preparing high school psychology teachers and is aligned with the National Standards for High School Psychology Curricula.

To best meet the needs of the high school psychology teacher, the directorate completed a national survey in 2012 that collected information on teachers' educational backgrounds, preparation, and training and on resources, opportunities, classroom issues, future trends, and professional development needs. The survey complemented ongoing efforts to provide high-quality teaching resources such as the lesson plans on the

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2012 APA President Suzanne Bennett Johnson, PhD (*left*), with the winners of the 2012 Education Advocacy Distinguished Service Awards: Linda Forrest, PhD (for her support of APA's efforts to reauthorize the Garrett Lee Smith Memorial Act); Patricia Cole, PhD (for her work with APA's Federal Education Advocacy Coordinator grassroots network); Ronald Rozensky, PhD (for his efforts to gain federal support for psychology training and education); and Michael Roberts, PhD (for his work to persuade APA to allocate $3 million to help internship programs earn APA accreditation).

Tammy Woodward Photography



The APA/Clark University Workshop for High School Teachers was held in July 2012 at Clark University in Worcester, MA. Twenty-five high school teachers from around the country participated in the workshop, which was made possible through generous gifts from Lee Gurel, PhD (*center, in white*), a Clark alumnus, APA member, and longtime donor to both Clark and the American Psychological Foundation.

biological bases of behavior and on life span development published in 2012 by the APA Committee of Teachers of Psychology in Secondary Schools.

APA participated as a Special Awards Organization at the annual Intel International Science and Engineering Fair (ISEF). The ISEF brings together over 1,500 high school students from 68 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.

APA continues to grow its online and book-based CE programs, including the Clinician's Corner webcasts, the Interactive Classroom, the APA *Monitor*'s CE Corner, and the *Counseling Psychologist*. At the 2012 convention, APA once again offered a bundled CE credit package for select sessions and an electronic monitoring system that made attendance monitoring user friendly; 69 CE workshops and 268 CE sessions were offered. APA also recorded over 50 hours of CE sessions during the convention and repurposed them as online CE courses. Currently, APA's online catalogue offers over 500 program hours.

Society for Science and the Public



At the 2012 Intel International Science and Engineering Fair, APA granted seven awards to the best projects representing psychological science. Shown here are student winners, APA staff, and the lead judge at the awards ceremony. *Top row, from left:* Benjamin Kornick, Brandon Ramnath, and Abdullah Abdulfatah Mashat. *Bottom row, from left:* Caitlin Crowley (APA), Tammy Hughes, PhD (judge), Abhilasha Gokulan, L. Elisabeth Burton, and Katherine Mangialardi.

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 2012, staff members were invited to present preliminary outcomes of a $1 million grant project funded by the National Science Foundation. This project, a collaboration between the directorate and the University of Virginia, seeks to identify instructional and motivational variables from the secondary school years that contribute most to maintaining student commitment to a career in science, math, and technology.

Directorate staff also supported the APA Presidential Task Force on Educational Disparities. The task force studied the nature and source of educational disparities to pinpoint interventions that have successfully addressed these gaps and to recommend ways these interventions can be incorporated in practice, policy, and research (see **www.apa.org/ed/resources/racial-disparities.pdf**). ■

SCIENCE

Steven Breckler, PhD
Executive Director



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More than 2,500 children and adults learned about cognitive development research at "The Science of Kids: Ask, Play, Learn!" exhibit sponsored by APA and the Boston Museum of Science at the USA Science and Engineering Festival Expo in Washington, DC, in April 2012. *From left:* Sarah Vidal and Shelby Cooley.

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, mathematics) discipline. The directorate's government relations staff advocate on Capitol Hill and at funding agencies to enhance support for psychological research. Several directorate programs serve undergraduate and graduate students of psychology. Also housed within the Science Directorate is the Center for Workforce Studies and the APA Library and Archives.

Communicating About Science

The directorate supports a variety of communications activities, including *Psychological Science Agenda*, the directorate's monthly electronic newsletter, and *APA Science Policy News*, a monthly digest of news on national policy issues affecting psychological science. A federal budget blog helps keep readers up-to-date on the ever-changing landscape of funding for science at the federal level.

The Science Directorate and the Living Laboratory of the Museum of Science, Boston, collaborated on the exhibit "The Science of Kids: Ask, Play, Learn!" at the USA Science and Engineering Festival Expo, held in April 2012 in Washington, DC. The exhibit featured interactive tasks used in cognitive development experiments with young children. Graduate students from universities in the Washington, DC, area staffed the exhibit, engaging the thousands of visitors of all ages in the tasks and answering their questions about psychological research.

The Board of Scientific Affairs, which advises the directorate, selected one psychological scientist and two departments to receive the 2012 Culture of Service awards: Jacquelynne S. Eccles of the University of Michigan and the psychology departments at Bates College and the University of California, Santa Cruz.

Engaging Leadership

The theme of the Science Directorate's eighth annual Science Leadership Conference was "Act Locally: Promoting Psychological Science in Our Academic Institutions and Local Communities." More than 110 psychological scien-

tists met in September 2012 to develop ideas for strengthening research and education in psychological science and for increasing the understanding and application of psychological science in local communities. A highlight of the conference was the keynote address by Nancy Cantor, PhD, chancellor of Syracuse University, on "Can Psychological Science Serve the Public Good?" A video of the address has been posted on the APA website.

Conference participants generated recommendations in four general areas: increasing public understanding of psychological science, strengthening multidisciplinary research and graduate education, strengthening undergraduate education, and enhancing community-based research. The recommendations can be implemented at various levels by individual psychologists, labs, departments and institutions, and professional organizations such as APA. APA is now working to identify which proposals are most appropriate and feasible for it to pursue over the next several years.

Advancing Science and Its Applications

The directorate focused much of its efforts on increasing recognition of psychology as a STEM discipline. This work included collaborations with the Education Directorate in managing a work group on multidisciplinary scientific training at the graduate and postdoctoral levels and in advocating for greater inclusion of psychology and other behavioral sciences within science curricula at the K-12 levels.

The Science Directorate continued to work closely with the Practice Directorate in supporting APA's initiative to develop evidence-based clinical practice guidelines. Staff from both directorates worked closely with the initiative's steering group to design and implement a process for guidelines development. Depression, obesity, and posttraumatic stress disorder (PTSD) were selected as the first topics for guidelines. The expert panel on depression met for the first time in December 2012.

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APA member Paula Schnurr, PhD, deputy executive director of the Department of Veterans Affairs' National Center for PTSD, appeared at a Capitol Hill briefing in April 2012 sponsored by APA's Science Government Relations Office and the Friends of VA Medical Care and Health Research. Schnurr presented her research findings on women veterans and PTSD.

Staff of the Science Directorate managed a variety of other activities as well, including the Advanced Training Institutes, which exposed more than 100 psychologists to cutting-edge research methods (nearly 2,000 psychologists since the program's inception in 1998), and APA's continuing 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 nine graduate students who serve as members of the APA Science Student Council advise the directorate on the concerns of science-oriented students, offer guidance to students through monthly columns, and develop convention and other activities for students. Three outstanding graduate students were recognized by the Council with the 2012 Early Graduate Student Researcher Award.

More than 150 graduate students received grants in 2012 from the directorate for dissertation expenses or for travel to the convention to present their research. The directorate also sponsored academic career workshops for students and early career psychologists at regional psychological association meetings.

Advocating for Science

The directorate's government relations (Science-GRO) staff work for increased appropriations for federal agencies that have traditionally supported psychological research and also seek out new opportunities for funding. In 2012, Science-GRO prepared testimony to congressional appropriations committees in favor of enhanced research funding at such agencies as the departments of Health and Human Services, Veterans Affairs, and Defense and the National Science Foundation (NSF).

In September 2012, APA partnered with the Federation of Associations in Behavioral and Brain Sciences to host a science advocacy training webinar to prepare psychologists to meet with their members of Congress in



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Rep. Mike Simpson (R-ID) (*second from left*) discusses research on youth social media with APA presenter Roy Pea, PhD, at an exhibit and reception on Capitol Hill to educate members of Congress and their staff about research funded by the National Science Foundation. With funding from the NSF's Science of Learning Centers Program, Pea and his colleagues have been examining social media usage and developmental outcomes in "tween" girls (ages 8–12).

their district offices during the fall congressional recess. Psychologists were encouraged to talk to their representatives about the effects of a federal budget sequestration on funding of scientific research.

Each year the Coalition for National Science Funding, of which APA is a long-time member, hosts an exhibit on Capitol Hill to educate members of Congress and their staff members about research funded by the NSF. For the May 2012 event, APA invited distinguished Stanford University scientist Roy Pea, PhD, to present his work on adolescents' use of social media.

In July 2012, APA and other member organizations of the Friends of the National Institute of Child Health and Human Development (NICHD) hosted a congressional reception and science exhibition to celebrate the 50th anniversary of the establishment of the institute, featuring presentations by scientists who have been supported by NICHD. Jan Neimeier, PhD, of Virginia Commonwealth University, presented her research evaluating an intervention for traumatic brain injury. Frances Conners, PhD, of the University of Alabama, shared her research on language impairment in children with Down syndrome. Also in July, Marguerita Lightfoot, PhD, of the University of California, San Francisco, presented at a Friends of the National Institute on Drug Abuse congressional briefing on HIV testing.

Paula Schnurr, PhD, deputy executive director of the Department of Veterans Affairs' National Center for Posttraumatic Stress Disorder (PTSD), was featured at a briefing sponsored by Science-GRO staff and the Friends of VA Medical Care and Health Research. She discussed the results of her clinical trials with women veterans suffering from PTSD and the importance of funding the VA's intramural research program.

Science-GRO staff monitor federal funding agencies and communicate with those agencies about the management of their psychological research portfolios. Examples of work in 2012 include advocating for greater incorporation of input from the scientific community in the reorganization of substance use research at the National Institutes of Health and the placement of an APA Executive Branch Science Fellow at NSF.

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 data from NSF and other sources, CWS conducts ongoing studies of salaries and the career paths of doctoral-level psychologists.

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 collects items such as governance materials, photographs, videos, oral histories, state and division newsletters, and all APA publications. In 2012, the library and archives responded to more than 500 requests, digitized more than 120 agenda books and reports, worked with PsycEXTRA to digitize several hundred division newsletters, completed the digitization of our oral history archive, 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

Rachel Smith Photography



APA CEO Norman Anderson, PhD, and 2012 APA President Suzanne Bennett Johnson, PhD, present a 2012 Psychologically Healthy Workplace Award to Lena Fowler (*center*), chairwoman of the Board of Supervisors of Coconino County, AZ. These awards are presented annually at the State Leadership Conference hosted by APA and APAPO and recognize employers who have made outstanding efforts to promote employee well-being and performance.

The Practice Directorate promotes public access to psychological care by advancing the practice of psychology and provides 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 2012 included the following:

- Worked with state psychological associations on efforts to help psychologists position themselves for marketplace opportunities resulting from the Affordable Care Act and to confront barriers to practice in multidisciplinary systems of care. APA Practice efforts included participation in state-level health care reform summits and the creation of an APA Communities group on the APA website to assist state leaders and grassroots psychologists with health care reform implementation.
- Represented professional psychology in a multiyear process spearheaded by the Centers for Medicare & Medicaid Service (CMS) and the American Medical Association to review psychotherapy billing codes and recommend changes beginning in 2013. An extensive 2013 Psychotherapy Codes for Psychologists section was added to the APAPO's Practice Central website (see **apapracticecentral.org/codes**).
- Provided members with an array of educational materials concerning psychologists' participation in the Medicare Physician Quality Reporting System as this system transitions from a voluntary to a mandatory reporting program.
- Granted nearly $500,000 to state, provincial, and territorial psychological associations (SPTAs) for infrastructure support and legislative advocacy efforts through the Committee for the Advancement of Professional Practice. Legislative grants supported a variety of initiatives, including opening up Medicaid programs to include psychologists and psychological services, upholding standards of care against pressure to substitute lesser trained mental health providers for



At the 2012 State Leadership Conference in Washington, DC, sponsored by the Practice Directorate, psychologists from Wyoming met with Sen. John Barrasso (R-WY) *(center)* to discuss such issues as permanently repealing the Medicare sustainable growth rate cuts and legislation that would make psychologists eligible for health information technology funding.

psychologists, and pursuing the removal of legal barriers to multidisciplinary practice incorporation that hamper integrated service delivery.

- Played an active role, along with the APA Science Directorate, in the association's efforts to develop clinical practice guidelines (formerly referred to as treatment guidelines) by providing staff support to the Advisory Steering Committee for the Development of Treatment Guidelines (ASC). In 2012, the ASC selected members of the guideline development panels to draft clinical treatment guidelines for depressive disorders, obesity, and posttraumatic stress disorder.

- Participated on an International Advisory Council for CARF (Commission on Accreditation of Rehabilitation Facilities) International to help with the development of standards for the accreditation of health homes. In August 2012, APA provided formal comments, most of which were accepted, aimed at ensuring that the standards include psychological services.

- Pursued the development of telepsychology guidelines for psychologists in collaboration with the Association of State and Provincial Psychology Boards and the APA Insurance Trust. A joint task force finalized draft guidelines after an extensive public comment period.

Advocating for the Profession

Advocacy and educational efforts in 2012 by the APA Practice Directorate and the APAPO on behalf of professional psychology and consumers of psychological services included the following:

- Advocated aggressively to prevent the drastic 26.5% sustainable growth rate cut in Medicare payments from taking effect on January 1, 2013. Congress enacted the American Taxpayer Relief Act, which blocked the cut through 2013 and delayed until March 2013 an additional 2% cut across the board in all Medicare provider payments.

- Collaborated with 11 state psychological associations to challenge unprecedented rate cuts by Humana that appear to violate the federal parity law (the Paul Wellstone and Pete Domenici Mental Health Parity and Addiction Equity Act of 2008). In addition to advocating directly with state-level Department of Insurance officials, APAPO and the state associations launched a survey to gather data on the effect of rate cuts on network participation and subscriber access to care.

- Submitted comments in December 2012 to CMS in support of a proposed rule on standards related to "essential health benefits" (EHB) as required in health insurance exchange plans created as a result of the Affordable Care Act. APA expressed support for the CMS recommendation that federal parity requirements be applied to EHB standards.

- Continued supporting the New Jersey Psychological Association, a named plaintiff in a class action lawsuit against Aetna filed by psychologists, other health care professionals, and patients in federal court in New Jersey. In December 2012, Aetna agreed to a proposed $120 million settlement.

- Gained new requirements for hospital participation in Medicare and Medicaid that maintain support for hospital medical staff membership for psychologists. In May 2012, the CMS released updated rules related to medical staff membership that are consistent with psychology's advocacy efforts.

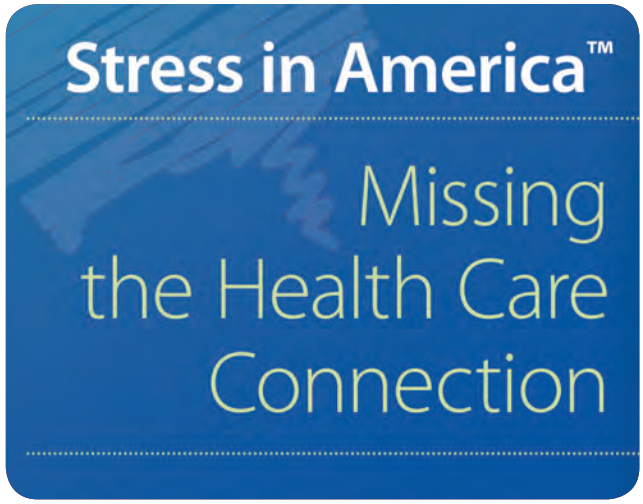
- Advocated for the inclusion of psychologists in the Medicare definition of "physician" so that psychologists can provide psychological services to beneficiaries free of inappropriate physician supervision requirements. Bills that would achieve this legislative priority gained bipartisan support in 2012.
- Called for licensed psychologists' eligibility for federal incentive payments related to adopting electronic health records. Grassroots psychologists were instrumental in efforts during 2012 to support Senate and House bills that would enable psychologists to qualify for Medicare and Medicaid incentive payments.

Educating the Public About Psychology

The Practice Directorate works to educate the public about how psychologists and psychological services benefit society and improve lives.

The ongoing psychotherapy awareness initiative consists of a multichannel communications effort that includes media outreach and digital and social media. As part of this initiative, the directorate developed materials for use by APA members and SPTAs, including a fact sheet on how psychologists can work with primary care physicians. APAPO created a series of companion tools to help psychologists and SPTAs cultivate relationships with primary care providers and state-level primary care organizations.

APA's public education activities also include an annual Stress in America survey to examine the state of stress across the country and understand its impact. The 2012 survey—"Missing the Health Care Connection"—looked broadly at the relationship between health care, stress, and behavior to examine more fully how people's behavioral health needs could be better supported in the U.S. health care system. The Practice Directorate and Harris Interactive conducted the survey in August 2012.



The 2012 Stress in America Survey—"Missing the Health Care Connection"—was released in February 2013, with a live press webinar and discussion of the results by APA CEO Norman B. Anderson, PhD, and APA Executive Director for Professional Practice Katherine C. Nordal, PhD. "We need to improve how we view and treat stress and unhealthy behaviors that are contributing to the high incidence of disease in the U.S," said Anderson.

In the aftermath of disasters such as the 2012 elementary school shootings in Newtown, CT, and Superstorm Sandy, the directorate provides resources and support through the APA Disaster Response Network. For example, APA used social media networks to disseminate information to the public quickly and efficiently in the wake of the shootings, including by means of the Psychology Help Center article "Helping Your Children Manage Distress in the Aftermath of a Shooting," which was viewed by an estimated audience of more than 4 million within days of the shooting.

The Practice Directorate engages in a wide and diverse array of initiatives that support practicing psychologists and consumers of psychological services. Additional information about legislative and other advocacy efforts is available on the APA Practice Organization website: **www.apapracticecentral.org.** ■



Alan Weil, JD, MPP, executive director of the National Academy for State Health Policy, delivered the keynote address at the 2012 State Leadership Conference. The theme of the conference recognized the critical role states will play in securing psychology's place at the table in health care reform.

PUBLIC INTEREST

Gwendolyn P. Keita, PhD
Executive Director



Courtesy of the Office of Rep. Langevin

A bipartisan group of U.S. senators and representatives held a press conference on the UN Convention on the Rights of Persons With Disabilities in December 2012. The efforts of APA's Public Interest Government Relations Office in support of Senate ratification included a grassroots mobilization campaign and advocacy with the Senate Foreign Relations Committee. The Senate voted 61 to 38, a tally that fell short of the two thirds needed to ratify the international treaty. *From left:* Former U.S. Attorney General Richard Thornburgh, Rep. Jim Langevin (D-RI), Sen. John McCain (R-AZ), and then-Sen. John Kerry (D-MA).

Applying psychological science, benefiting society: The Public Interest (PI) 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

Proposals for more than 650 papers and posters were received in October for the 10th Work, Stress, and Health conference: "Protecting and Promoting Total Worker Health™" (held in May 2013). Total Worker Health™, an expression coined by the National Institute for Occupational Safety and Health, acknowledges that both work-related factors and factors beyond the workplace contribute to workers' health and safety problems.

The office administered the APA Public Interest Awards; continued planning for the revision of the *Guidelines on Multicultural Education, Training, Research, Practice, and Organizational Change for Psychologists* (2002); disseminated the report of the APA Presidential Task Force on Preventing Discrimination and Promoting Diversity; and staffed the Board for the Advancement of Psychology in the Public Interest.

The directorate coordinates information about APA's activities relating to human rights. APA staff presented on human rights at several conferences. In addition, PI managed APA's new Web page on human rights and organized the directoratewide observance of International Human Rights Day on December 10.

Health Disparities Initiative

www.apa.org/topics/health-disparities/initiative.aspx

The APA Strategic Initiative on Reducing Health Disparities works to increase support for research, training, public education, and interventions that improve health and reduce health disparities among underserved and vulnerable populations, focusing on the health conditions of stress, obesity, and substance abuse and addiction. In 2012, activities included a meeting on "Strengthening Psychology's Role in Reducing Tobacco Health Disparities"; securing funding from the Agency for Healthcare Research and Quality to develop a Best Practices Dissemination

Network on tobacco health disparities; and establishing working groups on health disparities in boys and men and on stress and health disparities.

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 2012, PI-GRO's accomplishments included disseminating the findings of a key Institute of Medicine (IOM) study on the mental health and substance use workforce for older adults through a press release, congressional briefing, and federal advocacy campaign; securing the participation of APA member Dewey Cornell, PhD, at the Federal Partners in Bullying Prevention Summit in August; working in support of Senate ratification of the UN Convention on the Rights of Persons With Disabilities; and coordinating a congressional briefing and Capitol Hill visits to share the findings of the report of APA's Presidential Task Force on Immigration.

PI-GRO also led a panel discussion at a Health and Human Services (HHS) regional meeting on the National HIV/AIDS Strategy, highlighting APA's resolution on combination approaches; verified that a reissued National Institutes of Health program announcement contained an increased focus on lesbian, gay, bisexual, and transgender populations, largely fulfilling APA's goals for follow-up on the recent IOM report *The Health of Lesbian, Gay, Bisexual, and Transgender People*; secured the participation of APA members George Ake III, PhD, and David Rudd, PhD, ABPP, at a February hearing of the Health Subcommittee of the House Committee on Veterans' Affairs; advocated for funding for Substance Abuse and Mental Health Services Administration programs to support mental health and substance abuse services for homeless individuals and families; and spearheaded numerous advocacy activities in support of the reauthorization of the Violence Against Women Act. PI-GRO continues to direct and administer the APA Congressional Fellowship Program, which entered its 39th year.

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 and advocates for the inclusion of psychologists in national efforts on aging. The office also staffs the Committee on Aging. Because of the concerted efforts of the psychology community, psychology was highly visible in the 2012 IOM report *The Mental Health and Substance Use Workforce for Older Adults: In Whose Hands?* The office continues to promote *Assessment of Older Adults With Diminished Capacity: A Handbook for Psychologists* (2008). A survey found that two thirds of respondents reported referring to the handbook at least several times yearly, and 84% had recommended the handbook to colleagues or students.

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

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APA member M. David Rudd, PhD (*center*), testified before the Health Subcommittee of the House Committee on Veterans' Affairs on the need to help members of the military transition to civilian life. He was joined (*from left*) by Chaplain John Morris; Shelley MacDermid Wadsworth, PhD; and APA member George Ake III, PhD.

Ben Vonachen



PI-GRO coordinated a congressional briefing in May 2012 to share the findings of the report of the APA Presidential Task Force on Immigration. Participants included (*from left*) task force members Pratyusha Tummala-Narra, PhD, and Carola Suárez-Orozco, PhD; 2011 APA President Melba J.T. Vasquez, PhD; Rep. Grace Napolitano (D-CA); and task force member Dina Birman, PhD.

HIV/AIDS and staffs the Ad Hoc Committee on Psychology and AIDS. The Behavioral and Social Science Volunteer Program received its 4th year of funding from the Centers for Disease Control and Prevention (CDC) to provide capacity-building assistance to improve the effectiveness of HIV prevention services. The HIV Office for Psychology Education Program was awarded its 4th year of funding from the Center for Mental Health Services to train psychologists about HIV/AIDS. Over 160 active trainers provided free HIV and mental health training. Staff trained and certified 47 new trainers.

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. The office disseminated the report of the APA Presidential Task Force on Immigration and also staffed the Committee on Children, Youth, and Families. CYFO partnered with the Child Mind Institute in the Speak Up for Kids Campaign during National Children's Mental Health Awareness Week in May. In addition, CYFO cosponsored the Office of Child Abuse and Neglect's 18th National Conference on Child Abuse and Neglect and Head Start's 11th National Research Conference on young children and families.

Disability Issues in Psychology Office

www.apa.org/pi/disability

The Disability Issues in Psychology Office works to improve access to students with disabilities in education and training programs, increase the representation of people with disabilities within the field, and reduce stigma and discrimination toward those with disabilities. In 2012, the office expanded the online DisABILITY Resources Toolbox to help psychology training directors and faculty better support students with disabilities, developed the *Student Resource Guide* (Vol. 2) with the APA Committee on Disability Issues in Psychology (CDIP), instituted the Student/Early Career Psychologists With Disabilities Advisory Group, released the *Spotlight on Disability* newsletter, worked with CDIP members to offer diversity training on disability during the Council of Representatives' meeting and the consolidated meetings, and revised *Enhancing Your Interactions With Persons With Disabilities*.

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. In 2012, OEMA coordinated and implemented activities for the new Ethnicity and Health in America Series and, with authorization from the CEMRRAT2 (Commission on Ethnic Minority Recruitment, Retention, and Training in Psychology) Task Force, disbursed funds to eight projects and four partnership development initiatives. In addition, OEMA coordinated the selection of three 2012 awardees of OEMA's Promoting Psychological Research and Training on Health Disparities Issues (ProDIGs) grants to early career faculty at minority-serving institutions. The office also staffs the Committee on Ethnic Minority Affairs.

Lesbian, Gay, Bisexual, and Transgender Concerns Office

www.apa.org/pi/lgbt

The Lesbian, Gay, Bisexual, and Transgender (LGBT) Concerns Office works to advance the creation, communication, and application of psychological knowledge on gender identity and sexual orientation to benefit society and improve the lives of LGBT people. The office supported participation in International Network programs at the 2012 International Congress of Psychology and capacity-building projects in South Africa and the Philippines, translation into Spanish of a public information brochure, and consultation on resilience and well-being with a central Florida LGBT community leadership group. The office also staffs the Committee on LGBT.

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 predoctoral and 2 postdoctoral fellows in 2012 and hosted professional development, symposia, and networking events at the APA convention. In addition to sponsoring its 10th Psychology Summer Institute, the MFP also continues to administer the Recovery to Practice initiative and is piloting a 15-module curriculum to integrate mental health recovery-based principles into doctoral, internship, and postdoctoral psychology training programs.

Office on Socioeconomic Status

www.apa.org/pi/ses

The Office on Socioeconomic Status (OSES) promotes the scientific understanding of the roles of SES and poverty in health, education, and human welfare. In 2012, the office highlighted the resource *Best Practices in Conceptualizing and Measuring Social Class in Psychological Research* and staffed the Committee on SES. The OSES and the SES Related Cancer Disparities Program, funded by the CDC, celebrated 5 years of advocating for underserved populations. In addition, the OSES implemented social media campaigns promoting awareness of World Poverty Day, Hunger and Homelessness Week, and Human Rights Day.

Violence Prevention Office

www.apa.org/pi/prevent-violence

actagainstviolence.apa.org

The Violence Prevention Office provides training and technical assistance and disseminates information about child maltreatment, media violence, youth violence, and intimate partner violence. The ACT Raising Safe Kids Program continues to expand and is currently implemented in almost 100 communities in 18 states in the United States and in Puerto Rico, as well as in Greece, Peru, Colombia, Brazil, and Japan. More than 300 professionals were trained to conduct the program for parents/caregivers in 2012, and almost 1,300 parents/caregivers attended the 8-session program.

The 2-year U.S. Department of Justice (DOJ) grant for the Effective Providers (EP) for Child Victims of Violence Program ended on September 30. In 2012, the office conducted three regional workshops and trained 81 EP trainers, who conducted local one-day workshops for almost 700 mental health professionals. The office started a new project with DOJ and HHS to expand the EP program curriculum to the child welfare workforce nationwide.

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. In 2012, WPO staffed the fifth APA Leadership Institute for Women in Psychology; hosted a 2-day interdisciplinary conference on Women With Disabilities in STEM Education, funded by the National Science Foundation, and continued work on a research agenda to guide future research; drafted testimony for a National Academy of Sciences meeting on the status of women of color in academia; disseminated resources on postpartum depression (in multiple languages), mental health and abortion, intimate partner violence, 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

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At the opening session of the 2012 convention, APA President Suzanne Bennett Johnson, PhD (*center*), spoke with psychologists Kelly D. Brownell, PhD (*left*), and Rena Wing, PhD, about their work to address the nation's obesity crisis. Brownell and Wing were the keynote speakers at 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 those groups and the membership by managing elections, the annual convention, presidential initiatives, and the Travel Office. The focus in 2012 has been on improving the services offered to APA's governance bodies and to the general membership.

Governance Office

The Governance Office manages the flow of information among APA staff, the Board of Directors, and the Council of Representatives and staffs the office of the president. Staff members coordinate projects related to the initiatives of the president, the president's website, presidential citations, and the various APA awards programs. Staff also handle the logistics for the three annual consolidated meetings for the majority of APA's advisory boards and committees. They produce several governance-related publications, including the annual governance directory *Making APA Work for You*, the Council handbook, and revisions to the APA Bylaws and Association Rules, and they provide governance orientation to governance members and APA staff. The office also oversees the Travel Office. Included in the governance portfolio is responsibility for the Committee on the Structure and Function of Council and the Policy and Planning Board.

The executive director for Governance is the primary staff liaison to the Good Governance Project (GGP), a direct outgrowth of the strategic plan, 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 key areas where change would be useful. From that information, Council instructed the GGP to develop specific models for consideration. A final decision is expected in August 2013. Current information about the progress of the Good Governance Project may be found on the APA website (**www.apa.org/about/governance/good-governance**).

Convention and Meeting Services Office

The 120th APA Annual Convention, held in Orlando, FL, had more than 10,000 registered attendees. For the second



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Speed mentoring was a popular session at the 2012 convention. Based on a speed dating model, this interactive event, at which early career psychologists and graduate students converse with experienced, distinguished psychologists, fosters networking and shared learning in an interesting and innovative setting.

year, the convention program was available via a mobile app, which was increasingly popular with attendees, leading to a decline in the number of convention program books ordered. In addition to blogging and Twitter feeds, technology will continue to be integrated into the convention in multiple ways.

APA President Suzanne Bennett Johnson, PhD, gave the Award for Outstanding Lifetime Contributions to Psychology to two well-known researchers in the obesity arena—Kelly Brownell, PhD, and Rena Wing, PhD—who then joined her in a lively conversation about the possible causes of and interventions for the current obesity epidemic.

Division Services Office

The Division Services Office (DSO) works with the leaders of APA's 54 divisions and acts as the divisions' voice in APA's Central Office. DSO staff have recently expanded their services to assist divisions in providing more robust, efficient, and higher quality member services. One such service has been additional assistance with member recruitment and retention. Efforts at the convention resulted in a total of 521 new division memberships, and 8,834 new division memberships were added in 2012. Exciting new offerings have resulted from these services, such as improved division conferences, e-newsletters, webinars, and continuing education courses that are now available to division members.

Division Services staff support the activities of the Committee on Division/APA Relations (CODAPAR), which aims to strengthen the relationship between APA and its divisions. One way CODAPAR does this is through the Division Leadership Conference, which brings division presidents-elect to Washington, DC, each January to



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Member recruitment efforts were conducted at the Division Services booth at the convention. On the display boards, yellow stars represent new members who joined during the convention; red hearts were placed there by current division members, who attached notes explaining why they love their divisions.



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APA President Suzanne Bennett Johnson, PhD, presented a presidential citation at the August 2012 Council of Representatives meeting to Geoffrey Reed, PhD, for his leadership, vision, and sustained efforts to ensure a strong voice for psychology in global and regional health contexts. Reed, senior project officer at the World Health Organization, is coordinating the revisions to the ICD's (*International Classification of Diseases and Related Health Problems*) sections on mental and behavioral disorders and is centrally involved in revising the section on diseases of the nervous system.

work on collaborative projects and get to know APA staff members who will be valuable resources for them during their presidential year. APA also funds the Interdivisional Grant Program under CODAPAR's supervision. Five exciting projects were funded in 2012: Electronic Psychological Record Keeping: Meeting the Ethical and Legal Standard of Care Through State Specific Templates; Integrating Environmental and Social Justice; GeroCentral: An Internet Geropsychology Resource Clearinghouse; Special Concerns and Success Strategies of Women, Students of Color, LGBT, and Multi-Cultural Students in Psychology Graduate Programs; and Leadership Diversity Summit.

Election Office

The Election Office conducts APA's major elections and staffs the Election Committee. The office has moved all major balloting for offices online, increasing efficiencies and decreasing costs. There are many elections handled by this office, including 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. ■

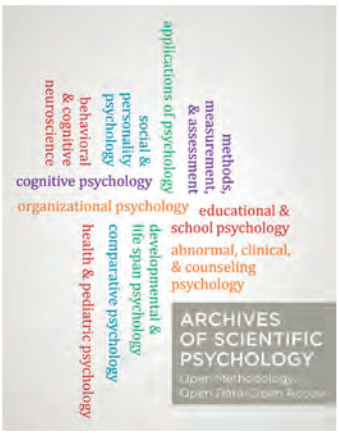


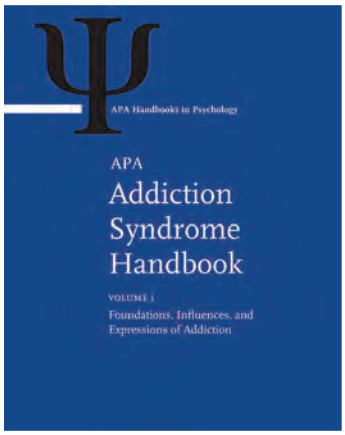
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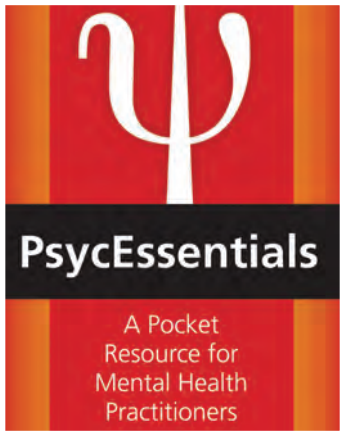
During the 2012 APA convention, the Governance Affairs Office hosted the President's Reception at the Orlando Museum of Art.

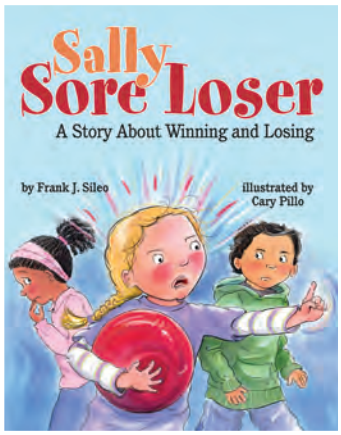
PUBLICATIONS *and* DATABASES

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 number of articles published by APA in 2012 grew to more than 3,600 in 302 journal issues, and the number of pages published increased to more than 41,800. PsycARTICLES, APA's database of full-text journal articles, added four new titles and more than 4,500 articles. By year-end, the database contained approximately 162,800 articles dating back to 1894. Throughout the year, APA Journals published more than 50 special issues or sections of journals.



The APA Journals and Journals Pro apps are available for iPad, iPhone, and Android devices. They enable users to view the most recent tables of contents and article abstracts of all published issues of APA journals. Journal subscribers can also access full-text articles. By the end of the year, the apps had a combined total of more than 50,000 downloads.

At the 2012 APA convention in Orlando, FL, APA officially launched its open methodology, open data, open access journal, the *Archives of Scientific Psychology*, and released sample issues of the *Journal of Latina/o Psychology*, a new journal to be published in 2013.

APA Books

www.apa.org/books

The sixth edition of the *Publication Manual of the American Psychological Association* maintained strong sales in

2012 and in August regained the #1 spot on Amazon's list of best-selling titles in all categories. Since its release in 2009, the *Publication Manual* has spent more than 1,000 days on Amazon's "top 100" list. Also released in 2012 was the sixth edition of the *APA Style Guide to Electronic References*.

APA Books released 42 new titles in 2012 and 50 books in Kindle editions. The Reference division of APA Books released a number of multivolume works: the *APA Handbook of Research Methods in Psychology*; the *APA Handbook of Counseling Psychology*; the *APA Handbook of Behavior Analysis*; the *APA Handbook of Psychology, Religion, and Spirituality*; and the *APA Addiction Syndrome Handbook*, which won a Choice Outstanding Academic Title award. In addition, the *APA Dictionary of Clinical Psychology* was released in both print and mobile formats.

PsycEssentials: A Pocket Resource for Mental Health Practitioners was available in standard print, e-book, and mobile app versions in 2012. The *APA Concise Dictionary of Psychology* app was released for delivery on iPad, iPhone, and Android devices and is also available in a standard print version.

Magination Press, APA's children's book imprint, released 12 titles in 2012, including *Emotions! Making Sense of Your Feelings*; *Sally Sore Loser: A Story About Winning and Losing*; and *AD/HD and the College Student*. *Chillax! How Ernie Learns to Chill Out, Relax, and Take Charge of His Anger* won the 2012 Moonbeam Children's Book Awards Gold Medal in the comic/graphic novel category.

The Video division of APA Books released 10 new titles in 2012, including *Schema Therapy With Couples*; *Working With Issues of Social Class in Psychotherapy*; and *Mindfulness for Anxiety*.

The PsycTHERAPY database was named a *Choice* magazine Outstanding Academic Title winner and became available to APA members with PsycNET Platinum and PsycNET Gold Plus. Subsets of videos in PsycTHERAPY—collectively known as the APA Clinical Training Video Series—are now available for smaller institutions that train in specific approaches such as couples therapy, behavioral health counseling, and substance abuse and addiction treatment.

During 2012, 478 book titles (39 APA books and 439 classic books) were added to the PsycBOOKS database. By the end of the year, the database included more than 3,500 titles and 52,000 chapters.

PsycINFO

www.apa.org/pubs/databases/psycinfo

In 2012, PsycINFO added 186,984 new records to the overall database and at the end of the year contained 3,378,507 records. The database now comprises more than 63 million cited references dating back to 1920. The number of journals covered by PsycINFO at the end of 2012 was 2,521.

PsycTESTS, APA's research database that provides access to psychological tests, measures, scales, surveys, and other assessments, contained 11,103 records by year's end; 73% of the test records contain the actual test or test items. The interactive wiki supplement can be found at **http://psycwiki.apa.org**.

The PsycTHERAPY database was named a Choice *magazine Outstanding Academic Title winner and became available to APA members with PsycNET Platinum and PsycNET Gold Plus.*

The PsycEXTRA database is a rich source for documents tracing the development of psychology and for cutting-edge information found in conference presentations and technical reports, patents, clinical trials, grants, full dissertations, student journals, and archived content from APA divisions and psychological associations. By the end of 2012, the database contained more than 282,000 records.

Sales, Licensing, Marketing, and Exhibitions

The marketing programs in 2012 for databases and electronic products, books, and journals collectively produced 140 direct mail and email campaigns, 6 catalogs, 90 email campaigns, 317 paid advertisements, 76 house advertisements, 3 telemarketing campaigns, 10 press releases, and 1,500 book publicity mailings—all of which resulted in more than 12 million promotional exposures for the year. The Exhibitions Marketing team organized booth displays at 42 U.S. and international conferences, reaching a combined attendance of nearly 455,000. APA books and journals were promoted at an additional 45 conferences handled by outside vendors. ■

PUBLIC *and* MEMBER COMMUNICATIONS

Rhea K. Farberman, APR
Executive Director

Vanguard Communications



APA staff and governance leaders interacted with the news media throughout the year to bring psychology's expertise to news reporting. Here APA CEO Norman Anderson, PhD, is interviewed by WAMU, the NPR affiliate in Washington, DC.

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 staffs the Customer Service Center, creates activities and materials that educate the public about the value of psychology, and communicates with members and potential members about the value of belonging to APA.

Office of Public Affairs

www.apa.org/news/press

News Media

Public Affairs responded to more than 1,000 inquiries from broadcast, print, and online news media seeking psychologists as sources for news coverage during 2012. Using APA's media referral database of more than 1,500 APA members, Public Affairs staff referred more than 3,300 psychologists to comment on issues ranging from school violence to U.S. Supreme Court rulings.

The office researched, wrote, and distributed 55 media communiqués, including advisories, question-and-answer features, and news releases, the majority of which focused on new research published in APA journals. These releases were covered in major national news outlets, including the *Wall Street Journal*, the *Washington Post*, *USA Today*, *Time*, *U.S. News & World Report*, the *Atlantic*, the *Huffington Post*, Associated Press, CBS News, ABC News.com, MSNBC.com, CNN.com, and National Public Radio. APA also received significant coverage in leading science and health news outlets, including WebMD, MSN Healthy Living, *Science Daily*, *New Science Magazine*, *e! Science News*, LiveScience.com, Medical Xpress, Everyday Health, Medical Daily, PsychCentral.com, HealthNewsDigest.com, and Healthday.com. For APA's 2012 convention in Orlando, FL, Public Affairs issued 10 news releases on research presented, receiving more than 275 placements in top national and international news outlets.

In response to the Sandy Hook Elementary School shooting in December, Public Affairs coordinated with APA's Practice Organization to provide expert referrals that led to more than 90 stories featuring APA and psychology in national news outlets, including *USA Today*, the *PBS NewsHour*, NPR, ABC News, CNN, Fox News, Voice of America, *Time*, and the *Huffington Post*.

Social Media

APA's social media presence grew substantially during 2012. Nearly 18,500 new individuals "liked" APA's flagship Facebook page, bringing the total to more than 42,000 at year-end. During that time, there were 407 posts to the APA Facebook page, each viewed on average by 7,272 individuals. Public Affairs also launched an organizationwide Twitter account in March, gaining nearly 5,000 followers by December.

APA's LinkedIn discussion group grew by 35%, gaining 1,925 members, for a total of 5,620. The association's YouTube page offered 83 videos that visitors watched more than 24,000 times.

Member Communications

In January 2012, Public Affairs launched *APA Access*, the association's first e-newsletter exclusively for APA members. The biweekly publication is an efficient and convenient way for members to stay up-to-date on psychology news and advocacy issues, continuing education opportunities, press releases, APA publishing news, new APA products, and upcoming events. Each issue was delivered to nearly 126,000 individuals (94% of all members and affiliates).

Web Strategy and Content Office

www.apa.org

Collectively, APA websites received more than 33 million visits in 2012. The APA website itself received more than 20 million visits—a 23% increase over 2011. While most of the traffic (53%) came from search engines such as Google, Bing, and Yahoo, the social media site Facebook was also a major source of traffic, accounting for 191,688 visits to all APA sites.

There was a 54% increase in visits to **apa.org** immediately after the Sandy Hook school shooting on December 14, largely due to the updated Help Center article "Helping Your Children Manage Distress in the Aftermath of a Shooting." Since 2011, visits from mobile devices such as phones, iPads, and other touch-screen tablets have almost doubled.

The Web Strategy and Content Office completed more than 6,050 projects in 2012. The office's major endeavors included the following:

- Developed an opt-in system for 19 electronic APA newsletters, in addition to other publications and research alerts, at **my.apa.org**.
- Migrated five division websites to **apadivisions.org** and launched six new division spaces in **apacommunities.org**.
- Redesigned the website of the American Psychological Foundation: **www.apa.org/apf.**
- Launched a new political action committee website for the APA Practice Organization at **www.supportpsychology.pac.org**.
- Posted PsyTalks, a series of short lectures modeled on TED talks, at **www.apa.org/psytalks**.
- Commissioned a plan to improve the performance of the search engine and improve and sunset website content.



PsyTalks, APA's series of "TED-style" presentations by prominent psychologists, was initiated by 2012 APA President Suzanne Bennett Johnson, PhD, to increase the recognition and understanding of the research of psychological scientists. In this PsyTalk, veteran TED speaker and psychologist Philip Zimbardo, PhD, analyzes the key components of a TED talk, using examples of some of his favorite talks from psychology and other fields.

- Worked with APA's Information Technology Services to improve e-commerce functionality, including promotional discounts, the sale of APA Style products, and the electronic delivery of special issues of journals.
- Overhauled the "About APA" section to improve usability and appeal.
- Redesigned APA's strategic plan page to better communicate the association's mission and vision.
- Posted more than 230 psychology-related events to the online event calendar.

Editorial and Design Services

The office's Editorial and Design Services (EDS) continues to provide in-house editing, design, and production services to APA directorates, offices, and governance groups. These services save APA money and provide high-quality publications and other media projects for members and the public. In 2012, EDS coordinated the production of over 300 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. In 2012, the *Monitor* and *gradPSYCH* launched apps to improve member access to the magazines and expand APA's reach into new markets. The apps can be used on Apple, Android, and Kindle Fire devices. (The primary marketing push for the apps began on January 1, 2013.)

In other highlights, both magazines have expanded their digital content with a variety of new videos, including the highly popular "Internship Hunters" series, which followed five psychology graduate students as they sought out accredited internships. To visit the *Monitor*'s digital edition, go to **www.apamonitor-digital.org/apamonitor**; *gradPSYCH* is at **www.gradpsych-digital.org/gradpsych**.

Membership and Convention Marketing

www.apa.org/membership

The current membership total is 134,124, including 82,963 full members and 51,161 affiliates. Within the full-member category, there are 17,699 early career members and associates; within the affiliate categories, there are 31,464 graduate students. Overall membership declined 2.2% compared to last year. The net loss to the full-member category is less than 1% (438 members), while the life status category increased by more than 11% (1,496 members moved from the full-member to the life status category).

In 2012, integrated marketing efforts focused on targeting and recruiting new members, retaining existing members, and upgrading students to full membership. The fall 2012 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. Over 1,600 graduate students upgraded to full membership in 2012.

The 2012 convention marketing campaign consisted of an integrated multimedia approach that included direct mail, advertising, email, targeted Web pages, social media, QR (quick response) codes, and personalized URLs (uniform resource locators), which helped maintain a strong advance registration rate (87% of total registrants). Total registration for the 2012 convention was 10,539.

The membership marketing team also provides staff support to the Membership Board, the Fellows Committee, and the Committee on Early Career Psychologists (CECP). In 2012, the Membership Board's proposal to change the policy of invoicing for back-year dues was approved. Starting with the 2013 renewal cycle, APA will invoice for current-year dues only (back-year dues will be forgiven unless members want to pay them to be eligible for life status). CECP received funding from the Board of Convention Affairs to host the APA Kids' Place during the convention and to award 20 early career members with $750 each to attend the convention. CECP also hosted a coffee meet-and-greet in the exhibit hall for early career attendees. The APA Council of Representatives approved 112 members as new APA fellows in 2012.

Over 32,500 members actively participated in the professional and personal member benefits program in

2012. The program offers discounts to all APA members on business, financial, travel, and consumer products. In 2012, Bank of America launched a new cash rewards program, and the car rental partners offered energy-efficient and hourly rental options. All 16 affinity partners participated in the annual Affinity Pavilion during the convention.

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 the APA journals and the BPA Worldwide audits for the *Monitor on Psychology*.

After staff's review of applications, APA elected 6,884 new members, reinstated 1,086 members, and processed applications for about 11,600 student affiliates, 700 teacher affiliates, and 550 international affiliates in 2012. Staff also handled more than 46,000 faxes, letters, and emails and processed thousands of dues and subscription payments; 46% of the renewal payments were received electronically. In addition, in collaboration with APA's Information Technology Services, the Operations unit established processes to accept new member dues payments electronically, which were implemented in October.

Service Center Communications staff handled over 64,000 direct calls in 2012. Approximately 41% of those calls were member related, 32% required directory assistance, and 24% were from members and the general public placing a book or subscription order or requesting other information. The remaining 3% were technical calls pertaining to online products and services. Additionally, staff dealt with over 40,000 faxes, letters, and emails. In 2012, the department implemented a career track program 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. The department also began preliminary discussions on implementing a "new member welcome call" campaign in 2013.

Advertising and Exhibit Sales

www.apa.org/ads

The Advertising and Exhibit Sales Department continues to embrace an integrated marketing approach for companies to reach the psychology market through APA and APAPO publications, electronic newsletters, and websites; the annual APA convention; and sponsorship opportunities. In response to the 2012 APA convention's focus on fighting obesity, Advertising and Exhibit Sales staff conceptualized and implemented a Health Challenge Pavilion for the exhibit hall in Orlando. Attendees were able to challenge themselves and their colleagues mentally, physically, and in the spirit of fun. Participants ranged in age from 6 to 86 and competed in Wii golf, dance, bowling, and basketball toss.

Recruitment advertising through PsycCareers, APA's Online Career Center, continues to evolve in an ever-changing marketplace. The ongoing partnership with the National Healthcare Career Network (NHCN) continues to expand the reach and recruiting resources for job seekers and employers. There are now more than 4,000 résumés in PsycCareers and more than 143,000 in the NHCN (across all health care disciplines). In addition, there are currently 22,256 registered job seekers in PsycCareers and more than 9,000 registered employers. ■

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APA's Advertising and Exhibit Sales staff created the Health Challenge Pavilion at the APA convention in Orlando, where attendees could actively challenge themselves and their colleagues and have some fun competing in Wii games and other contests.

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 law in a number of ways.



Amicus Involvement

The OGC worked closely with the Committee on Legal Issues (COLI), APA directorates, relevant governance bodies, psychological experts, and outside legal counsel in the review, development, and filing of four amicus briefs in 2012 to ensure that courts consider psychological research when reviewing issues of juvenile sentencing, marriage equality, and affirmative action:

- *Miller v. Alabama* and *Jackson v. Hobbs*—The Supreme Court granted review of these two cases, which present the question of the constitutionality of a sentence of life without parole for 14-year-olds who committed homicide offenses. APA took the position that the sentences violated the Eighth Amendment and laid out the way in which recent findings in neuroscience and developmental psychology support the conclusion that juveniles are less culpable than adults and that death or life without parole are inappropriate sentences for juveniles in light of their immaturity, vulnerability, and changeability. The brief highlighted research showing that adolescents are inherently more impulsive, short-sighted, and susceptible to peer influence than adults and emphasized adolescents' ability to change as they mature. In June 2012, the U.S. Supreme Court ruled that mandatory life sentences without parole for juveniles are unconstitutional, as they ignore the unique developmental attributes of youth. APA's brief was cited in both the majority and dissenting opinions. Justice Kagan, in her opinion for the majority, cited APA's brief in concluding that developments in psychology and brain science continue to show fundamental differences between juvenile and adult minds, noting that the social science supporting this conclusion has become even stronger since the Court last visited the question of life-without-parole sentences for juveniles in nonhomicide cases.
- *Golinski v. Office of Personnel Management* (U.S. Court of Appeals for the Ninth Circuit) and *Windsor v. United States* (U.S. Court of Appeals for the Second Circuit)—At issue in both cases is the constitutionality of Section 3 of the Defense of Marriage Act (DOMA). This section defines the term *marriage* for all federal purposes as "a legal union between one man and one woman as husband and wife." Section 3 prevents the federal government from recognizing the marriages of same-sex couples who are legally married in their own states and restricts the federal government from granting such couples any federal benefits it provides to opposite-sex married couples. Like briefs previously filed by APA, these briefs cited psychological research supporting the position that same-sex couples should be entitled to the same benefits as opposite-sex couples. The briefs discussed findings on the nature

of same-sex relationships, the role of child rearing, and the stigma that results from denying the use of the term marriage to same-sex unions. The briefs also cited psychological research showing that same-sex parents are as capable as heterosexual parents and that their children are as well-adjusted as other children. The U.S. Supreme Court selected the *Windsor* case as a vehicle to address same-sex marriage issues in 2013.

- *Fisher v. University of Texas at Austin*—At issue is whether the U.S. Supreme Court's decisions interpreting the Equal Protection Clause of the 14th Amendment, including *Grutter v. Bollinger*, 539 U.S. 306 (2003), permit the University of Texas at Austin's use of race in undergraduate admissions decisions. APA's brief, in support of the University of Texas at Austin, addressed many of the topics addressed by APA in *Grutter* (e.g., studies/research demonstrating that diversity in higher education promotes harmonious and productive intergroup relations). APA's brief presented scientific evidence supporting the overarching principle that institutions of higher education should be permitted to employ race-conscious admissions practices to promote the many educational benefits associated with campus diversity. The scientific conclusions set forth in the brief were grounded in 79 peer-reviewed studies on campus diversity. The brief states that (a) underrepresentation of minority groups inhibits academic performance, fosters prejudice, and hinders cognitive function and (b) subconscious racial bias continues to interfere with the effective education of nonminority students. The brief further addressed how admissions policies that increase campus diversity continue to advance the government's interests because (a) increased racial diversity improves intellectual and academic performance for minority and nonminority students and (b) diversity in higher education improves civic engagement and professional competency.

APA's brief presented scientific evidence supporting the overarching principle that institutions of higher education should be permitted to employ race-conscious admissions practices to promote the many educational benefits associated with campus diversity.

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.

COLI continues to explore current psychological/legal issues for potential future collaboration with the American Bar Association (ABA). One major undertaking initiated in 2012 was the preliminary planning for an APA/ABA National Continuing Education Conference, "Addressing the Unspeakable: Confronting Family and Community Violence—The Intersection of Psychology and Law." The conference will take place in Washington, DC, October 2–5, 2013, and will include plenary and invited sessions addressing the broad range of issues related to the exposure of children, youth, and families to violence in the home, community, and society. Some topical themes or tracks for the conference will include juvenile justice; child maltreatment and adolescent health and welfare; domestic violence; bullying or violence in schools, gangs or neighborhoods; and media violence. This conference builds on recent national efforts to address the effects of violence on children, youth, and families, including the U.S. attorney general's Defending Childhood Initiative.

During the 2012 APA convention, COLI and the APA Ethics Committee cosponsored the 2-hour continuing education (CE) program "Partners in Practice: How the Ethics Code and the Specialty Forensic Guidelines Converge." COLI also sponsored the one-hour CE symposium "Adolescent Culpability and the Supreme Court: Challenges to the Use of Social Science in Advocacy." This session addressed the brief that APA filed in *Miller v. Alabama* and *Jackson v. Hobbs*.

COLI continues its implementation of a judicial ambassadors' initiative, which provides forums for building more effective relationships between the psychological and judicial communities. Efforts were made in 2012 to collaborate with the National Council of Juvenile and Family Court Judges (NCJFCJ). NCJFCJ's 75th annual conference took place in New Orleans in July 2012, and APA sent Kimberly Larson, JD, PhD, as a judicial ambassador to speak to judges about juvenile competence remediation. COLI members also reached out to judges in other forums. ■

EXECUTIVE OFFICE

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

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During the Ethics Office annual invitational breakfast at the 2012 APA convention, Donald J. Brunnquell, PhD, received the fourth annual APA Ethics Committee Award for Outstanding Contributions to Ethics Education. *From left:* Nadya A. Fouad, PhD, 2012 Ethics Committee chair; Brunnquell; and Stephen Behnke, JD, PhD, director of the APA Ethics Office.

The Executive Office includes the Ethics Office, the Office of International Affairs, the Staff Initiatives Office, and APAGS. It also 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 and provides the Council of Representatives with data on the representation of women and racial/ethnic minorities in APA's Central Office. As of December 31, 2012, APA's workforce was 68.39% female and 45.08% ethnic/racial minority (N = 579 full-time and part-time regular employees). The percentage of racial/ethnic minority women was 32.30%. A standard deviation analysis conducted to compare the representation of women and racial/ethnic minorities in APA's Central Office indicated that no EEO job groups were statistically underutilized.

Two employee groups oversee and plan activities related to diversity, EEO, and affirmative action in APA's Central Office: the Equal Employment Advisory Committee and the Diversity Activities Planning Group (DAPG). 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 a broad range of ethical challenges that arise for psychologists.

Education is a central focus of the Ethics Office. In 2012, the office offered or was involved in 32 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. Six such programs were offered in 2012. These programs offer continuing education (CE) workshops and generate funds for the SPTAs or their affiliates. In addition, the Ethics Office participated in programs for APA divisions and the

Association of State and Provincial Psychology Boards (ASPPB).

In 2012, the 11th Annual Graduate Student Ethics Writing Prize was awarded to Rachel Wasserman, MA, of Loyola University Chicago for her paper, "Ethical Issues and Guidelines for Conducting Data Analysis in Psychological Research." A joint Ethics Committee and APAGS committee selected the winning paper, which was recommended for publication in *Ethics & Behavior*.

At the annual Ethics Office breakfast at the convention, Donald J. Brunnquell, PhD, received the fourth annual APA Ethics Committee Award for Outstanding Contributions to Ethics Education. This award is presented to a psychologist who demonstrates exceptional contributions to the profession of psychology through ethics education.

The Ethics program has a long-term educative goal of bringing diversity to the center of psychologists' ethical awareness. The Ethics Office and Committee have an active, ongoing initiative with the four ethnic minority psychological associations (EMPAs) to explore how the APA Ethics Code addresses diversity from the perspectives of the EMPAs. At the 2012 convention, the Ethics Committee and the Council of National Psychological Associations for the Advancement of Ethnic Minority Issues presented the program "Does It Work for Us: Ethnic Minority Psychological Associations Comment on the Ethics Code." Two representatives from each of the four EMPAs commented on the Ethics Code. In addition, the Ethics Committee reserves a time at each of its meetings when invited speakers address particular aspects of diversity. At the two Ethics Committee meetings in 2012, speakers discussed diversity in terms of economic and social status as well as cognitive impairment and aging.

The Ethics Office collaborated with the APA Office of International Affairs to offer programs in international venues. In July 2012, the Ethics Office director and deputy director presented at the International Congress of Psychology in Cape Town, South Africa. The deputy director gave two talks at a symposium titled "Last Chance Procreation in a Connected World: Ethics and Practice in Cross-Border Reproduction." In October 2012, the director presented "The United States and Mexico: Partners in Ethical Practice" at the annual meeting of the Mexican Psychological Society.

In 2012, the Ethics Office continued to provide staff support to a joint APA-ASPPB task force. The purpose of the task force is to highlight how ethics committees and licensing boards seek the common goal of enhancing the competent and ethical practice of psychology. The task force is part of an Ethics Office initiative to foster improved relations between psychological associations and licensing boards. The task force has been able to proceed in its work without requesting additional funding since 2007 and has presented convention programming on a yearly basis, including at the 2012 APA convention in Orlando. As part of this initiative, the Ethics Office partnered with a state psychological association and state licensing board to offer a joint program in 2012. Additional such programs are planned for 2013.

A complete description of the adjudication program, including statistics regarding all stages of ethics matter processing in 2012, can be found in the July–August 2013 issue of the *American Psychologist*.

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Rachel Wasserman, MA, of Loyola University Chicago was awarded the 2012 Graduate Student Ethics Prize at the APA convention. *From left:* Phoebe C. Ellsworth, PhD, Ethics Committee member; Wasserman; and 2012 Ethics Committee Chairperson Nadya A. Fouad, PhD.

Office of International Affairs

www.apa.org/international

APA's Office of International Affairs (OIA) leads the association's international activities by facilitating international representation, collaboration, and exchange; providing information about international issues and opportunities; and coordinating international policy initiatives. The office maintains contact with over 90 national psychological associations and over 6,500 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, supports APA's representation as a nongovernmental organization at the United Nations (UN), and manages support for the World Health Organization's revisions to the mental health chapters of the *International Classification of Diseases*.

APA expanded its international outreach as an organization in 2012 in a number of ways. APA signed memoranda of understanding (MOUs) with the national psychology associations of Japan and Spain, bringing the number of MOU partners to 11. APA's president, past president, board members, and senior staff were active participants in the International Congress of Psychology (ICP) in South Africa and in other meetings in Bolivia, Brazil, Germany, Hungary, Israel, Mexico, the Netherlands, South Africa, South Korea, and Spain. At the 2012 convention, APA hosted a special "Presidents' Initiative" that was attended by 27 presidents and senior officials from national psychology organizations in 18 countries. They were joined by close to 700 other international attendees from over 60 countries.

APA's support for international activities included registration grants to 28 U.S. psychologists to attend international conferences in 9 countries; awards to support 22 international attendees from 15 countries at the APA convention; a grant to support outreach from Brazil; and support for international scientific meetings in Bolivia, Norway, Colombia, and the United States. In addition, APA developed and implemented a travel and mentoring program for 13 students and early career scientists and 7 mentors to attend the ICP. The program was in collaboration with the U.S. National Committee for Psychological Science and funded by the National Science Foundation.

APA's representatives to the UN joined other psychology organizations to sponsor the fifth Psychology Day at the UN on the theme of vulnerable peoples. Also in 2012, APA launched the APA International Learning Partner Program, developed to facilitate travel and exchange. On a professional visit to Cuba, 16 U.S. psychologists met with Cuban psychology researchers and health care providers and set the stage for further collaboration and communication.

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 2012, based on

James Baños



In March 2012, 16 U.S. psychologists traveled to Cuba for 6 days for professional and cultural exchange as part of APA's new International Learning Partner Program. Here participants pose with Cuban colleagues from the Center for Psychological and Sociological Research, where all research is multidisciplinary.

Merry Bullock



APA's 2011–2012 graduate students at the United Nations. *From left:* interns Christina Kirkman, Fahad Rahman, Magdalena Galazyn, and Joana Kyei and UN administrative assistant Emily Dow.

the results of an organizationwide survey regarding the health and wellness habits of staff, the office introduced the "Bring a Buck, Increase Your Luck" campaign. Through this program, employees may attend group fitness classes before work, after work, or during lunch for only $1/class, which gives them the chance to win the pool of money collected from all the class fees. Participation in all classes has increased, and these programs are considered an important factor in keeping the health care premiums level for another year.

In order to have an impact on the APA community, the office partners with various staff committees. In 2012, the office cosponsored the first Suited for Change clothing drive and the first Go Casual for Charity Day, which benefited the DC Bar Association, House of Ruth, and Capital Area Food Bank. The office also began an association with Innovations for Learning, an organization that enables staff to provide online tutoring to first and second graders in the DC area who are learning to read. The office continues to help APA staff support organizations with which APA has ongoing relationships, including So Others Might Eat, Toys for Tots, and Habitat for Humanity of Washington, DC.

The office also sponsors brown bag educational lunches for staff on topics related to psychology, stress, and resilience. Among the topics covered in 2012 were stereotyping, multicultural education, findings from the Stress in America survey, careers in psychology, and bullying. The office planned staff lunches with the CEO, organized the fifth annual APA-wide Customer Service Week, sponsored the APA-wide Recognition Day, and produced 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 2012. ■

Merry Bullock



Mentors and mentees from APA's travel and mentoring program to the 2012 International Congress of Psychology in Cape Town, South Africa. The program was funded by the National Science Foundation and run jointly with the U.S. National Committee for Psychological Science to foster international interaction and exchange. *Back row, from left:* Michael Steger, Bruce Overmier, Jonathan Stange, Juliana Schroeder, Max Butterfield, Michael Beran, and Patrick Tolan. *Front row, from left:* Nan Sussman, Arpana Inman, Bonnie Brett, Bonnie Perdue, Vivian Dzokoto, Dana Basnight-Brown, and Rebecca White.

APA SERVICES *for* STUDENTS

APAGS — AMERICAN PSYCHOLOGICAL ASSOCIATION OF GRADUATE STUDENTS



The APAGS Committee and staff at the spring consolidated meeting. *Back row, from left:* Matthew FitzGerald, Michael Parent, Joshua Kellison, Ali Mattu, Paul Ascheman, Jesse Matthews, and Eddy Ameen. *Middle row, from left:* Nabil El-Ghoroury, Michelle Madore, Ethan Mereish, Jessica Andrade, Heather Dade, Rachel Becker, Lyra Stein, Gregory Wilson, and Milo Wilson. *Front row, from left:* Shanda Wells, Megan Smith, and Jennifer Vencill.

The American Psychological Association of Graduate Students (APAGS), established in 1988, is one of the largest constituency groups of APA, with 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 2012:

Internship

- Citations were awarded to Tracy Russell, CAE, Eugene D'Angelo, PhD, Cynthia Belar, PhD, and Ellen Garrison, PhD, for their advocacy to save the New York 22, interns whose positions were nearly eliminated in fall 2011.
- APAGS Chair Ali Mattu, PhD, spoke at the Council of Representatives' plenary session and on the Council floor in favor of the Internship Stimulus Package, which passed with overwhelming support at the August 2012 Council meeting.
- A citation was awarded to Michael Roberts, PhD, at the 2012 Education Leadership Conference for supporting the Internship Stimulus Package.

Advocacy

- APAGS Committee on Ethnic Minority Affairs (CEMA) members were trained in advocacy by Stefanie Reeves of APA's Public Interest Government Relations Office and advocated for the Minority Fellowship Program in visits with congressional staff in May.

Organizational Policies

- At its retreat, the APAGS Committee revised its vision and mission statements:
  - Vision: APAGS aspires to achieve the highest quality training experience for the next generation of scientific innovators, expert

practitioners, and visionary leaders in psychology.

— Mission: APAGS builds a better future for psychology by serving as a united voice to enrich and advocate for graduate student development.

Public Comments

- APAGS provided comments to the Commission on Accreditation on proposed changes to operating procedures and implementation rules and to the Board of Educational Affairs on education and training competencies for health service psychologists.

Student Resources

- The inaugural "APAGS on the Road" event at the New School for Social Research in New York in February 2012 brought more than 150 attendees. A second event, attended by more than 90 participants, was held at the Adler School of Professional Psychology in Chicago.

Conferences/Meetings

- APAGS Associate Executive Director Nabil El-Ghoroury, PhD, gave a presentation at the Hawaii Psychological Association titled "What They Didn't Teach You in Graduate School" in October 2012 as a part of the APAGS on the Road series.

- To focus on the internship crisis, APAGS cosponsored Courageous Conversations II, a dialogue between APAGS, the APA Education Directorate, and several doctoral program and internship training councils in December 2012.

Convention

- APAGS programming at the 2012 APA convention in Orlando, FL, included preparing for internship, mentoring, grant writing, publishing, advocacy, student debt and loan forgiveness options, and licensure and mobility.

Diversity

- APAGS-CEMA hosted a virtual happy hour with Carmen Vazquez, PhD, in April 2012.

- APAGS-CEMA developed a webinar for students with Carola Suárez-Orozco, PhD, titled "Immigration: Things You Must Know for Research, Training, and Practice," in December 2012.

- The APAGS Committee on Lesbian, Gay, Bisexual, and Transgender Concerns organized the largest cohort ever in its mentoring program, with over 44 pairs matched.

Science

- The APAGS Science Committee continued to work on finalizing the APAGS science journal, *Translational Issues in Psychological Science.* The journal was approved by the APA Council of Representatives in 2012. ■



APAGS members Michelle Madore, PhD (*left*), and Rachel Becker, MA, at the 2012 APA convention.

INFORMATION TECHNOLOGY SERVICES

Tony F. Habash, DSc
Chief Information Officer

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Kadidra McCloud, a technical business analyst in APA's ITS department, demonstrated some of APA's latest IT offerings—e-newsletters, customized research alerts, and new mobile apps—at the APA convention.

APA's Information Technology Services (ITS) manages the association'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.

New Budget and Financial Management Systems

In 2012, teams from ITS and the Finance Department began implementing a new financial management system for APA. The new system includes inventory management and order entry capabilities that will be integrated with the **apa.org** storefront. This financial system is scheduled to go live in 2013. A new budgeting system, which began in 2012 and was used to prepare the 2013 budget, will serve APA for many years to come.

New Phone and Call Center System

ITS implemented a new phone system in May 2012 that provides many communications options at a reduced operating cost. The system also includes a new call center application that further improves APA's service to its members and customers.

New Email Opt-In System and Customized Research Alerts

Launched in 2012, a new section on the APA website allows members to "opt in" to receive 19 of APA's key newsletters and to create customized research alerts on many topics of interest. By the end of the year, more than 170,000 people had opted in for newsletters and 13,000 for research alerts.

APA Mobile Apps Offerings

APA launched several new apps to make information available via mobile devices on Apple and Google Android equipment:

- **APA Concise Dictionary of Psychology**—This app allows users to search more than 10,000 entries directly or browse an alphabetical list, add notes about definitions, mark terms as favorites, and link directly between cross-references. It also offers Word

of the Day and Historical Figures in Psychology pop-up features, abbreviations and alternative spellings, search term suggestions, search history, and a bookcase.

- **PsycEssentials**—This app is a comprehensive pocket resource for psychotherapists. It provides quick and easy access to key information, such as state-by-state referral resources, and a wealth of guidance on working with patients.

- **APA Journals Pro**—This is a searchable database that contains content from all APA journals, ranging from the most recent publications to all archived content. The APA Journals Pro app allows users to download full-text articles (there are now more than 162,000) to a mobile device using their individual access to journals or the PsycARTICLES database. This also allows users to follow their favorite journals, receive new content notifications, bookmark and add notes to their key articles, and share content with peers.

Publishing Technology Platform

APA continues to focus on enhancing PsycNET as a delivery platform for all its electronic databases and on increasing the efficiency of its various publishing production systems. During 2012, ITS helped make psychology information more accessible than ever. APA journal articles are now available from anywhere via the Journals Pro app. Topic-based special issues of APA journals now appear in electronic form as well as in print. APA books and journals are covered in Google Scholar and Microsoft Academic and are available via many automated discovery services. A combination of human and machine intelligence was used to bring the number of psychological tests and measures in the PsycTESTS database from an initial 3,000 in 2011 to more than 10,000 at the end of 2012. In addition, APA launched the *Archives of Scientific Psychology*, its first open methodology, open data, open access journal.

The usage data on PsycNET continue to grow. In 2012, 28.2 million visitors used PsycNET (up from 21.8 million in 2011) to research psychology-related content, viewing close to 90 million pages (up from 69 million in 2011) and downloading more than 2.97 million full-text articles.

Technology Automation

Throughout 2012, APA continued to focus on using technology to enhance business processes and streamline services to members. Here are some examples:

- **APA fellowship application**—This application automates the workflow of the APA fellow application approval process. The application has already been used for its first automated cycle: the first phase of applicants entering their applications has been completed, and 146 applications have been submitted for review.

- **Media referral system**—This system, which was completely redeveloped in 2012, allows staff members of APA's Public and Member Communications office to field questions from organizations, individuals, and the media on a variety of psychological issues and to recommend experts on specific subject matters. ■



APA launched several new apps in 2012 to make information available via mobile devices on Apple and Google Android equipment. The *APA Concise Dictionary of Psychology* app allows users to search more than 10,000 entries directly or browse an alphabetical list; the *PsycEssentials* app is a comprehensive pocket resource for psychotherapists; and the Journals Pro app is a searchable database that contains content from all APA journals.

PRESIDENT'S REPORT

Suzanne Bennett Johnson, PhD



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With 134,000 members and affiliates, APA is the largest organization of psychologists in the United States and the largest publisher of psychological science in the world. It is a 501(c)(3) charitable organization whose mission is to advance the creation, communication, and application of psychological knowledge to benefit society and improve people's lives. Over 550 APA employees work to advance the association's mission through the activities of the Education, Practice, Public Interest, and Science directorates and APA's large publication enterprise. APA's governance groups—its boards and committees, Council of Representatives, and Board of Directors—provide important oversight and input. APA is also a very old organization, founded in 1892. The APA presidency is the only office in the association elected by the full membership. I will always be grateful for the opportunity to serve as president of such an august body, with its storied history and important mission.

APA's Strategic Plan

I was fortunate to serve as president under APA's first strategic plan, developed over the course of 2 years and approved in 2009 by APA's 175-member Council of Representatives. The plan consists of three major goals: maximize organizational effectiveness, expand psychology's role in advancing health, and increase recognition of psychology as a science. The plan establishes APA's priorities and guides its current and future activities. The strategic plan provided important direction to my activities as APA president and as a spokesperson for the association, influencing my selection of presidential initiatives and presidential programming at the convention.

Strategic Goal 1: Maximize Organizational Effectiveness

APA has undertaken a major review of its governance structures to improve the organization's ability to respond



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The Summit on Obesity in African American Women and Girls in October 2012, a joint initiative conceptualized by Association of Black Psychologists (ABPsi) President Cheryl Grills, PhD (*left*), and 2012 APA President Suzanne Bennett Johnson, PhD, was "a call to action," according to Grills. Over the course of 2 days, an interdisciplinary group of professionals discussed the social, cultural, economic, and biological factors relevant to obesity in African American females.

to mission-driven issues in a more efficient manner. The Good Governance Project is a multiyear activity that has involved all aspects of governance, with the Council of Representatives leading the way. We can expect the Council to make its recommendations about maintaining, changing, or modifying governance structures in 2013.

Another important aspect of maximizing APA's organizational effectiveness is assuring the next generation's involvement in the association. Currently, APA is aging at a rapid rate; the average APA member is over 54 years old. As APA president, I sought to highlight the importance of attracting young psychologists to APA by creating engagement and leadership opportunities for them and by encouraging APA to engage in strategies that appeal to younger psychologists.[1] This was a theme of the Division Leadership Conference, and many divisions have expanded opportunities for their younger members. The American Psychological Association of Graduate Students (APAGS) successfully initiated a new journal, *Translational Issues in Psychological Science*, that will give students the opportunity for greater involvement in the editorial process. APA has initiated its own TED-like talks, and "The Anatomy of a TED Talk" by Philip Zimbardo, PhD, was one of the most well-attended sessions at the annual convention in Orlando. APA now offers research alerts that can be entirely personalized to a member's interests.[2] Although APA is expanding its use of social media, including Facebook and Twitter, much more needs to be done. We need young people to be more than active participants in APA—we need them as leaders.

Strategic Goal 2:
Expand Psychology's Role in Advancing Health

This goal was consistent with my life's work; as a clinical health psychologist, I treat pediatric obesity and young people with diabetes. Chronic illness is the major health care challenge facing the United States, and psychology has so much to offer in terms of both disease prevention and management. In an effort to highlight psychology's role in health, I chose as one of the themes of my presidency the U.S. obesity epidemic. Nearly 70% of U.S. adults are overweight or obese, resulting in escalating rates of diabetes and other chronic conditions.[3]

Obesity was a major focus of the annual convention, with over 20 hours of programming and an opening session that highlighted psychologists Kelly Brownell, PhD, and Rena Wing, PhD, who received awards for Outstanding Lifetime Contributions to Psychology for their important work in this area. TOPSS (Teachers of Psychology in Secondary Schools) developed a lesson plan for high school psychology teachers on childhood obesity. As part of APA's effort to develop evidence-based clinical practice guidelines, obesity was selected as the second guideline to be developed (after depression). The Obesity Guideline Development Panel has been constituted, and their work is under way.[4] Perhaps most exciting for me was a collaboration between APA and the Association of Black Psychologists that resulted in a Summit on Obesity in African American Women and Girls held in October 2012 in Washington DC.[5]

1 See www.apa.org/monitor/2012/01/pc.aspx.
2 To receive customized research alerts on topics of your choice, log in to your MyAPA account and scroll down to the Research Alert section; select any or all from the preselected list or select Create a Custom Alert at the bottom and enter one or more keywords, following the instructions on the screen.
3 See www.apa.org/monitor/2012/04/pc.aspx and www apa.org/monitor/2012/10/pc.aspx.
4 See www.apapracticecentral.org /update/2012/12-18 /obesity-ptsd.aspx.
5 See www.apa.org/monitor/2013/01/african-american.aspx.

Health care delivery in the United States is changing to patient-centered care delivered by interprofessional teams that can effectively address all of a patient's needs, including mental health concerns. For this reason, interprofessional practice was one of the themes of my presidency, with over 20 hours of convention programming dedicated to this important topic. If psychology is to be a player in U.S. health care, psychologists must change their education and practice model from one of solo practice to one of interprofessional practice.[6] I am particularly proud of the accomplishments of the Interorganizational Work Group on Competencies for Primary Care Psychology Practice.[7] Nine organizations participated in this effort: APA Division 20 (Adult Development and Aging), Division 38 (Health Psychology), Division 54 (Society of Pediatric Psychology), the Association of Psychologists in Academic Health Centers, the Collaborative Family Healthcare Association, the Council of Clinical Health Psychology Training Programs, the Society of Behavioral Medicine, the Society of Teachers of Family Medicine, and the VA Psychology Training Council. The work group was ably chaired by Susan McDaniel, PhD.

Interorganizational collaboration is important because it brings many voices together and guides the field in a coherent manner, avoiding multiple statements and recommendations promulgated by many different groups. It broadens impact by disseminating the interorganizational work group's product beyond the reach of a single organization and sets the stage for additional collaboration as efforts are put in place to make the group's recommendations a reality. The group's product is impressive and will serve to inform practicing psychologists who want to acquire the necessary skills to move into this exciting area of patient care, guide professional psychology training programs that need to prepare their students to function effectively on interprofessional care teams, and inform other health professionals by articulating the special competencies psychologists bring to team-based integrated care. I am grateful to the organizations and their representatives for producing this important report.[8] Now it is up to our graduate education and professional practice communities to put the work group's recommendations into action.

Strategic Goal 3:
Increase Recognition of Psychology as a Science

APA's Strategic Goals 2 and 3 are strongly linked. Psychology's science is what makes it such an important potential contributor to health, including disease prevention, health promotion, disease management, quality of life, and coping with pain and disability. APA's effort to develop evidence-based clinical practice guidelines is critical because it highlights psychology as a science and will help ensure that all evidence-based treatments—including psychological treatments—are available to patients.[9] However, psychology as a science is far more than a health science. It can contribute to almost every major challenge we face. To do so, psychology must become part of the larger interdisciplinary scientific enterprise addressing today's research questions that are too complex for any single discipline to answer successfully.[10] Interdisciplinary science was one of my

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2012 APA President Suzanne Bennett Johnson, PhD (*center*), presented awards for Outstanding Lifetime Contributions to Psychology to Rena Wing, PhD (*left*), and Kelly D. Brownell, PhD, for their pioneering work in obesity research.

6 See www.apa.org/monitor/2012/03/pc.aspx.
7 See www.apa.org/monitor/2012/11/pc.aspx.
8 See www.apa.org/ed/resources/competencies-practice.pdf.
9 See www.apa.org/monitor/2012/07-08/pc.aspx.
10 See www.apa.org/monitor/2012/02/pc.aspx.



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At the 2012 convention, APA President Suzanne Bennett Johnson, PhD, signed memoranda of understanding (MOUs) with members of the Japanese Psychological Association (JPA) and the Spanish Psychological Association (COP). The MOUs articulate mutual goals between APA and those associations and agree to identify future projects and collaborative opportunities. *From left:* COP International Relations Coordinator Manuel Berdullas Temes, PhD; APA CEO Norman Anderson, PhD; COP Vice President Fernando Chacón Fuertes, PhD; Johnson; JPA President Takao Sato, PhD; and Senior Director of APA's Office of International Affairs Merry Bullock, PhD.

presidential themes, with over 20 hours of convention programming focusing on this issue. I am pleased that APA is now engaged with the Council of Scientific Society Presidents to promote interdisciplinary science and address the many barriers that exist within academic institutions (e.g., single-discipline courses; hiring, promotion, and tenure practices; financial incentives that promote maintenance of departmental silos; lack of opportunity for interdisciplinary science training within doctoral and postdoctoral graduate programs).

An Overarching Theme

Early in my presidential year, I realized that the concept of psychology as a health science and profession—as opposed to as a mental health science and profession—was actually quite foreign to many APA members. Consequently, I made this the overarching theme of my presidential year: "Psychology's Paradigm Shift From a Mental Health to a Health Science and Profession." It was the focus of my presidential address,[11] much of my writings,[12] and many presentations across the United States and the world.[13] It was also a major focus within the association as we struggled with how best to position psychology in the larger health enterprise as a science and a profession. Both are critical if APA is to meet its strategic goals. I am very pleased to report that APA has established a Center for Psychology and Health, with Norman Anderson, PhD, as its director and Randy Phelps, PhD, as head of its Office on Health Care Financing. The center brings together all of APA's health-related activities, including education and training, advocacy, public education and outreach, and member communication and education.[14]

Personal Reflections

For me, serving as APA president was not just a good experience—it was a growth experience.[15] One has many predetermined duties as APA president. Within APA, the president runs every Board of Directors and Council meeting, attends every consolidated meeting of APA's many boards and committees, and participates in the division, education, science, and state leadership meetings. The president is also APA's spokesperson at the National Academy of Sciences, at international meetings, and at a host of other events. Although these roles and responsibilities are important in their own right, the APA presidency can be so much more. It offers a platform to speak on the most pressing issues facing psychology and society. It offers the power to enhance APA's impact and reach, not only within APA but between APA and other important organizations. It also offers the opportunity to bring a real-world perspective to the dedicated staff within APA who need that type of input to function most effectively. I would be remiss if I did not acknowledge the role of my executive coach, Robert Lee, PhD, in making the APA presidency a growth experience for me. Division 13 (Society of Consulting Psychology) offers this service to every APA president. Dr. Lee offered his services gratis, and I will be forever grateful for his wisdom and support throughout my presidential year. ■

11 Johnson, S. B. (2013). Increasing psychology's role in health research and health care. *American Psychologist, 68,* 311–321.
12 See www.apa.org/monitor/2012/06/pc.aspx and www.apa.org/monitor/2012/09/pc.aspx.
13 See www.apa.org/about/governance/president/past-president.aspx.
14 See www.apa.org/monitor/2013/01/ceo.aspx.
15 See www.apa.org/monitor/2012/12/pc.aspx.

TREASURER'S REPORT

Bonnie Markham, PhD, PsyD
Treasurer



In this report I focus on our 2012 fiscal activities and the link between priorities and the allocation of resources. The strategic planning process, initiated by CEO Norman Anderson, PhD, and endorsed by the Board of Directors and Council of Representatives, has been guiding the association's financial decisions. The plan's first goal, to maximize organizational effectiveness, has as one of its objectives to "ensure the ongoing financial health of the organization." This task is complex, multifaceted, and dependent on the perspectives and expertise of many.

In addition to the superb work of the APA Finance Office with the oversight of the Board of Directors and the Finance Committee, we benefit from the guidance of financial professionals who serve on our Audit and Investment subcommittees. Their work is appreciatively acknowledged (members of the Finance Committee and its subcommittees are listed on p. S44).

APA's activities are largely made possible by human resources supported by financial resources. Most of the financial resources come from operations: dues, books, journals, licensing, accreditation, and a few other association activities. In addition, the organization owns two office buildings in Washington, DC, that are appreciating and producing substantial income, and APA has a sizable long-term investment portfolio that has benefited from wise management and the strong performance of the equity market in 2012 (see p. S47). By relying on multiple sources of revenue, APA has consistently been able to fulfill its mission despite volatility in the national and global economies, changes in membership interests and needs, and a variety of emergent conditions.

With the 2012 books now closed, I am pleased to provide the following report summarizing our financial results for the past year.

Operating Activity

Income. Electronic licensing revenues experienced strong growth in 2012, increasing 10.4% compared to 2011. However, overall revenues decreased slightly (0.3%) due to larger than expected declines in member dues, journal subscriptions, and publication sales. The dues shortfall is partially explained by Council's decision to stimulate membership by lowering the price of full membership to $140 beginning in 2012. The deviation from projections for journal and book income has led to a reevaluation of our predictive models and a careful assessment of changing marketplace behavior so as to minimize our margin of error in current and future budgeting.

Expenses. Expenses in 2012 increased by $9.1 million over those in 2011, primarily in two areas: salaries and benefits; and publication production costs. An additional $600,000 was incurred to fund the Internship Stimulus Package, a grant program approved by the Board and Council in August 2012 to address the internship crisis.

Impact. APA's commitment to psychology and the public has been tested in 2012. Mobilizing our resources to respond to Hurricane Sandy is one of many examples of the "emergent" temporarily overshadowing the urgent (e.g., the internship crisis). Each of those is then balanced with the need to address the changing face of health care in the United States and the essential task of developing and presenting psychological science to the public and decision makers to ensure that good data are available and trump

unfounded opinion. This work is expensive but well worth the price. Nevertheless, our disappointing 2012 results from operating activity will require that we tighten our belts and find ways to work more efficiently.

Options. One way we have to support forward-moving projects is to take advantage of prior boons and alternative sources of income. Designation is a mechanism to fund fixed-term, high-priority activities outside of the operating budget. Designated special projects, generally supported by surpluses accumulated in prior years, accounted for an additional $5.2 million in expenses. Designations appear as a loss because they are not supported by revenue from current-year operating activity (see Table 1, p. S45). APA has designated net assets for the following:

- **Publications and databases R&D** designation—to broaden growth opportunities in the publications and databases programs.
- **Accreditation stabilization** designation—to moderate fees charged for accreditation over time.
- **Convention** designation—to enhance programming to improve the convention experience.
- **Web relaunch** designation—established in 2007 to redesign the APA website to better meet the needs of members and the public.
- **Investment in APA Plan** designation—established in 2010 to fund the creation of new publication products, enhance IT support to facilitate the delivery of those products, and expand marketing efforts. The 2012 project cost was $2.5 million as part of a 5-year, $13.5 million investment to increase publication revenues. A $5.2 million increase in licensing revenue has been realized in 2012.
- **Web and IT** designation—established in 2011 to fund mission-critical work in the Web and IT departments.
- The 3-year **Strategic Plan Initiative** designation—established in 2012 to maximize organizational effectiveness, expand psychology's role in advancing health, and increase recognition of psychology as a science.

Additionally, during 2012, Council approved the Internship Stimulus Package, a $3 million commitment to increase the number of APA-accredited internship programs and to address the critical internship shortage. In 2012, $600,000 of this commitment was spent to address immediate needs; the remaining $2.4 million is a designation of net assets that will be disbursed at a rate of $800,000 per year for 3 years, beginning in 2013.

Overview. Overall, the net loss from total operations was $12 million, $3.2 million of which was from undesignated activities (see Table 1, p. S45). However, APA operates under a long-term financial policy that requires balanced, undesignated operating results over each rolling 3-year period, and this requirement was met for the 3 years ending with 2012.

Nonoperating Activity

These activities, which include long-term investments, real estate, and income tax expense, had a net gain of $17.6 million in 2012. Investment gains, net of investment management fees, were $9.5 million; gains from real estate activities were $8.8 million; and income tax expense was $0.7 million.

Balance Sheet

During 2012, APA's net assets increased $5.6 million (see Table 3, p. S46). Net assets are crucial for our debt covenants, Standard and Poor's (S&P) ratings, overall fiscal health, and flexibility in addressing our mission. This increase was the result of a $17.6 million gain from nonoperating activity (see Table 3, p. S46) and the $12 million loss from APA operations mentioned previously. The gain from nonoperating activity was primarily the result of gains in the long-term investment portfolio, real estate activity, and interest rate swaps associated with the building loans. (An interest rate swap agreement is designed to exchange a variable interest rate for a fixed rate.)

The value of the long-term investment portfolio increased 15% in 2012, to $73 million (see graph and chart on p. S47), primarily as the result of unrealized gains due to favorable market conditions.

The Finance Committee and the Investment Subcommittee made several modest strategic portfolio upgrades within the current asset allocation to improve investment performance while balancing risk and volatility. In addition, they made several improvements to the investment policy statement. The most significant policy change was to acknowledge the role of the association's real estate holding in the 10 G Street LLC as the equivalent of a fixed-income investment. When viewed in this way, 10 G Street represents a diversifying asset when evaluating the relative amounts of equity and fixed-income holdings within the long-term investment portfolio.

Building Operations

As of December 31, 2012, APA's buildings were virtually 100% leased. Building cash flows remain strong, and $3.5 million is distributed annually to support APA's operations. An additional $500,000 will be distributed annually to fund the Internship Stimulus Package for 3 years beginning in 2013.

On September 4, 2012, the John Hancock 10 G Street loan was renewed for a 20-year term at a fixed rate of 4.60%. This renewal will reduce annual interest expense by approximately $250,000, on average, over the life of the loan. APA will have no remaining loans on that building as of 2032. The Bank of America loan on the headquarters building at 750 First Street was renegotiated with less restrictive debt covenants to allow APA to pursue its programmatic designations, as previously discussed. At the end of 2012, APA was in compliance with all debt covenants. (Debt covenants specify standards of fiscal health required by a lender to maintain favorable interest rates.) If there are no further changes to the debt associated with the 750 First Street building, that building will be debt free in 2018.

During 2012, plans were finalized to construct a rooftop conference center at the 750 First Street building. The center will contain 12,000 square feet of meeting rooms and reception areas, with 6,000 square feet of outdoor terrace space and green roof with views of the Capitol and the Washington Monument. Construction is anticipated to span from second quarter 2013 through first quarter 2014. The estimated $10 million project cost will be funded by cash flows from the buildings. This addition to APA's headquarters has been an organizational goal since the building's construction. District of Columbia zoning laws have eased over time, and APA is now able to take advantage of this opportunity. The conference center will be available for many APA events and for use by tenants and outside organizations, generating additional rental revenue.

Summary

As I look back over the past year, two words come to mind: *challenges* and *opportunities*. Dealing with an unexpectedly large operating loss is clearly a challenge. We learned that some of our predictive models were faulty and that we can be taken by surprise when our vendors suddenly alter their business models. This challenge was also an affirmation of the new directions we have been taking in our publishing and database activities through the Investment in APA Plan.

Our students have also been experiencing challenges, as many do not match for internships. APA responded with the Internship Stimulus Package. Our efforts with this initiative have led to asserting the value of APA accreditation and an increased vigor in developing standards for health care education in psychology.

Moving ahead with seven strategic initiatives gives us the opportunity to advance our mission in key areas: member engagement, psychology work force analysis, treatment guidelines, public education regarding the value of psychological science and practice, graduate training and professional development in interdisciplinary health care approaches, addressing health disparities, and forging strategic alliances. APA is also creating the potential for more opportunities by managing its resources effectively, including its buildings, other investments, and operations.

It has been a privilege to serve APA as treasurer during this past year. Thank you for allowing me to address these challenges and opportunities. ■

APA's Public Credit Rating

In March 2013, Standard and Poor's (S&P) affirmed APA's BBB+ rating with a stable outlook. S&P cited the following positive attributes of APA's operations:

- A long history of positive operating results.
- 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 recently, with cash and investments increasing to 114% of debt and 97% of operating expenses as of the fiscal year ending December 31, 2011.

Standard & Poor's affirmation of APA's BBB+ rating reflects their anticipation that APA will generate operating surpluses, stabilize membership, and successfully manage debt structure.

2012 Finance Committee Members

Bonnie Markham, PhD, PsyD, Chair
Guillermo Bernal, PhD, Vice Chair
Jean Carter, PhD
Jessica Henderson Daniel, PhD
Lisa R. Grossman, JD, PhD
Beth N. Rom-Rymer, PhD
Thomas J. Vaughn, 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 APA Revenues and Expenses

OPERATING ACTIVITY			
	2010	**2011**	**2012**
REVENUES			
Dues and fees	$13,631	$13,212	$11,189
Journal subscriptions	13,779	13,109	12,350
Licensing	47,312	50,152	55,389
Publication sales	19,449	15,617	13,672
Other	14,546	14,047	13,181
Total Revenues	$108,717	$106,137	$105,781
EXPENSES[a]			
Salaries and benefits	$51,130	$53,451	$57,591
Publication production costs	14,106	13,091	17,397
Space costs	8,976	9,599	9,250
Boards/committees/other meetings	4,266	4,757	5,326
Consulting/contractual/temporary	10,745	11,378	11,059
Printing/postage/office	3,946	3,790	3,925
Equipment/maintenance/depreciation	8,008	6,517	6,066
Other	5,707	6,044	7,154
Total Expenses	$106,884	$108,627	$117,768
Net Gain/(Loss) From Operations	**$1,833**	**$(2,490)**	**$(11,987)**
Composition of Net From APA Operations:			
Gain/(loss) from undesignated activities	$8,435	$4,666	$(3,209)
Cash flow from buildings used for operations	(3,500)	(3,500)	(3,500)
Loss from designated activities	$(3,102)	$(3,656)	$(5,278)
Net Gain/(Loss) From Total APA Operations	**$1,833**	**$(2,490)**	**$(11,987)**

NONOPERATING ACTIVITY			
	2010	**2011**	**2012**
LONG-TERM INVESTMENT ACTIVITY			
Realized gain/(loss) on sale of long-term investments	$3,568	$5,310	$4,626
Investment management fees	(438)	(449)	(463)
Unrealized gain/(loss) - (Net) (FAS 124)	6,231	(8,501)	5,339
Net Long-Term Investment Activity	$9,361	$(3,640)	$9,502
REAL ESTATE ACTIVITY			
Ten G Street operations	$2,589	$2,384	$3,075
750 First Street operations	6,361	6,263	6,097
Unrealized (loss)/gain on interest rate swap (LLC)	(1,940)	(4,583)	316
Unrealized (loss)/gain on interest rate swap (APA)	(1,248)	(2,842)	126
Interest on 750 First Street term loan (Bank of America)	(1,318)	(1,281)	(1,248)
Deferred rent	(253)	(100)	466
Net Real Estate Activity	$4,191	$(159)	$8,832
OTHER NONOPERATING ACTIVITY			
Income tax expense/provision	$(1,139)	$(740)	$(781)
Total Nonoperating Activity	**$12,413**	**$(4,539)**	**$17,553**

Note. All figures shown in thousands. FAS = Financial Accounting Standards.

[a]Expense data in 2010 and 2011 have been restated for comparison purposes.

Table 2 Balance Sheet (Consolidated)

	2010	2011	2012
ASSETS			
Cash and short-term investments	$56,136	$57,142	$59,297
Long-term investment portfolio	67,586	63,958	73,380
Real estate/equipment	74,229	71,923	69,171
Other	37,392	41,815	37,150
Total Assets	**$235,343**	**$234,838**	**$238,998**
LIABILITIES			
Divisions/other groups	$7,941	$8,408	$9,075
Long-term debt/swap liability	119,939	124,174	120,562
Accounts payable/accrued expenses/other	17,554	18,677	19,176
Deferred revenues	50,153	51,002	52,269
Total Liabilities	$195,587	$202,261	$201,082
Net Assets	39,756	32,577	37,916
Total Liabilities and Net Assets	**$235,343**	**$234,838**	**$238,998**

Note. All figures shown in thousands.

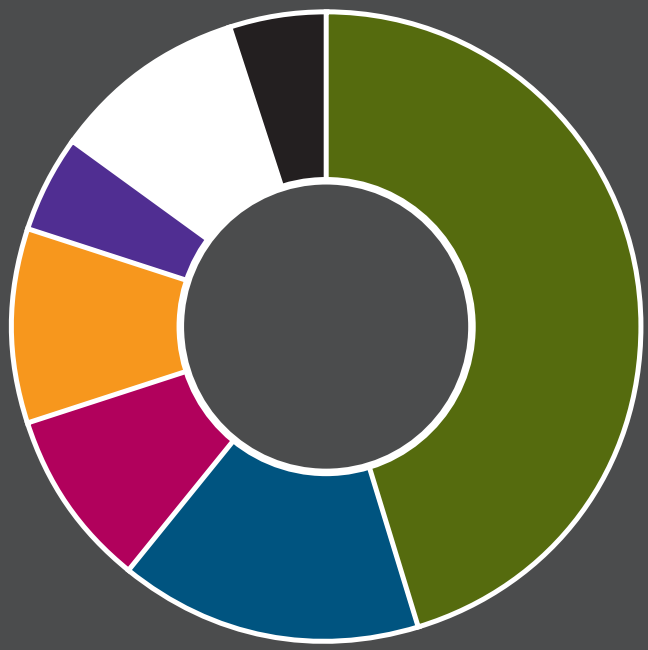
Table 3 Net Assets Summary (Consolidated)

	2010	2011	2012
NET ASSETS BEGINNING BALANCE (CONSOLIDATED)	$25,309	$39,756	$32,577
APA operations (see also Table 1)	1,833	(2,490)	(11,987)
APA nonoperating activity (see also Table 1)	12,413	(4,539)	17,553
APAPO operations	201	(130)	(271)
APAPO nonoperating activity	-	(20)	44
Total Change in Net Assets	$14,447	$(7,179)	$5,339
Net Assets Ending Balance (Consolidated)	**$39,756**	**$32,577**	**$37,916**
COMPOSITION OF ENDING UNRESTRICTED NET ASSETS			
APA unrestricted/undesignated net assets	$25,634	$15,361	$21,542
APAPO net assets	2,247	2,097	1,869
APA designated activities			
Publications and Databases R&D	667	637	612
Accreditation	1,407	992	500
Convention	1,034	484	452
Web relaunch	2,631	834	2
Investment in APA Plan	6,136	11,772	9,733
Web & IT	-	400	-
Strategic Initiatives	-	-	3,206
Ending Unrestricted Net Assets	**$39,756**	**$32,577**	**$37,916**

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

2012 LONG-TERM PORTFOLIO COMPOSITION

Large-Cap Equity	45.3%
Small/Mid-Cap Equity	15.5%
Developed Non-US	9.2%
Emerging Markets	10.1%
Real Assets/Commodities	4.9%
Non-Core Fixed Income	10.1%
Core Fixed Income	4.9%



PERFORMANCE RETURNS/MARKET VALUE

2012 Long-Term Investment Portfolio		Market Value[a] 12/31/12	% of Market Value	2012 YTD Returns (%)[b]
Southeastern Asset Management	Large Cap Equity	$29.6	40.3	17.2
Osterweis Fund	Large Cap Equity	3.7	5.0	13.3
Advisory Research	Small/Mid Cap Equity	4.1	5.6	12.7
HSBC Opportunity Fund	Small Cap Equity	7.3	9.9	-
First Eagle Overseas	Developed Non-US	3.2	4.4	14.3
Longleaf International Fund	Developed Non-US	3.5	4.8	21.2
Aberdeen EM Fund	Emerging Markets	3.6	4.9	-
Laudus Mondrian Instl EM Fund	Emerging Markets	3.8	5.2	21.0
Jennison National Resources Fund	Real Assets/ Commodities	0.8	1.1	-2.4
PIMCO Commodity Real Return	Real Assets/ Commodities	2.8	3.8	5.3
Loomis Sales Bond Fund	Non-Core Fixed Income	2.5	3.4	15.1
TCW Emerging Markets Currency	Non-Core Fixed Income	1.2	1.6	-
PIMCO Emerging Local Bond Instl	Non-Core Fixed Income	1.3	1.8	15.2
DoubleLine Total Return Bond	Non-Core Fixed Income	2.4	3.3	8.6
PIMCO Low Duration Bond Fund	Core Fixed Income	3.6	4.9	6.0
		$73.4	100%	
			Overall Return	**14.8%**
			Return Since Inception	**10.9%**

Note. EM = emerging markets.

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

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