2013 ANNUAL REPORT

of the **AMERICAN PSYCHOLOGICAL ASSOCIATION**









American Psychological Association

A SUPPLEMENT TO THE AMERICAN PSYCHOLOGIST, JULY–AUGUST 2014, VOLUME 69, NUMBER 5

ON THE COVER

Psychologists in action

TOP ROW, FROM LEFT

Carl Hart, PhD, is a professor of psychology at Columbia University, where he studies the behavioral and neuropharmacological effects of psychoactive drugs in humans. Some of his work undercuts widespread assumptions about drug users, such as the idea that most will become addicted. In his 2013 book, *High Price: A Neuroscientist's Journey of Self-Discovery That Challenges Everything You Know About Drugs and Society,* he interweaves personal memoir and scientific research to conclude that drug abuse is a symptom rather than a cause of societal ills. (Photo by Peter Ash Lee)

The APA Congressional Fellowship Program provides psychologists with an invaluable public policy learning experience working on the staff of a member of Congress or congressional committee for a year. In 2013, **Edwin Tan, PhD**, worked in the office of Rep. Michael Honda (D-CA), and **Jacquelyn White, PhD**, worked for Rep. Diana DeGette (D-CO). (© Lloyd Wolf/www.lloydwolf.com)

Washington College in Chestertown, MD, boosted its students' success by embracing an active learning curriculum and building its research program. Undergraduates **Youad Darwish** (*foreground*) and **Eshan Patel** measure sex differences in rats' central nervous systems. (© Lloyd Wolf/www.lloydwolf.com)

MIDDLE ROW, FROM LEFT

Jonathan Schwartz, PhD, helped create a new clinical training program at New Mexico State University in partnership with La Clinica de Familia, a federally qualified health center with eight sites in and around Las Cruces, NM. Second-year doctoral student **Laura James** spends 20 hours a week at clinic sites as a graduate assistant. (© Bruce Berman)

President Barack Obama greets **APA CEO Norman Anderson, PhD**, and other speakers in the Blue Room prior to the National Conference on Mental Health at the White House, June 3, 2013. (Official White House Photo by Pete Souza)

BOTTOM ROW, FROM LEFT

2013 **Summer Science fellows** visit the U.S. Capitol. *First row, left to right:* Eureka Foong Chen Yew, Jessica Braymiller, and Andrew Nelson. *Second row, left to right:* Hailey Dotterer, Shakema Lynch, and Sara Moss. *Third row, left to right:* Ho Kwan Cheung, Emily Pacic, Claire Tseng, and Jamielyn Samper. *Last row, left to right:* Anton Sytine and Juan Guevara. (Courtesy Kirk Waldroff)

Hayley Bowden (standing) and **Andrea Muniak**, students in Washington College's Transcranial Doppler lab, check changes in cerebral blood flow in response to different cognitive tasks. (© Lloyd Wolf/www.lloydwolf.com)

APA: SERVING MEMBERS, STUDENTS, TEACHERS, POLICYMAKERS, AND THE PUBLIC

APA EDITORIAL AND DESIGN SERVICES

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

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2013 BOARD OF DIRECTORS



Front row, from left: Jennifer F. Kelly, PhD; Donald N. Bersoff, PhD, JD; Suzanne Bennett Johnson, PhD; and Nadine J. Kaslow, PhD. *Back row, from left:* William J. Strickland, PhD; Elena J. Eisman, EdD; Louise A. Douce, PhD; Norman B. Anderson, PhD; Matthew E. FitzGerald, PsyD; Josephine D. Johnson, PhD; Susan H. McDaniel, PhD; and Kurt F. Geisinger, PhD. *Not shown:* Bonnie Markham, PhD, PsyD.

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YEAR IN REVIEW

It is my pleasure to welcome you to the 2013 Annual Report of the American Psychological Association. Every member can be proud of all that APA does to advance psychology to benefit society and improve people's lives. Whether your work involves research, health service delivery, helping communities, businesses, or organizations succeed, or teaching the next generation, APA does important work to support your professional endeavors.

I invite you to read this report to learn more about how your membership allows APA to advance psychological science and its application. I've noted a few highlights of the year here.

- I was proud to represent APA at the June 2013 National Conference on Mental Health. The conference brought together leaders of the mental health community, federal officials, and citizen groups to discuss improved collaboration to better meet the needs of those Americans requiring mental health care and to reduce stigma about mental health issues.
- During 2013, APA established two centers to coordinate and grow APA's activities in two areas: psychology's role in health care and psychology's contribution to organizational excellence. The Center for Psychology and Health will work to broaden opportunities for psychologists in health service delivery and help psychologists gain the skills necessary to work on integrated health care teams. The Center for Organizational Excellence has both an internal and external focus to communicate the psychological research that informs and underpins employee well-being and enhances organizational performance (for more on these centers, see pp. S32–S34).
- We continued to make process on the Good Governance Project—an initiative to make APA governance more nimble and to increase opportunity for member participation and engagement. At its August meeting, the Council of Representatives adopted six changes to the current APA governance structure (see p. S19 for more information).
- The United States made great strides this year in ensuring marriage equality for all citizens. APA made significant contributions to that progress through its amicus briefs filed in *Hollingsworth v. Perry* and *U.S. v. Windsor* (see p. S28).

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APA CEO Norman Anderson, PhD, was part of a panel chaired by Health and Human Services Secretary Kathleen Sebelius at the White House's National Conference on Mental Health in June 2013. (First aired on C-SPAN June 3, 2013.)

- APA and the American Psychological Association Practice Organization (APAPO) continued to work for fair and adequate valuation for psychological services to ensure patient access to quality mental health services.
- In December, APA released its panel of experts report, *Gun Violence: Prediction, Prevention, and Policy*. The report called for a multifaceted, public health approach to solving the gun violence crisis. It garnered national news media coverage and was shared with members of Congress.
- We continued to grow APA's outreach to and connection with the international psychology community. By year's end, APA had signed 13 memoranda of understanding with other national psychology groups. These memoranda set the stage for information sharing and collaborative programming between APA and our psychology colleagues around the globe.

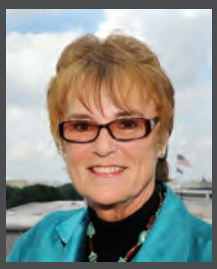
Thank you for your support of our shared mission—to ensure that the power of psychology to solve problems at the individual, local, national, and international level is fully realized. ■



NORMAN B. ANDERSON, PhD
Chief Executive Officer and Executive Vice President

DIRECTORATES & OFFICES

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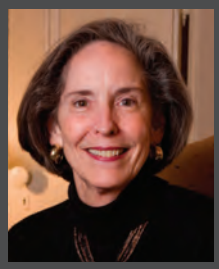
Cynthia D. Belar, PhD
Executive Director

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 psychology education and training.



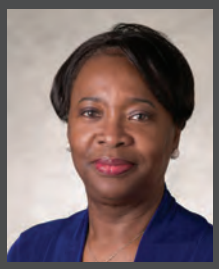
Steven Breckler, PhD
Executive Director

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 is dedicated to advancing and protecting the practice of psychology and improving the availability and accessibility of psychological services. The directorate provides information, advocacy, and other services to members of both APA and the companion APA Practice Organization (APAPO).



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

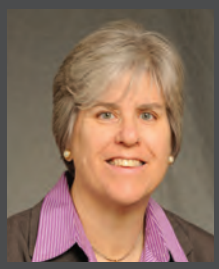
The Governance Affairs Office supports APA's governing and advisory bodies and staffs the office of the president, the Board of Directors, the Council of Representatives, the Good Governance Project (GCP) Team, and the GGP Implementation Work Group. The office manages the consolidated meetings and the Election, Division Services, Convention and Meeting Services, and Travel offices.



Gary R. VandenBos, PhD
Publisher

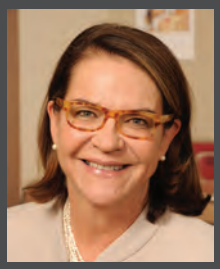
The APA Office of Publications and Databases disseminates knowledge through journals, books, abstract services, databases, and the APA PsycNET platform, ensuring continued access to essential scientific information on psychological theory, empirical research, clinical practice, and related fields for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

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Rhea K. Farberman, APR
Executive Director

The Office of Public and Member Communications (P&MC) oversees APA's outreach to the news media, manages the content and user experience of the APA website, and produces APA's *Monitor on Psychology* and *gradPSYCH* magazines. P&MC 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.



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. OGC continues to advance APA's interface between psychology and law in a number of ways.



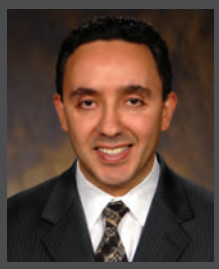
L. Michael Honaker, PhD
Deputy CEO, Executive Director for Staff Initiatives

The Executive Office is responsible for the implementation of APA policies and the management of the day-to-day functions of the association as well as several key programs: Ethics Office, Office of International Affairs, APA Center for Organizational Excellence, APA Center for Psychology and Health, Staff Initiatives Office, and the American Psychological Association of Graduate Students. It also houses the CEO, Deputy CEO, and Senior Policy Advisor and oversees APA's affirmative action policies.



Ellen G. Garrison, PhD
Senior Policy Advisor

The Senior Policy Advisor facilitates the CEO's involvement in policy issues, government relations, and interorganizational affairs; coordinates association-wide policy initiatives in such areas as health care reform, violence prevention, and human rights; serves as the APA point person on policy matters; and coordinates initiatives of the new APA Center for Psychology and Health.



Tony F. Habash, DSc
Chief Information Officer

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



Archie L. Turner
Chief Financial Officer

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

EDUCATION

Cynthia D. Belar, PhD
Executive Director



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Education Leadership Conference attendees from Georgia's 11th District met with Rep. John Phillip "Phil" Gingrey, MD (R-GA), to advocate for reauthorization of the Garrett Lee Smith Memorial Act, which supports youth suicide prevention grants in states, tribes, and institutions of higher education. *From left:* Maureen McCarthy, PhD; Jennifer Kelley, PhD; Linda Campbell, PhD; Rep. Gingrey, MD; Lee Gillis, PhD; Donna McCarty, PhD; and Candice Crowell, APAGS member.

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 psychology education and training.

A major event in 2013 was the Education Leadership Conference (ELC), the theme of which was **Ethics and Education**. Participants addressed ethics in the context of teaching, clinical supervision, administration, and training in research ethics. Also examined were innovations in the teaching of ethics. As in years past, the ELC provided an opportunity for advocacy training and visits to Capitol Hill.

As part of a multifaceted effort across the discipline and within APA to address the significant imbalance in supply and demand for accredited internships, APA awarded $800,000 in seed funding to 41 internship programs seeking APA accreditation. APA's Council of Representatives established the grant program, voting to allocate up to $3 million over 3 years to create more accredited internship positions and to promote quality training for professional practice.

The directorate contributes to a wide range of groups in a continued effort to represent psychology in the education and training community. The directorate partnered with the American Council for Education and the Student Affairs Administrators in Higher Education to create a report reviewing trends in college student mental health and promising practices that contribute to student well-being. In addition, a partnership was established with the Association of American Medical Colleges to create a set of free, online, peer-reviewed teaching materials in MedEdPORTAL to be used in the preparation of tomorrow's health professions workforce.

Cynthia D. Belar, PhD, represented APA on the executive committee and as the co-chair of the Patient-Centered Primary Care Collaborative's Education & Training Task Force and assisted in the development of the recently launched free online database that identifies innovative primary care workforce training programs throughout the United States. Belar and Cathi Grus, PhD, also participated as co-chair and committee member, respectively, of groups in support of the Institute of Medicine Global Forum on Innovation in Health Professional Education.

Advocacy and Government Relations

The Education Directorate has an active advocacy agenda. The PsycAdvocate® Training series became available online in December through the APA Office of Continuing Education. These interactive advocacy training modules are a joint collaboration between the APA Education and Public Interest Government Relations offices. The modules are designed to provide psychologists, psychology students/trainees, and others with the skills to become effective public policy advocates at the federal, state, and local levels. Information on each module is presented in a dynamic learning format that includes interactive questions and answers, demonstrations, and links to key policy resources.

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. The CoA approved and made available for public comment the proposed *Standards of Accreditation in Health Service Psychology*. In 2013 there were 952 accredited programs in professional psychology: 376 doctoral programs, 481 internship training programs, and 95 postdoctoral residency training programs. In addition, there were 791 APA-approved CE sponsors.

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 September 2013, the National Council for the Social Studies published the *College, Career, and Civic Life (C3) Framework for Social Studies State Standards: Guidance for Enhancing the Rigor of K-12 Civics, Economics, Geography, and History*. This document provides a framework for social studies in K-12 schools and now includes an appendix on psychology skills and concepts. The *C3 Framework* joins the *Common Core State Standards* and the *Next Generation Science Standards* as national guidelines for social studies, math, English language, and science education in U.S. schools.

For high school psychology teachers, the APA Committee of Teachers of Psychology in Secondary Schools held its first live webcast. Rob McEntarffer, PhD, of Lincoln (NE) Public Schools presented "Does That Psychology Demonstration Really Work?" on formative assessment.

APA also focused on the promotion of quality at the undergraduate level; in August, the Council of Representatives approved the revised *APA Guidelines for the Undergraduate Psychology Major: Version 2.0*. The *Guidelines* includes developmental levels of student learning outcomes at a foundation level, which represents the completion of approximately the first four courses in the major, and at a baccalaureate level, which represents expectations for achievement at the conclusion of an undergraduate program. In support of precollege and undergraduate students of psychology, APA launched a new student newsletter, *Psychology Student Network*, for student affiliates to share information about careers and opportunities in psychology.

APA has begun to offer webinars through its APA Online Academy for other than CE purposes (e.g., graduate education). In collaboration with the Society for Personality Assessment, APA hosted a live online session on psychological report writing; another webinar was devoted to "Strategies and Competencies for Psychological Practice in Primary

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Donald N. Bersoff, PhD, JD (*left*), and Celiane Rey-Casserly, PhD, chair of APA's Board of Educational Affairs, presented Caleb Gilchrist (*right*) with a Friends of Psychology Distinguished Service Award at the 2013 Education Leadership Conference. Gilchrist, a senior policy advisor for Rep. Danny Davis (D-IL), was honored for his commitment to addressing the growing need for mental health services and suicide prevention among students in higher education.

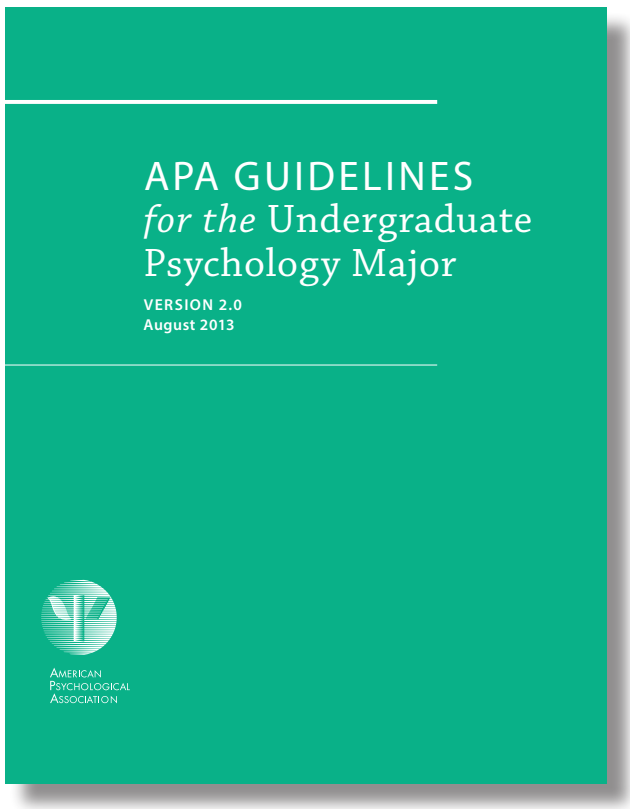


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APA hosted a conference on the Future of STEM Talent Education in July 2013. Attendees included school leaders from 20 selective science public high schools (U.S.), staff from Talent Search Programs at Johns Hopkins University and Northwestern University, state and national science education advocacy experts, and policymakers from federal agencies and foundations. Members of the conference's science education policy panel included (*from left*) Celeste Pea (National Science Foundation [NSF]), Chester E. Finn Jr. (Thomas B. Fordham Foundation), Martin Storksdieck (National Research Council), Camsie McAdams (U.S. Dept. of Education), and Richard Duschl (NSF).

Care." Nearly 500 individuals registered to participate in each. The webcasts were also recorded and are available as on-demand videos.

APA also continued to enhance its CE offerings. Of particular note was an online video project designed in collaboration with the Society of Psychologists in Management. "Conversation in Ethics for Psychologist Managers" comprises four conversations with expert psychologist-managers focused on the ethical considerations of psychologists in leadership positions. The five-module Cardiac Psychology series covers issues related to behavior and cardiac disease, including psychological interventions.



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. The Council received the report of the Task Force on Assessing and Evaluating Teacher Preparation Programs as a resource for teacher education practitioners and policymakers on how best to use data to make decisions about improvements in teacher preparation programs. The report has been distributed to key education policy organizations, including the U.S. Department of Education, and has been cited in congressional hearing testimony.

In recognition of schools that demonstrate psychologically based practices in contributing to positive learning and social-emotional outcomes, the Board of Educational Affairs awarded the first Golden Psi Award. The award, presented to Clover Avenue Elementary School, a public school in Los Angeles, recognized the school's successful strategies for raising student achievement and fostering social-emotional growth. ■

Version 2.0 of the *APA Guidelines for the Undergraduate Psychology Major* was approved by the APA Council of Representatives in August 2013. The new guidelines describe five inclusive goals for the undergraduate major that represent more robust learning and assessment activities.

SCIENCE

Steven Breckler, PhD
Executive Director

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Rep. Chaka Fattah (D-PA; *left*) greets APA presenter Margaret Bull Kovera, PhD (City University of New York), at a Capitol Hill exhibit featuring her work on the fundamental science underlying police lineups and eyewitness reliability.

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.

Here are just a few examples of accomplishments from the Science Directorate's 2013 agenda.

Advocacy/Leadership Development

Social psychologist Margaret Bull Kovera, PhD, presented her research on helping law enforcement improve eyewitness reliability to members of Congress in May. APA sponsored the presentation at an annual science exhibit on Capitol Hill designed to showcase research funded by the National Science Foundation (NSF), which was attended by over 280 legislative and executive branch staff. Kovera's research shows that double-blind conditions, in which police administrators do not know who the suspect is, can improve the accuracy of witnesses' identifications.



APA Science released a YouTube video in September urging psychologists to "Stand for Science" in the face of congressional attacks on behavioral sciences. The video encouraged psychologists and all other supporters of science to take action and urge their members of Congress to vote against any legislation threatening merit review or social and behavioral research at the NSF and other federal agencies.

In December, APA launched the Stand for Science District Campaign, a natural extension of a series of APA Science Leadership Conferences held in past years designed to stimulate advocacy by individual scientists. With this campaign, scientists with previous advocacy training in Washington, DC, will meet with their members of Congress in their home districts and states. So far, 161 psychologists have been asked to make targeted visits across 35 states. APA aims to establish science advocacy as a new social norm for researchers in psychology.

Policy Development

In collaboration with the American Educational Research Association and the National Council on Measurement in Education, APA completed a revision of the *Standards for Educational and Psychological Testing*. The three organizations have jointly sponsored editions of the *Standards* since 1966. The new version (which updates the 1999 edition) will be published in 2014. The Science Directorate provided the primary staff and logistical support for the revision effort.

The purpose of the *Standards* is to provide criteria for evaluating tests and testing practices. The *Standards* apply broadly to a wide range of standardized instruments and procedures that sample an individual's behavior, such as tests, assessments, inventories, and scales. Following coverage of fundamental concepts such as validity, reliability, and fairness, the *Standards* provides authoritative discussion in such areas as test design and development, test administration, scoring, reporting, and supporting documentation, as well as the use of tests for program evaluation and policy development. Among the topics receiving updated treatment are educational accountability, technological advances, workplace testing, and credentialing.

The Science Directorate works with the Practice Directorate to manage APA's initiative on clinical practice guidelines development. The initiative, which was approved in 2010 by the Council of Representatives, aims to develop evidence-based recommendations for treatments for particular disorders and conditions. It builds on previous APA policies on evidence-based practice and on the evaluation of treatment guidelines.

An Advisory Steering Committee (ASC) appointed by the Board of Directors designs policies and procedures for the initiative and selects topics for guideline development. Its work is informed by recent efforts of the Institute of Medicine and other health organizations to formulate principles for guideline development.

Guidelines are currently being developed for three topics: depression, obesity, and posttraumatic stress disorder. For each topic, the ASC has established a panel comprising scientists, clinicians, and community members with relevant expertise to evaluate evidence and produce recommendations. Evidence is assessed using the methodology of systematic reviews and with the assistance of federally designated evidence-based practice centers, which provide an objective perspective on the full range of existing research. Final versions of APA guidelines for these topics are expected to be released by 2016.

Research Training and Funding

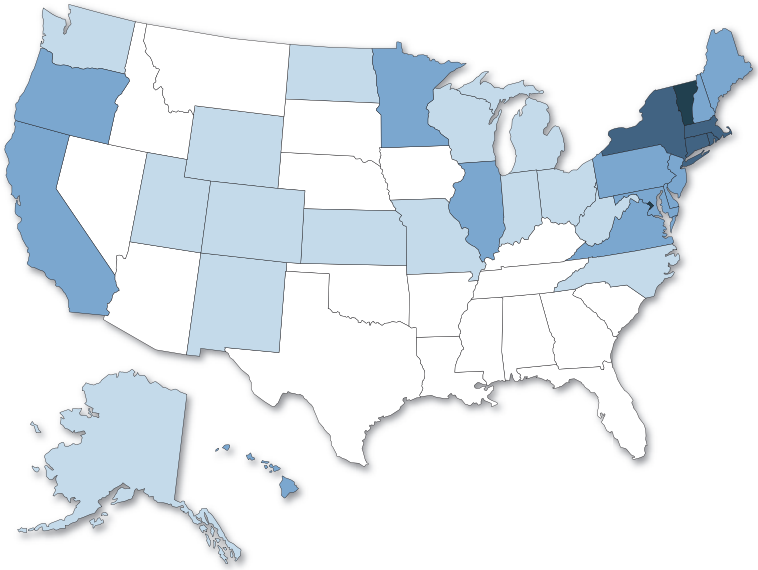
The APA Advanced Training Institutes program offers exceptional training opportunities to both established and new scientists. Learning in small groups from experts, these participants have been able to examine such topics as exploratory data mining, research methods with diverse ethnic and racial groups, and nonlinear methods for psychological science.

The Science Directorate's undergraduate summer research training program, the Summer Science Fellowship (SSF) program, continues to attract exceptional undergraduate scholars. This valuable 6-week experience gives rising college seniors a taste of what graduate school in psychological science can be like, along with practical advice about applying to graduate school, developing research ideas, and deciding on career directions. The George Mason University Department of Psychology has hosted the SSF program the past several years, and many of its faculty have served as research mentors to the 12 students.

Nicolle Singer



2013 APA Advanced Training Institutes: Structural Equation Modeling in Longitudinal Research, held at the University of California, Davis.



Distribution of Licensed Psychologists in the United States, per 100,000 population, 2012

Licensed Psychologists per 100,000

- 0 - 25.0
- 25.1 - 35.0
- 35.1 - 50.0
- 50.1 - 100.0
- 100.1 - 175.0

Note. Data are from the 2012 APA state licensing board list by the American Psychological Association (2014) and 2012 population estimates by the U.S. Census Bureau (www.census.gov/popest/data/historical/2010s/vintage_2012/state.html).

Center for Workforce Studies

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.

One area of focus in the center's work is understanding the representation of licensed psychologists in the U.S. workforce. Questions addressed include geographical distribution, populations served, areas of specialization, cultural competence, and participation in integrated health care settings. Over 100,000 licensed psychologists provide services in the United States, but they are not distributed equally across regions of the country.

A new focus for CWS is how the U.S. federal statistical system represents the discipline and the profession of psychology. The Standard Occupational Classification (SOC) system guides the Bureau of Labor Statistics in its classification of all participants in the labor force and is used to drive policy decisions and the allocation of resources to local communities. The SOC does not always place psychologists properly within the broader occupational fields; thus, a major effort for the center is to provide recommendations to the federal government for improving these classifications.

The center also works in collaboration with other groups to collect and disseminate data bearing on the psychology workforce. One example is the annual Faculty Salary Survey, done in partnership with the Council of Graduate Departments of Psychology. The survey provides an annual assessment of academic salaries and how those relate to rank, gender, area of specialization, and other variables. ■



Kirk Waldroff

2013 Summer Science fellows visit the U.S. Capitol.

PRACTICE

Katherine C. Nordal, PhD
Executive Director

APA Photo



APA Executive Director for Professional Practice Katherine C. Nordal, PhD, and Director for the Engelberg Center for Health Care Reform and Chair in Health Policy Studies at the Brookings Institution Mark B. McClellan, MPA, MD, PhD, gave opening session speeches on health care reform at the 2013 State Leadership Conference.

The Practice Directorate is dedicated to advancing and protecting the practice of psychology and improving the availability and accessibility of psychological services. The directorate provides information, advocacy, and other services to members of both APA and the companion APA Practice Organization (APAPO).

Advancing Practice

The Practice Directorate collaborates with psychology leaders nationwide on many activities to protect and advance professional psychology. Selected efforts in 2013 included the following:

- With several key provisions of the Affordable Care Act taking effect January 1, 2014, the directorate worked to promote psychologists' varied professional roles and to protect consumer access to psychological services in the changing health care system. For example:
  - The Practice Directorate submitted comments to the Centers for Medicare and Medicaid Services in support of the proposed final rule on standards related to essential health benefits packages to be included in health insurance exchanges (HIEs). The final rule specifies mental health and substance use disorder services, including behavioral health treatment, among 10 required health insurance benefit categories.
  - APAPO was part of an early advocacy effort, in collaboration with the Connecticut Psychological Association, to influence the process of qualified health plans (QHPs) gearing up to participate in state-level HIEs. APAPO took a lead role in communicating with top state officials to raise objections to the behavioral health fee schedules published by one of the QHPs participating in Connecticut's exchanges. Health plan representatives indicated they intend to address APAPO's concerns.
- Supported by Practice Assessment payments from members, APAPO granted nearly $500,000 to state, provincial, and territorial psychological associations for infrastructure support and legislative advocacy efforts in 2013. Legislative grants supported a variety of professional initiatives, including opening up Medicaid programs to include psychologists and psychological services, defending licensed psychologists' scope of prac-

APA Photo



Cathleen Rea, PhD, federal advocacy coordinator for the Virginia Psychological Association, shakes hands with Rep. Scott Rigell (R-VA) before meeting with his staff to stress the importance of making psychologists eligible for incentive payments to adopt electronic health records. *From left:* Rep. Rigell; staffer Abby Gunderson; Dr. Rea; Carolyn Sahni, PhD; and Paul Perrin, PhD.

tice, and ensuring appropriate roles for practitioners in integrated health delivery systems.

- In collaboration with the APA Science Directorate, the APA Practice Directorate continued to play an active role in the association's initiative to develop clinical practice guidelines. The three guidelines currently being created in line with best practices for guidelines development include depression, obesity, and posttraumatic stress disorder. Final versions of these guidelines are expected by 2016.

- To keep members informed and up to date on telepsychology service delivery, the Practice Directorate tracks related developments at the federal and state levels. In 2013, the directorate's Office of Legal and Regulatory Affairs updated its 50-State Review to guide psychologists in navigating telepsychology regulations and provisions in their state. The Winter 2014 issue of the APA Practice Organization's *Good Practice* magazine included a special section on telepsychology.

Advocating for the Profession

Advocacy and educational efforts in 2013 by the APA Practice Directorate and APAPO on behalf of professional psychology and consumers of psychological services included the following:

- Called for fair and adequate valuation for psychological services in Medicare to ensure patient access to care throughout the country. Following extensive advocacy by APAPO, an 8% jump in the 2014 Medicare payment pool allocated for psychological services meant psychologists gained the second highest increase in payment allocation among all Medicare provider groups.

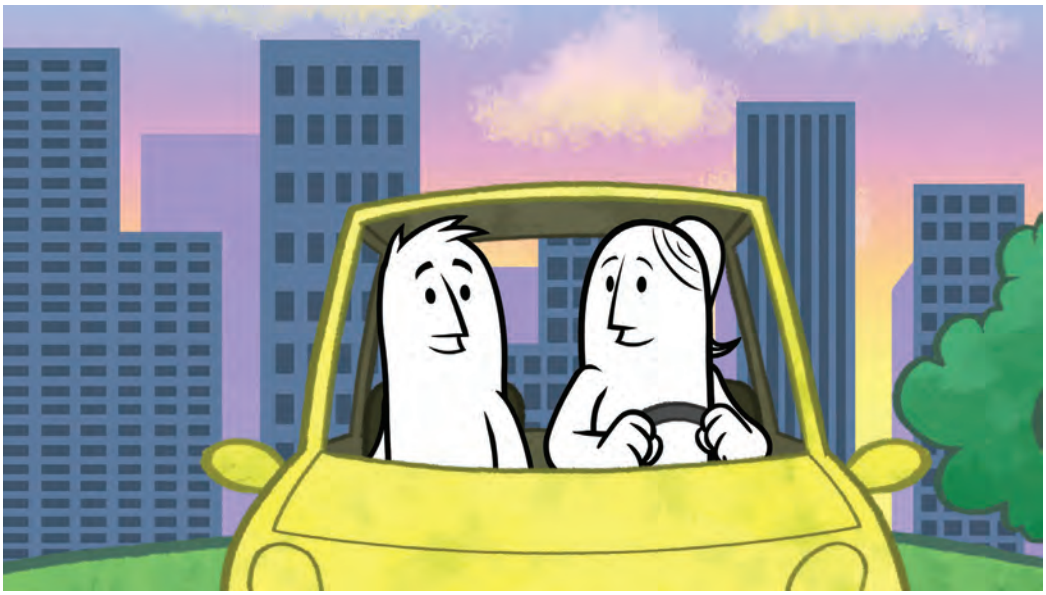
- Continued seeking eligibility for incentive payments for licensed psychologists to adopt electronic health records. As sought by APAPO, three bills introduced in Congress during the latter half of 2013 would provide such incentive payments. APAPO continues working actively to build support for these bills by encouraging psychologists to urge their members of Congress to cosponsor the legislation. Also among APAPO's legislative advocacy priorities for 2013 was building support for bills that would add psychologists to the Medicare definition of "physician" and thereby end unnecessary requirements for physician supervision of licensed psychologists.

- Advocated for the equitable inclusion of psychologists in the evolving health care system. In response to an August 2013 request from the Senate Finance Committee, APA and APAPO submitted a detailed letter to the committee addressing issues concerning Medicare and Medicaid, including patient access to care and reimbursement.

- Gave input to Congress on proposals to repeal the Medicare Sustainable Growth Rate (SGR) formula, the current method intended to curtail growth in Medicare payments. In November 2013, we provided written feedback on a draft proposal by the three congressional committees with Medicare jurisdiction to repeal the SGR and reform the Medicare payment system.

Educating the Public about Mind/Body Health

The Practice Directorate spearheads APA's Mind/Body Health campaign, which educates targeted audiences including women, families, and primary care providers about the critical value psychological and behavioral science add to health care delivery. The campaign promotes psychologists as



In November 2013, the Practice Directorate produced "Psychotherapy: Friends Helping Friends," a short video that is part of APA's psychotherapy awareness initiative promoting the benefits of psychotherapy as a treatment for depression. This episode, the third in the series, focuses on warning signs of mental illness and provides pointers for the public on how to encourage a friend or relative to seek help.

health care practitioners trained to help individuals overcome barriers and adopt behavior changes that aid in disease prevention and management.

Campaign highlights in 2013 included the following:

- Conducted the annual Stress in America survey along with Harris Interactive. The survey serves as a platform for educating consumers about the connection between stress and health. In February 2013 APA released Stress in America™: Missing the Health Care Connection, which revealed a gap between what Americans want from the health care system and the support they actually receive to manage their stress and make lifestyle and behavioral changes. News coverage of the survey generated more than 700 stories within the first week of release and included high-profile coverage in *USA Today* and NBC News. Additional information is available online at **stressinamerica.org.**



The Practice Directorate's report Stress in America™: Missing the Health Care Connection garnered widespread national media coverage in 2013.

- Expanded the psychotherapy awareness initiative in November 2013 with a new animated video "Psychotherapy: Friends Helping Friends" and expanded content on APA's Psychology Help Center. The new video is the third in the series on psychotherapy and was viewed nearly 60,000 times by the end of 2013. The psychotherapy awareness initiative is designed to make consumers and the public more aware of the effectiveness of psychotherapy as a treatment option.

Among the directorate's other community outreach initiatives is the Disaster Response Network (DRN), a group of approximately 2,500 licensed psychologists with training in disaster response who offer volunteer assistance to relief workers and survivors in the aftermath of disasters. In 2013 DRN psychologists aided survivors and Red Cross workers on several disaster relief operations, including flooding in central Colorado and Calgary, Alberta; the shooting at the Washington, DC, Navy Yard; the Boston Marathon bombing; and local bus and train accidents and residential fires in several states. At the 2013 APA Convention, the DRN Advisory Committee led a symposium session on "Readiness, Response, and Resilience: The Many Ways Psychologists Can Help With a Disaster."

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.** ■

PUBLIC INTEREST

Gwendolyn P. Keita, PhD
Executive Director



New 2013–2014 Mental Health and Substance Abuse Services fellows on a site visit at Kūlana Hawai`i, a behavioral health center in Honolulu, August 2013.

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

Public Interest, with the National Institute for Occupational Safety and Health and the Society for Occupational Health Psychology, convened the 10th international Work, Stress, and Health conference—Protecting and Promoting Total Worker Health™—May 16–19, 2013, in Los Angeles, CA, attracting nearly 800 participants from 39 countries. Planning began for the 11th Work, Stress, and Health conference—Sustainable Work, Sustainable Health, Sustainable Organizations—May 6–9, 2015, in Atlanta, GA.

The PI executive office administered the APA Public Interest Awards and the Donald N. Bersoff Presidential Initiative Awards to Multicultural Programs, all of which were presented at the 2013 APA convention. The office also provides ongoing staff support to the Board for the Advancement of Psychology in the Public Interest (BAPPI).

PI launched a new blog, Psychology Benefits Society (**http://psychologybenefits.org**), which attracted 96,000 views by year's end. PI also released the video "Girls Talk: Sexualization of Girls" (**www.apa.org/pi/women/programs/girls**), which received over 25,000 views.

Human Rights

www.apa.org/topics/human-rights

The office coordinates information about APA activities relating to human rights. Staff provided support for BAPPI's Human Rights Initiative, including arranging a meeting ("Psychology and Human Rights: A Town Hall Meeting") at the APA convention, and held a roundtable discussion ("Community Psychology and Human Rights: Exploring the Connections") at the 14th Biennial Conference of the Society for Community Research and Action to inform the initiative.

Health Disparities Initiative

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

APA's Health Disparities Initiative supports research, training, public education, and interventions that improve health and reduce health disparities among underserved and vulnerable populations. The initiative secured grant funding from the Agency for Healthcare Research and Quality for creation of the Best Practices Dissemination Network and an accompanying app focusing on best practices in cessation and prevention of tobacco use in populations with health disparities. The initiative also launched two health disparities-related working groups: on boys and men and on stress. A seminar series began in 2013, the first of which featured Carl Hart, PhD (Columbia University), who presented a hard look at the science of drug addiction and U.S. drug policies.

Public Interest Government Relations Office

www.apa.org/about/gr/pi

PI-GRO works to inform federal policy by promoting psychology in the public interest and engaging with Congress, the administration, and executive branch agencies on a wide range of issues. In 2013, PI-GRO's accomplishments included advocating for the reauthorization of the Violence Against Women Act and mobilizing APA grassroots support for its successful passage; advocating against cuts to key programs in the federal budget; supporting paid family leave and paid sick days, SNAP "food stamps" funding, and unemployment insurance; submitting testimony to the Senate HELP Committee on needed improvements in children's mental health; advocating for funding for geriatric training programs and the Older Americans Act reauthorization; supporting LGBT employment rights legislation that passed the Senate; and mobilizing APA grassroots support for legislation to fight HIV discrimination.

The office also secured the participation of Erin Andrews, PsyD, for a congressional briefing on the National Council on Disability report on ensuring the rights of parents with disabilities and worked to advance the UN Convention on the Rights of Persons with Disabilities. In addition, the office arranged for APA member Lisa Bowleg, PhD, to address unemployment at a Congressional Black Caucus event; disseminated the APA Presidential Task Force report on immigration to Hill offices and urged adoption of key elements of the report within comprehensive immigration reform; and continued to support provisions to reduce health disparities in the Affordable Care Act. PI-GRO continued to direct and administer the APA Congressional Fellowship Program as it entered its 40th 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 aging efforts. In 2013 the office supported the update of the *Guidelines for Psychological Practice With Older Adults*. The office also mobilized psychologist participation and provided resources to the Center for Medicare and Medicaid Services National Partnership to Improve Dementia Care and Reduce Antipsychotic Medication Use in Nursing Homes. The office cohosted the webinar "Caregivers as Partners and Clients of Behavioral Health Services" for over 800 workers in aging

© Nick Cretter



Erin Andrews, PsyD (*right*), speaking on behalf of APA at the congressional briefing "Rocking the Cradle: Ensuring the Rights of Parents With Disabilities and Their Children," April 17, 2013.

Heather Durban







APA's Office on Socioeconomic Status organized staff participation in the March on Washington at the National Mall, Washington, DC, August 28, 2013, the 50th anniversary of the original March on Washington for Jobs and Freedom in 1963. *Top left (from left):* APA staff members Ashley Johnson and Donella Graham; APA member Meg A. Bond, PhD; and APA staff member Tanya Burrwell.

services, in collaboration with the U.S. Administration on Aging. The office provides ongoing staff support to the Committee on Aging.

Office on AIDS

www.apa.org/pi/aids

The Behavioral and Social Science Volunteer (BSSV) Program developed and provided direct support/training to 170 community-based organizations in 2013. The HIV Office for Psychology Education (HOPE) Program conducted 40 trainings for over 1,000 attendees and maintained two online CE courses. The Office on AIDS and the Ad Hoc Committee on Psychology and AIDS worked with Black Entertainment Television to develop a nationwide survey to determine the HIV/AIDS issues most important to teens and collaborated with the American Academy of HIV Medicine in publishing a special issue of the *HIV Specialist* on HIV mental health issues.

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. CYFO coordinated APA's participation in the Speak Up for Kids campaign in May 2013, in conjunction with National Children's Mental Health Awareness Week. CYFO also cosponsored the second National Children's Mental Health Summit—Healthy Development: Changing Frames and Expanding Partnerships to Promote Children's Mental Health and Social/Emotional Well-Being—which was hosted by the Interdivisional Task Force on Child and Adolescent Mental Health. The office, with Task Force on Immigration Chair Carola Suárez-Orozco, PhD, also developed a video featuring undocumented youth in America. CYFO continues to provide staff support to the Committee on Children, Youth, and Families.

Disability Issues in Psychology Office

www.apa.org/pi/disability

The Disability Issues in Psychology Office works to eliminate bias against and promote equal opportunity for persons with disabilities in psychology education and training, research, and professional practice. The office continues to work with the Student/Early Career Psychologists With Disabilities Advisory Group to develop a guide with vignettes elucidating the barriers encountered by students with disabilities in their education and training programs, including ways to better address the needs and concerns of students and early career psychologists with disabilities. With the Committee on Disability Issues in Psychology, the office released the convention edition of the *Spotlight on Disability* newsletter and developed two booklets on telehealth services. The office provides staff support to the Committee on Disability Issues in Psychology.

Office of Ethnic Minority Affairs

www.apa.org/pi/oema

The Office of Ethnic Minority Affairs (OEMA) works to expand the roles of ethnically/culturally diverse people in psychology. In 2013, OEMA coordinated and implemented activities for the new Ethnicity and Health in America Series, which raises public awareness concerning the varied health concerns of America's people of color. OEMA

provided staff support to the CEMRRAT2 (Commission on Ethnic Minority Recruitment, Retention, and Training in Psychology) Task Force, and with authorization from the task force, disbursed CEMRRAT Implementation Grants to 11 projects and four partnership development initiatives. OEMA also coordinated the selection of three 2013 awardees of OEMA's ProDIGs (Promoting Psychological Research and Training on Health Disparities Issues at Ethnic Minority Serving Institutions) grants to early career faculty at minority-serving institutions. OEMA Senior Director Tiffany G. Townsend, PhD, secured funding from the National Institute of Mental Health for a 3-year continuation of the Cyber Mentors program, a joint initiative with APA's Office on AIDS. The office provides staff support to the Committee on Ethnic Minority Affairs.

Lesbian, Gay, Bisexual, and Transgender Concerns Office

www.apa.org/pi/lgbt

The Lesbian, Gay, Bisexual, and Transgender Concerns Office (LGBTCO) 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. In 2013, the office secured two grants: (a) a 5-year, $1 million cooperative agreement with the Centers for Disease Control and Prevention (CDC) that funds the Safe and Supportive Schools Project to help 19 state education agencies establish supportive environments for middle and high school students as an approach to preventing HIV and other sexually transmitted infections; and (b) a $300,000, 3-year grant from the Arcus Foundation to support the work of the International Psychology Network for LGBTI Issues. The office provides staff support to the Committee on LGBT Concerns.

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 29 predoctoral and 2 postdoctoral fellows in 2013 and hosted professional development, symposia, and networking events at the APA convention. In addition to sponsoring its 11th Psychology Summer Institute, the MFP also administers the Recovery to Practice initiative and finalized its 15-module curriculum to integrate mental health recovery-based principles into doctoral, internship, and postdoctoral psychology training programs, which launched early in 2014.

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 addition to staffing the Committee on Socioeconomic Status, the office released the inaugural annotated bibliography *Examining the Structural Determinants of Poverty* and its *Student Resource Guide*. Following 5 successful years, the SES Related Cancer Disparities program, funded by the CDC, concluded its performance period, having trained over 500 community-based cancer professionals at 29 workshops across the United States. The office also coordinated social media and APA activities for the 50th anniversary of the March on Washington for Jobs and Justice and promoted awareness concerning World Poverty Day and Hunger and Homelessness Awareness Week.

Violence Prevention Office

www.apa.org/pi/prevent-violence
actagainstviolence.apa.org

Psychologists and other professionals trained by ACT/Raising Safe Kids offered the program to thousands of parents and caregivers in almost 100 communities in the United States and in Brazil, Colombia, Puerto Rico, Greece, Peru, and Japan. The office continued work on the LGBT program for parents and began development of *Parenting in Challenging Times*, a DVD featuring four experts and a discussion guide. Although funding from the U.S. Department of Justice Office for Victims of Crime for the Effective Providers for Child Victims of Violence Program has concluded, the office continues to disseminate program materials to mental health professionals and others to increase their knowledge of evidence-based assessment tools and therapy models to treat children victimized by violence.

Women's Programs Office

www.apa.org/pi/women

The Women's Programs Office (WPO) works to improve the status, health, and well-being of women as psychologists and as consumers of psychological services. WPO staffed the Committee on Women in Psychology (CWP), the Task Force on Trafficking of Women and Girls, and the sixth annual APA Leadership Institute for Women in Psychology. The WPO, CWP, and Center for Workforce Studies hired a visiting scholar to review the current research on gender in the psychology workforce. WPO also completed the final report for the Women With Disabilities in STEM Education Research Agenda Development Project, funded by the NSF; developed the Intimate Partner Violence consumer brochure; and disseminated resources on postpartum depression, mental health and abortion, and the sexualization of girls. ■

GOVERNANCE AFFAIRS

Nancy Gordon Moore, PhD, MBA
Executive Director

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Some of the many faces behind APA's Good Governance Project, a multiyear effort to optimize the association's governing system for the needs of the 21st century.

The Governance Affairs Office addresses the needs of APA's governing and advisory bodies and staffs the office of the president, the Board of Directors, the Council of Representatives, the Good Governance Project (GGP) Team, and the GGP Implementation Work Group. In addition, the office manages the consolidated meetings and the Election, Division Services, Convention and Meeting Services, and Travel offices. Governance staffs the Policy and Planning Board, the Board of Convention Affairs, the Committee on the Structure and Function of Council, and the Committee on Division/APA Relations.

GGP Implementation Work Group

Building on its extensive assessment of the current status of APA's governance system in 2012, the Good Governance Project (GGP) released its final report, *Recommended Changes to Maximize Organizational Effectiveness of APA Governance*, in June 2013. This report presented seven areas of proposed change to enhance APA's governance system: enhancing technology use, developing leaders, creating a triage system, refocusing the Council's work and realigning boards and committees, separating fiduciary roles, reconfiguring the Board of Directors, and providing new structural options for the Council of Representatives. In August 2013, Council considered seven proposals to change APA's governance structure and adopted six of them. Council also approved a motion to develop a plan to implement the recommendations outlined in the GGP report.

Upon approval of these motions, Phase 2 began with the formation of an Implementation Work Group (IWG), to which 2013 APA President Donald N. Bersoff, PhD, JD, appointed 22 members. IWG was charged with developing the specific implementation plans for the governance changes and presenting these plans to Council for approval beginning in February 2014. Since its creation, IWG has worked diligently on its charge, holding two in-person meetings and numerous virtual meetings. In an effort to increase transparency, IWG provided periodic updates on its progress through virtual town halls and written reports. Current information about the progress of the GGP is on the APA website (**www.apa.org/about/governance/good-governance**).

Convention and Meeting Services Office

There were 11,384 attendees at the 2013 APA convention in Honolulu, Hawai'i. Planning for the 2014 convention in



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The opening session of the 2013 APA convention in Hawai'i began with an award-winning hula kahiko (ancient hula) combining drums, chanting, and fluid movement and performed by Kawaili'ula, a Honolulu-based halau (school of dance). The APA Convention and Meeting Services Office, part of Governance Affairs, organizes the opening session and the rest of the convention program.

Washington, DC, August 7–10, commenced soon thereafter; 2014 will be the first year the Convention Task Force recommendations go into effect, designed to create a more streamlined and programmatically thematic meeting. To accomplish this goal, a Central Program Group (CPG) was tasked with selecting collaborative programs from proposals submitted by divisions and developing high-quality, cross-cutting programs along central themes. The CPG selected 78 proposals out of the 167 submitted, for a total of 125 program hours. Review criteria include broad appeal, current and timely topic, originality and innovativeness, interactive/creative format, scientifically based, and attention to diversity. Use of one of the 2014 themes was also a factor. In addition, continuous improvement of overall program quality is now promoted by an annual training session with division program chairs, conducted by the Board of Convention Affairs each January.

Division Services Office

The Division Services Office supports the activities of APA's 54 divisions by providing an array of both free and moderately priced contractual services. Division Services has contractual agreements with 37 of the divisions, covering such services as publication production (paper and electronic), webinars, bylaws review and membership votes, membership marketing campaigns, officer and committee support, and division executive committee meeting and conference arrangements. Division Services is excited to be working with Divisions 17, 35, 44, and 45 to plan and carry out the ninth National Multicultural Conference and Summit, which will be held in January 2015.

In addition, Division Services staff support the activities of the Committee on Division/APA Relations (CODAPAR), which aims to strengthen the relationship between APA and



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At the 2013 convention, APA President Donald N. Bersoff, PhD, JD (*center*), honored two individuals with Lifetime Achievement Awards: Antonette Zeiss, PhD (*left*), for her tireless work with and commitment to the U.S. Department of Veterans Affairs; and a posthumous award to Albert Ellis, PhD, accepted by his wife, Debbie Joffe Ellis, MDAM (*second from left*). Dr. Bersoff also awarded presidential citations to Barbara Van Dahlen, PhD (*second from right*), founder and president of Give an Hour, and Jon Nachison, PhD, founder of the Stand Down project.



© Joseph Esser

In his presidential address at the 2013 APA convention, Donald Bersoff, PhD, JD, spoke on "Protecting Victims of Violent Patients While Protecting Confidentiality."

its divisions and provide information on resources and best practices that will allow the divisions to thrive. One way CODAPAR does this is through the Division Leadership Conference, which brings division presidents-elect to Washington, DC, each January to work on collaborative projects and acquaint themselves with APA staff members, who will be valuable resources for them during their presidential year.

Another CODAPAR project is the Interdivisional Grant Program. Five unique projects were funded through this program in 2013: Coaching Psychology Competency Project, Collaborative Perspectives on Addiction, Short Course in Policy Involvement by Psychologists, Dissemination of Evidence-Based Practices for Children: Needs and Barriers at State and Local Levels, and the Forensic Practitioner's Toolbox.

Division Services also staffs the APA Policy and Planning Board (P&P), which in 2013 turned its attention to the topic of APA guidelines—their history, value, and use. At the request of the Board of Directors, P&P developed a process that will be used to fund review of these guidelines so their usefulness to psychologists, educators, students, and the public will be maintained.

Election Office

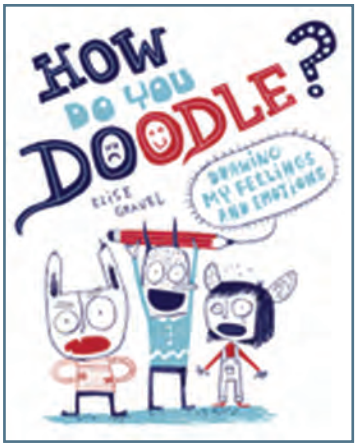
The Election Office manages APA's president-elect, Board of Directors, and board and committee nominations and elections; Council elections; division officer elections; the apportionment ballot and bylaws amendment election; APAGS, TOPSS, and PT@CC elections; and the CEO evaluations, confirmations, and reconfirmations. The Election Office also supports the Election Committee.

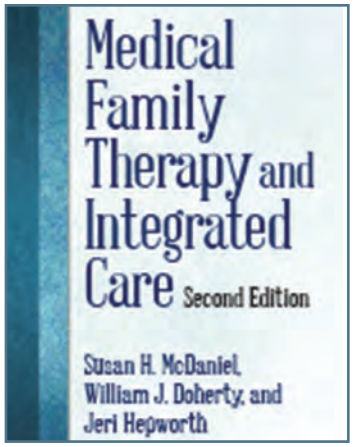
The 2013 Division Officers and Division and State, Provincial, and Territorial Association council representative elections that were launched on April 15 were conducted online for the first time. Members with a functional email address on file with APA had their ballot sent to them electronically. Those without a functional email address were sent a paper ballot. At the time of this writing, most respondents found the voting to be easy, efficient, and user friendly. APA now conducts all but the apportionment ballot and bylaws amendment elections online. The CEO evaluations, confirmations, and reconfirmations are also conducted online. ■

PUBLICATIONS & DATABASES

Gary R. VandenBos, PhD
Publisher









From left: Particularly Exciting Experiments in Psychology (PeePs) is a free bimonthly resource summarizing key trends common to six APA journals focusing on experimental psychology. APA's Magination Press book *How Do You Doodle?* won a Mom's Choice Award gold medal in 2013; APA Books released *Medical Family Therapy and Integrated Care* (2nd ed.); *Military Psychology* is the bimonthly journal of APA's Division 19 (Society for Military Psychology).

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 2013 grew to more than 4,229 in 339 journal issues, and the number of pages published increased to more than 46,450. PsycARTICLES added 12 new titles and more than 14,500 articles. By year-end, the database contained approximately 178,274 articles dating back to 1894. Throughout the year, APA Journals published more than 50 special issues and sections.

APA Books

www.apa.org/books

The sixth edition of the *Publication Manual of the American Psychological Association* maintained strong sales in 2013 and since its release in 2009 has spent more than 1,200 days on Amazon's "top 100" list.

In 2013, APA Books released 44 new titles and 166 books in Kindle editions. The Reference division of APA Books released the *APA Handbook of Psychology, Religion, and Spirituality* (3-vol. set); the *APA Handbook of Testing and Assessment in Psychology* (3-vol. set); the *APA Dictionary of Lifespan Development Psychology*; the *APA Handbook of Multicultural Psychology* (2-vol. set); *Graduate Study in Psychology* (2014 ed.); the *APA Dictionary of Statistics and Research Methods*; and the *APA Handbook of Sexuality and Psychology* (2-vol. set).

LifeTools, APA's self-help imprint, released *25 Lessons in Mindfulness: Now Time for Healthy Living*; *Creating Well-Being:*

Four Steps to a Happier, Healthier Life; and *Train Your Mind for Peak Performance: A Science-Based Approach for Achieving Your Goals*.

Magination Press, APA's children's book imprint, released 12 new titles in 2013, including *Goodbye, Brecken; I Can't Do Anything!; Some Days Are Lonely; No, No, NO!; How Do You Doodle? Drawing My Feelings and Emotions;* and *Healing Days: A Guide f or Kids Who Have Experienced Trauma*.

In 2013, some of the Magination Press titles that won awards included *Sally Sore Loser: A Story About Winning and Losing*—*ForeWord* Magazine, Gold Award; *Toodles and Teeny: A Story About Friendship*—*ForeWord* Magazine, Gold Award; *Silence*—*ForeWord* Magazine Book of the Year Bronze Medalist; *Ben's Flying Flowers*—*ForeWord* Magazine Book of the Year Bronze Medalist; *Emotions! Making Sense of Your Feelings*—Family Choice Awards, Gold Medal; and *Understanding Myself: A Kid's Guide to Intense Feelings and Strong Emotions*—Family Choice Awards, Gold Medal.

The Video division of APA Books released 11 new titles in 2013, including *Dream Work in Practice*; *Cognitive–Behavioral Therapy for Late-Life Depression*; *Stepfamily Therapy in Practice; Accelerated Experiential Dynamic Psychotherapy (AEDP) With a Male Client; Multicultural Care in Practice;* and *Emotion-Focused Therapy in Practice: Working With Grief and Abandonment*.

By the end of the year, PsycBOOKS contained more than 3,700 books and 55,400 chapters—nearly 1,000 APA books and 2,772 classic books on psychology, including 80 books from the 16th, 17th, and 18th centuries.

PsycINFO

www.apa.org/pubs/databases/psycinfo

In 2013, PsycINFO added 192,756 new records to the overall database. At the end of the year, the database contained 3,572,296 records. The database now contains more than 66 million cited references dating back to 1920. The number of journals covered by PsycINFO at the end of 2013 was 2,547.

The APA PsycNET mobile app is now available for iPhone, iPad, and Android phone and tablets. The mobile version of APA PsycNET is a free, light version of the existing web platform but acts similarly to the web version. Some of the features include basic search functionality, browsing, citation finder, sorting and filtering of search results, and the ability to save, email, and export search strategies and results.

APA PsycNET introduced some new features in 2013. Citations can now be exported to Mendeley, a popular web-based reference manager and PDF organizer used by researchers and students. The 25 most frequently downloaded articles in PsycARTICLES can now be identified; for individual journals, the 5 most frequently downloaded items can be identified. In addition, some new social media icons have been added so that users can readily share links to APA PsycNET content on Facebook, Twitter, Google+, and Delicious.

By year-end, the PsycTESTS database contained 17,900 records, and the total number rose to 19,650. The percentage of full-text tests was 76%.

The PsycEXTRA database grew by approximately 38,400 records in 2013 and now contains 310,831 records. The database underwent a reload in April, which allowed for several new enhancements: (a) the addition of a Test and Measures field and a Grants/Sponsorship field to match PsycINFO; (b) DOIs for all records, which creates persistent linking for users; (c) enhanced abstracts with linkable "see cases"; (d) document identifiers for clinical trials, patents, technical reports, and legislation; (e) revised media types of video, audio, and interactive; and (f) the separation of web article and blog document types.

Sales, Licensing, Marketing, and Exhibitions

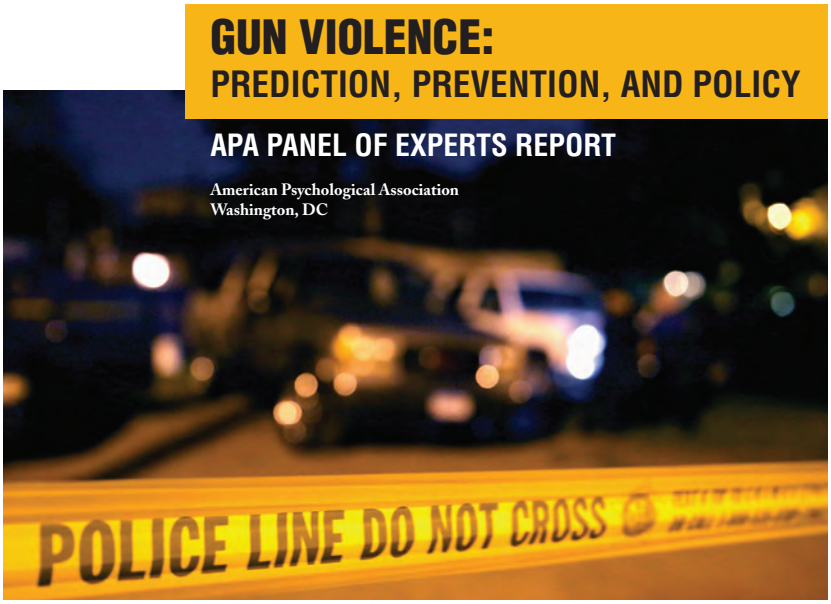
APA finalized a national deal that allows all Veterans Affairs (VA) hospitals in the United States to access PsycINFO, PsycARTICLES, PsycBOOKS and PsycTESTS. This initiative, funded by the VA national office in Washington, DC, provides 136 VA Medical Centers access to these four key APA resources. The agreement renews annually.

As of year-end, the marketing programs for electronic products, books, and journals contributed to and supported product sales efforts by collectively producing 158 direct mail campaigns, 6 catalogs, 139 email campaigns, 253 paid advertisements, 1,569 house advertisements, 5 telemarketing campaigns, 6 press releases, 1,200 book publicity mailings, and booth displays at on-site exhibitions and product displays handled by outside vendors at additional conferences. In combination, all such efforts resulted in more than 15 million promotional exposures for the year.

In 2013, the Exhibitions Marketing program organized booth displays at 49 U.S. and international conferences, with a combined attendance of nearly 635,000. APA books and journals were promoted at an additional 50 conferences handled by outside vendors. ■

PUBLIC & MEMBER COMMUNICATIONS

Rhea K. Farberman, APR
Executive Director



In February 2013, APA commissioned a panel of experts to review the available scientific research on the precursors of gun violence and how such violence can be reduced in the United States. The report, released in December, offers a comprehensive view of strategies and policies that have proven effective in predicting and preventing gun violence. The report received widespread coverage in print, online, and broadcast news outlets, including in *The New York Times* and *USA Today,* as well as through APA's audio news release and social media presence.

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 800 inquiries from broadcast, print, and online news media seeking psychologists as sources for stories during 2013. Using APA's media referral system, staff made more than 3,400 referrals of APA member psychologists to comment on issues ranging from Internet addiction to gun violence prevention.

The office researched, wrote, and distributed 62 press communiqués, including news releases, advisories, and question-and-answer features, many of which focused on new research published in APA journals. These releases were covered in major national news outlets, including *USA Today*, *Los Angeles Times*, *Time*, *U.S. News & World Report*, Huffington Post, NBCNews.com, National Public Radio, *CBS Evening News*, *ABC World News*, and *Fox News*. APA also received significant coverage in leading science and health news outlets, including Science Daily, e! Science News, Medical News Today, HealthNewsDigest.com, and PsychCentral.com.

APA's expert panel report *Gun Violence: Prediction, Prevention, and Policy* gained coverage in more than 50 print, online, and broadcast news outlets, including in *The New York Times*, *USA Today*, *Chicago Tribune*, *Los Angeles Times*, *The Philadelphia Inquirer*, *U.S. News & World Report*, *Politico*, NBC News.com, and several NBC affiliate television news programs. An APA audio news release about the report's findings also aired on more than 1,500 radio stations, reaching more than 12.8 million listeners. APA's Facebook post of the gun violence report was viewed by 232,448 people and directly engaged 3,068 users who either posted a comment or shared the post with others on social media.

For APA's 2013 convention in Honolulu, the news media kit included three advisories and five news releases on research presented and resulted in more than 85 placements in top national and international news outlets.

Social Media

APA's social media reach continued to expand during 2013. APA's flagship Facebook page received 35,583 new likes, a 50% increase over 2012, growing at an average of 5.12% per month, to bring the total to nearly 80,000 likes at year-end. During that time, APA posted 385 items to the page, each viewed on average by 18,025 individuals. APA's organization-wide Twitter account gained nearly 13,000 followers, growing at an average rate of 10.4% per month, rising to 18,623 by the end of the year. APA's LinkedIn page grew by 78%, gaining 27,541 followers, for a total of 35,516. The association's YouTube channel gained nearly 1,500 subscribers, growing at an average of 19.46% per month, and offered 167 videos that visitors watched more than 121,000 times.



Public Affairs launched a monthly audio podcast in September. Called "Speaking of Psychology," the podcast series attracted more than 1,600 subscribers each month, with listeners downloading the four episodes released in 2013 more than 16,000 times.



Tapping into Google's nonprofit advertising grant program, APA ran display ads on Google search results to promote its Psychologist Locator and PsycCareers platform, as well as to recruit new members. Throughout 2013, the ads were displayed nearly 4.4 million times, generating more than 35,000 click-throughs to APA's website, at an in-kind value of almost $48,000.

Member Communications

APA's all-member email newsletter *APA Access* consolidates member email messages to provide monthly updates on APA advocacy, continuing education, new products, news releases, and events. Each issue of *APA Access* was delivered to more than 127,000 individuals (95% of all members and affiliates). An average of 19.36% of recipients opened each issue in 2013 (20% is the industry standard) and clicked on links within the emails an average of 3,168 times.

Web Strategy and Content Office

APA websites received more than 40.3 million visits in 2013. The main website, **apa.org**, accounted for nearly 25 million visits, an increase of 25% from the previous year.

Traffic from search engines such as Google, Bing, and Yahoo accounted for 58.3% of all visits in 2013. Social media continued to grow as a traffic generator. For instance, Facebook links drove 268,175 visits to all APA sites in 2013, up 39% from the prior year. The percentage of all traffic viewed on mobile devices continued to grow in comparison to 2012. Smartphones generated 7.1% of total visits, while tablets generated 3.49% of visits, compared to 2012 totals of 2.85% and 2.04%, respectively.

The Web Strategy and Content office completed nearly 5,900 projects in 2013. Major projects included:

- Upgrade of Tridion content management system in collaboration with APA's Information Technology Services (ITS), allowing for better display and more efficient control of content on APA websites.
- Installation of new search engine on APA websites (also in collaboration with ITS), leading to more accurate and reliable search results.
- Redesign of PsycPORT to display more relevant news about psychology.
- Development of web pages for the Center for Psychology and Health, highlighting the contributions of psychology to the improvement of health care nationwide.
- Expansion of the Social Media and Mobile Apps section to include new platforms such as Pinterest, Google+, the "Speaking of Psychology" podcasts, and the Public Interest blog. APA now has 63 social media and multimedia feeds.
- Migration of five more division websites to **apadivisions.org** and launch of two new division spaces in **apacommunities.org.** This brings the total number of division websites hosted by APA to 23.

- Development of a standardized email newsletter template in collaboration with Editorial and Design Services to speed production and posting of APA e-newsletters.
- Design and implementation (with ITS) of a guest checkout capability, including the option to log in with Google credentials, for ordering physical items.
- Reorganization of numerous site sections, including About APA; Reports and Brochures; Careers; and Lesbian, Gay, Bisexual, and Transgender Concerns.

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 2013, EDS coordinated the production of over 300 projects, including the *APA Annual Report*; the *APA Convention Program*; APA's expert panel report *Gun Violence: Prediction, Prevention, and Policy*; task force reports; and electronic and print newsletters, logos, public information brochures, promotional materials, and 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. Both magazines also offer digital editions, accessible via apps and on any computer.

To visit the *Monitor*'s digital edition, go to **www.apamonitor-digital.org/apamonitor**; *gradPSYCH* is at **www.gradpsych-digital.org/gradpsych**.

In 2013, the *Monitor* covered such topics as evidence-based alternative therapy techniques, psychologists as members of design teams, and new research on the importance of sleep. *gradPSYCH* took on dealing with grad school debt, APA's work to address the internship shortage, and what students can do if they suffer from the imposter syndrome.

Membership and Convention Marketing

www.apa.org/membership

The current membership total is 129,595, including 82,043 full members and 47,552 affiliates. Within the full-member category, there are 17,155 early career members and associates; within the affiliate categories, there are 29,466 graduate students. Overall membership declined 3.4% compared to last year. The life status category increased by 7.4% (1,090 members moved from the full-member to the life status category).

In 2013, integrated marketing efforts focused on targeting and recruiting new members, retaining existing members, upgrading students to full membership, and engaging members. The fall 2013 recruitment campaign went to thousands of nonmembers in targeted groups (early and mid-career psychologists, graduate students, teachers, nonmember convention attendees, former members, and unconfirmed members). By year's end, 18,424 new members or affiliates joined APA. The overall decline in APA membership resulted from a larger number of current members or affiliates failing to renew their membership. Over 1,500 graduate students upgraded to full membership in 2013. New engagement efforts included a spotlight campaign targeting early career members and inviting them to nominate new members, take a short survey, and renew their membership, as well as a new member welcome campaign greeting new members through a personal telephone call, a brief survey, and a first-year anniversary card thanking them for their membership.

The 2013 convention marketing campaign consisted of an integrated multimedia approach involving 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 (90% of total registration). Total registration for the 2013 convention was 11,384.

The membership marketing team also provides staff support to the Membership Board, the Fellows Committee, and the Committee on Early Career Psychologists (CECP). In 2013, the Membership Board held its first open meeting for all boards and committees to share information about APA membership data and survey data. 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 $1,000 each to attend the convention. CECP also sponsored five sessions at the convention and hosted a coffee meet-and-greet in the exhibit hall for early career attendees. CECP had two items reviewed by the APA Board of Directors: (a) to create an official definition of early career members as being within 10 years' receipt of the doctorate and

(b) to engage new talent in APA governance by having an early career seat on all APA boards and committees.

The APA Council of Representatives approved 146 members as new APA fellows in 2013. Over 32,500 members actively participated in the Discounts Program in 2013. The program offers discounts to all APA members on business, financial, travel, and consumer products. In 2013, Bank of America launched a new Merrill Edge product, and UPS, ID Theft Assist, and Therapy Sites were added to the program. All 16 affinity partners participated in the annual Affinity Pavilion during the convention.

Membership and Customer Service Center

The Service Center Operations unit is responsible for maintaining the member, subscription, and customer database records and processing new member and affiliate applications, dues and subscription payments, and book orders. The Circulation staff of the unit handles the postal filings for APA journals and the BPA Worldwide audits for the *Monitor on Psychology*.

After staff's review of applications, APA elected 6,236 new members, reinstated 1,227, and processed applications for about 9,700 student affiliates, 760 teacher affiliates, and 450 international affiliates in 2013. Staff also handled more than 41,500 faxes, letters, and emails and processed thousands of dues and subscription payments; 57% of the renewal payments were received electronically.

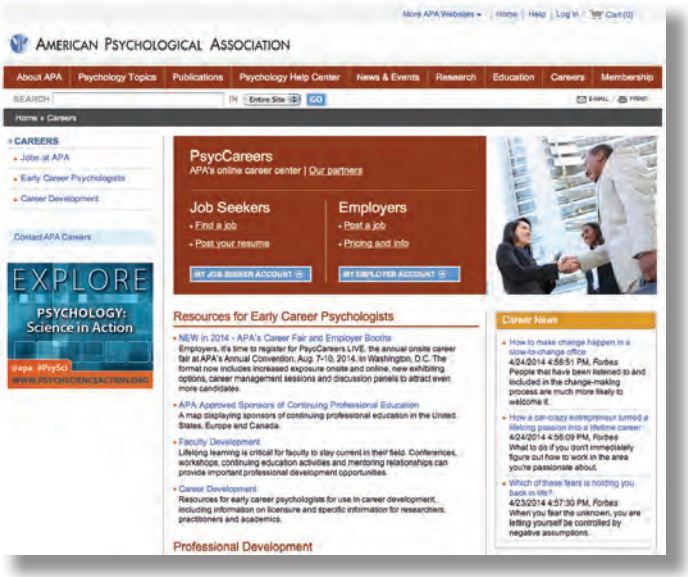
Service Center Communications staff handled over 61,000 direct calls in 2013. Approximately 40% of those calls were member related, 32% required directory assistance, and 25% were from members and the general public placing a book or subscription order or requesting other information. The remaining 3% were technical calls pertaining to online products and services. In addition, staff dealt with over 32,000 faxes, letters, and emails. In 2013, the department began calling new members to welcome them and provide basic information about APA and some of the resources they can access. During the past 12 months, approximately 2,000 new members were randomly selected to be called. Those members were surveyed during the first quarter of 2014 to determine the effectiveness of the campaign. The unit has continued to make random calls in 2014 to select new members. It is anticipated that this mode of outreach will have a positive impact on member relations and will help retain members.

Advertising and Exhibit Sales

www.apa.org/ads
www.apa.org/convention/exhibitors
www.psyccareers.com

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 APA annual convention; and sponsorship opportunities. In 2013 Advertising and Exhibit Sales staff saw a continued shift of advertising dollars to electronic media, particularly *APA Access*, *Practice Update*, the digital edition of the *Monitor*, and the APA convention app.

Expanding recruitment advertising and career management resources for APA members through PsycCareers, APA's Online Career Center, continues to be a priority.



Through Boxwood Technology, our backend career center provider, the functionality of PsycCareers has expanded to include responsive web design for smartphone and tablet users, a career learning center that includes career management video resources, social media integration where job seekers and employers can share job postings, and a new featured employer profile for recruiters who want to raise their visibility in the psychology job market. ■

OFFICE OF GENERAL COUNSEL

Nathalie Gilfoyle, Esq.
General Counsel

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The Office of General Counsel (OGC) is responsible for all aspects of legal counsel and representation of APA, as well as for selection and supervision of outside legal counsel. OGC staff members include (*from left*) Jesse Raben, associate general counsel; Nathalie P. Gilfoyle, general counsel; Susan M. McKinney, administrative assistant; Theresa A. McGregor, manager, legal research/administration; Donna J. Beavers, director, law/psychology coordination; and Ann D. Springer, associate 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 seven amicus curiae briefs in 2013 to ensure courts considered psychological research when reviewing issues of marriage equality, eyewitness identification, false confessions, and the application of mental disability to the death penalty.

Marriage Equality

- *Hollingsworth v. Perry* (U.S. Supreme Court)—This case addresses a challenge to Proposition 8 (the California Marriage Protection Act), a ballot proposition and constitutional amendment passed in the 2008 state elections stating that "only marriage between a man and a woman is valid or recognized in California." APA filed an amicus brief in February providing extensive psychological research on key points. The brief addresses how homosexuality is a normal expression of human sexuality and that sexual orientation is generally not chosen and is resistant to change. Also provided is current scientific research on the nature of same-sex relationships, the role of child rearing, and the stigma resulting from denying the label "marriage" to same-sex unions.

- *U.S. v. Windsor* (U.S. Supreme Court)—APA filed a brief in March in this lawsuit, which is a challenge to the constitutionality of Section 3 of the Defense of Marriage Act (DOMA), the section that defines, for all federal purposes, the terms *marriage* as "a legal union between one man and one woman as husband and wife" and *spouse* as "a person of the opposite sex who is a husband or a wife." APA's brief applied social science research to rebut some of the justifications offered for the prohibition in Section 3 of DOMA of any federal recognition of the marriages of same-sex couples.

- *Griego v. Oliver* (New Mexico Supreme Court)—At issue is whether the New Mexico constitution compels the state to allow same-sex couples the freedom to marry. APA filed an amicus brief in September in support of the plaintiffs. APA's brief provided extensive psychological research on key points.

- *Sevcik v. Sandoval* and *Jackson v. Abercrombie* (U.S. Court of Appeals for the Ninth Circuit)—These consolidated cases challenge whether the Equal Protection Clause, part of the 14th Amendment, does not prohibit the state from limiting marriage to people of the opposite sex. These two cases, arising in Hawai'i and Nevada, respectively, had similar outcomes in that the district courts each found there was no constitutional right to marriage for couples of the same sex. In both cases, the court ruled that the Equal Protection Clause does not prohibit the state from limiting marriage to people of the opposite sex. APA's brief, filed in October, relied on much of the scientific and professional literature sited in previous marriage briefs.

Eyewitness Identification

- *State of Connecticut v. Troy Artis* (Supreme Court of the State of Connecticut)—At issue is whether the appellate court majority properly determined that admission of the victim's in- and out-of-court identifications following a suggestive police display of the defendant's photograph was a reversible due process violation. APA's brief provides an overview of the strong body of research showing the variables that affect accuracy of eyewitness identification, specifically addressing the point that suggestive circumstances that will affect eyewitness identification can occur without police action and that limiting due process protections to only those faulty eyewitness identification procedures caused by state actors is too narrow a band of protection.

False Confessions

- *People v. Thomas* (State of New York Court of Appeals)—APA filed a brief in November addressing the issue on appeal regarding whether New York should allow expert testimony on the body of research addressing risk factors for false confessions. As in prior APA briefs addressing false confessions, this brief states that the scientific research on false confessions provides a strong empirical foundation for the admission of expert testimony on the subject and that it should be admitted as evidence.

Application of Mental Disability to the Death Penalty

- *Hall v. Florida* (U.S. Supreme Court)—APA's brief, filed in December, addresses whether a statutory definition of mental retardation that has a cutoff requiring an IQ score of 70 or below adequately captures the constitutional imperative that the "mentally retarded" not be executed. APA's brief argues that relying on an IQ score at any level presents a significant risk that individuals with intellectual disability may be executed in violation of the Eighth Amendment. Instead, there is unanimous professional consensus that the appropriate method of diagnosis in is a comprehensive assessment of the individual's adaptive and general intellectual functioning in order to interpret the IQ score and arrive at an accurate diagnosis.

Facilitating APA/ABA Relations

One major undertaking initiated in 2013 was APA's partnering with the American Bar Association to plan and implement the national continuing education (CE) conference Confronting Family and Community Violence: The Intersection of Law and Psychology. The three-day conference in Washington, DC, included nearly 40 plenary and invited sessions with broad appeal to psychologists, lawyers, judges, legal scholars, and others interested in the role of the law and psychology in supporting healthy children, youth, and families.

The OGC served as the point of contact for connecting APA with the ABA Task Force on Stand Your Ground Laws. APA representative James M. Jones, PhD, was appointed by the ABA president to serve on the task force.

Committee on Legal Issues

The Committee on Legal Issues (COLI), staffed by the OGC, convened during the spring and fall APA consolidated meetings and continues to issue responses and recommendations to proposed guidelines, policies, reports, and other proposed action by APA to identify potential legal issues. COLI continues to implement a judicial outreach initiative providing forums for building more effective relationships between the psychological and judicial communities.

During the 2013 APA convention in Hawai'i, COLI and the APA Ethics Committee sponsored the CE program "Legal and Ethical Issues in Telepsychology and Interjurisdictional Practice," which addressed the various ways in which electronic and interjurisdictional practice may impact one's practice, how states have addressed the legal and licensure implications of new types of practice, and the major ethical implications associated with telepsychology.

COLI, in conjunction with the APA Ethics Office and the APA Continuing Education (CE) Program, continues to work on developing a CE video primer addressing the issue of how to respond to a subpoena. ■

EXECUTIVE OFFICE

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

© Joseph Esser



Angela M. Haeny, MA (University of Missouri–Columbia), and Christine M. Paprocki, MA (University of North Carolina at Chapel Hill), were awarded the 2013 Graduate Student Ethics Prize at the APA convention in Hawai'i. *From left:* Nan R. Presser, PhD, Angela Haeny's mentor; Angela Haeny; Christine Paprocki; and Erica H. Wise, PhD, Christine Paprocki's mentor.

The Executive Office is responsible for the implementation of APA policies and the management of the day-to-day functions of the association as well as several key programs: Ethics Office, Office of International Affairs, APA Center for Organizational Excellence, APA Center for Psychology and Health, Staff Initiatives Office, and the American Psychological Association of Graduate Students. 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, 2013, APA's workforce was 67.19% female and 45.44% ethnic/racial minority (N = 570 full-time and part-time regular employees). The percentage of racial/ethnic minority women was 32.28%. A standard deviation analysis conducted to compare the representation of women and racial/ethnic minorities in APA's Central Office indicated that only one EEO job group (Administrative–Hispanic) was 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 2013, the office offered or was involved in 51 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 2013. These programs offer continuing education 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 2013, the 12th Annual Graduate Student Ethics Prize was awarded to two individuals: Angela M. Haeny, MA (University of Missouri—Columbia), for her paper "Ethical Considerations for Psychologists Taking a Public Stance on Controversial Issues: The Balance Between Personal and Professional Life" and Christine M. Paprocki, MA (University of North Carolina at Chapel Hill), for her paper "When Personal and Professional Values Conflict: Ethical Considerations and Trainee Perspectives." A joint Ethics Committee and APAGS judging committee selected the winning papers from among 41 submissions. The prize-winning students presented their papers at the annual convention in Hawai'i, and the Ethics Committee offered commentary. The winning papers were recommended for publication in the journal *Ethics & Behavior*.

The Ethics program seeks to bring 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 2013 convention, the Ethics Committee sponsored a 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 APA Ethics Code. In addition, the Ethics Committee reserves a time at each of its meetings to consider some aspect of diversity by having invited speakers address a particular topic. At the two 2013 Ethics Committee meetings, speakers discussed the role of religion and spirituality as aspects of diversity and steps to increase the diversity of the Ethics Committee.

The Ethics Office collaborated with the APA Office of International Affairs to offer programs in international venues. In March, the Ethics Office director conducted a graduate course on professional ethics at the City University of Hong Kong/Alliant International University, in Hong Kong, China. In July, the director and deputy director participated in the Fifth International Congress on Licensure, Certification, and Credentialing of Psychologists in Stockholm, Sweden. The director delivered a presentation titled "National Psychological Ethics Codes: Challenges and Opportunities in the Writing and Revision Processes" as part of the European Congress of Psychology in Stockholm. In August, the director conducted a seminar on Ethics and Ethical Decision Making for Clinical Psychologists at the City University of Hong Kong and a weeklong ethics seminar for graduate students in clinical psychology at Hong Kong University. In October, the director delivered a keynote address at the annual meeting of the Australian Psychological Society in Cairns, Australia. He also conducted two workshops on continuing professional development in Sidney and Melbourne. The last international program of the year took place in December at the Dutch Psychological Association's 75th anniversary in Amsterdam, Netherlands.

In 2013, the Ethics Office continued to provide staff support to a joint APA–ASPPB task force, the purpose of which is to highlight how ethics committees and licensing boards strive to achieve their 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 additional funding since 2007 and has presented convention programming on a yearly basis. The title of the 2013 convention program was "Colleagues Thinking Together—APA and ASPPB Explore Where Ethics and Licensure Converge."

A complete description of the adjudication program, including statistics regarding all stages of ethics matter processing in 2013, is provided in the "Report of the Ethics Committee, 2013" in the July–August 2014 issue of the *American Psychologist*.

Office of International Affairs

www.apa.org/international

APA's 2013 international activities included expanded organizational collaborations, opportunities for member participation in international conferences, outreach to Cuba, and continued development of educational materials for international exchange and collaboration.

In 2013, APA expanded its organizational partnerships by signing memoranda of understanding (MOUs) with the national psychology associations of Cuba, Portugal, and Sweden, bringing the number of MOU partners to 13. The purpose of the MOUs is to set the stage for the development of collaborative programs across organizations and for initiatives for exchange among psychologists in the MOU countries. One such program that began in 2013 is an international leadership network with participation across MOU partner associations.

APA's president, president-elect, past-president, and other Board members, along with senior staff, were active participants in a number of international meetings, including the European and Interamerican regional conferences, and

in other meetings in Australia, Brazil, Canada, Colombia, Cuba, India, Mexico, the Netherlands, Spain, and Sweden. Highlights included APA representation as part of the psychology delegation at the World Health Organization's (WHO) Mental Health Forum and APA representation at a conference to build the groundwork for international consensus on competencies for professional psychology. As part of its APA International Learning Partner Program, APA hosted a second professional visit to Cuba, where 15 APA members met with Cuban colleagues and learned how the Cuban health care system integrates psychology in its primary care model and includes a focus on public education and prevention. At home, APA hosted visits from psychologists and officers of psychology organizations in Argentina, Bulgaria, Georgia, and Mexico. In addition, APA participated as an institutional partner in the development and implementation of the 2013 USAID summit, Saving Children's Lives—From Evidence to Action.

APA's support for international outreach included grants to 18 U.S. psychologists to attend international conferences in 8 countries, awards to support 21 international attendees from 17 countries at the APA convention, and support for scientific meetings in Brazil and the Netherlands. APA's representatives to the United Nations (UN) joined other organizations to sponsor the Sixth Psychology Day at the UN on the theme of global violence.

APA's Office of International Affairs (OIA) leads the association's international activities by facilitating this international representation, collaboration, and exchange; providing information about international issues and opportunities; and coordinating international policy initiatives. The office maintains contact with over 90 national psychological associations and over 9,000 international affiliates and members, coordinates APA's presence at major international meetings and congresses, serves as staff liaison to the Committee on International Relations in Psychology, supports APA's representation as a nongovernmental organization at the UN, and manages support for WHO revisions to the mental health chapters of the *International Classification of Diseases*. The office monitors international issues, policies, and opportunities; provides information to APA members, affiliates, staff, and the public; coordinates activities with other organizations concerned with international science and policy issues; and serves as APA's liaison to global psychology, health, and policy organizations.

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

APA Center for Organizational Excellence

www.apaexcellence.org

The Center for Organizational Excellence, which launched in January 2013, incorporates the longstanding Psychologically Healthy Workplace Program (PHWP) with a broader scope and a central location in APA's Executive Office. The center works to promote employee well-being and enhance organizational performance, both at APA and for the general public.

Internally, the center bridges APA's organizational units to promote the health and well-being of the association's workforce, thereby supporting APA's functioning and effec-



APA International Learning Partner Program participants in Havana, Cuba. *From left*: Lucia Vail, Rolfs Pinkerton, Vito Donatelli, Jennifer Kelly (APA Board member), Greg Neimeyer (APA staff), Leighna Harrison, David Siegel, Susan McDaniel (APA Board member), Tom Hoffman, Merry Bullock (APA staff), Suzanne Bennett Johnson (2012 APA president), Julie Alter, Joseph Green, Lauren Caruso, and Eileen Escarce.

tiveness. In 2013, the center began collaborating with APA's Staff Initiatives Office and Health and Wellness Committee. By using industry best practices and taking a comprehensive approach to creating a healthy, high-performing organization, APA is demonstrating its commitment to creating a psychologically healthy workplace and serving as a model for other organizations.

As part of it's public focus, the center houses the PHWP and builds on its efforts to engage key stakeholders in the business community, demonstrate the value of psychology, and position APA as an expert resource for employers and the psychologists who work with them. The PHWP includes APA's Psychologically Healthy Workplace Awards and support of local programs currently implemented by 56 state, provincial, and territorial psychological associations.

In an effort to identify emerging issues and trends in the U.S. workforce, the center conducted two national surveys in 2013. In March, the center released the results of its 2013 Work and Well-Being Survey, which explored such topics as job stress, work flexibility, and disparities faced by women in the workplace. The survey was covered by more than 250 media outlets, including a front-page article in the Health & Wellness section of *The Wall Street Journal*. The center released findings from another survey in September, which looked at how people use work-related communication technology and its implications for performance and well-being.

Supplementing the resources available through its e-newsletter, blog, and social media channels, the center conducted two Work & Well-Being conferences in 2013 and launched its first two online courses in collaboration with APA's Office of Continuing Education. The center's director also presented a variety of continuing education workshops in 2013 at events, including the Society for Industrial and Organizational Psychology Annual Conference; the APA/National Institute for Occupational Safety and Health's Work, Stress, and Health Conference; the Banff International Conference on Behavioural Science; and the Health Enhancement Research Organization Forum.

Relationship building is critical to the work of the center, as it strives to promote and support various subdisciplines of psychology and connect the knowledge bases of industrial-organizational, consulting, clinical, counseling, and health psychology with those of other disciplines, such as public health, management, health promotion, and human resources. In 2013, staff of the center continued strengthening ties with the Society of Consulting Psychology, the Society for Industrial and Organizational Psychology, the Health Enhancement Research Organization, and the *American Journal of Health Promotion*. The center will continue to build collaborative relationships in 2014 and explore opportunities to pursue shared goals.

APA Center for Psychology and Health

www.apa.org/health

In January 2013, APA's CEO Norman Anderson announced the creation of the APA Center for Psychology and Health to broaden opportunities for psychologists in the evolving U.S. health care system. The center coordinates activities across the association to expand psychology's role in advancing health—a key goal of APA's strategic plan. Its activities are carried out in close collaboration with the APA Practice Organization (APAPO). Over the past year, the center's efforts have focused on four broad areas:

- **Education and training** to expand opportunities for graduate education and professional development.

Larry Canner Photography



APA CEO Norman Anderson, PhD (*left*), and 2013 APA President Donald Bersoff, JD, PhD, presented a 2013 Psychologically Healthy Workplace Award to Iraida Ojeda, vice president of Human Resources for Triple-S, the leading managed care organization in Puerto Rico. These awards are presented annually and recognize employers who have made outstanding efforts to promote employee well-being and performance. The award was presented at a ceremony held in conjunction with the Practice Directorate's annual State Leadership Conference.

- **Advocacy** to urge policymakers to reduce health disparities and promote access to care in part through increased reimbursement rates (through the work of the APAPO), among other efforts.

- **Public education and outreach** highlighting the critical importance of psychology and psychologists to health promotion and disease prevention.

- **Member communications** to keep APA members informed of our efforts and aware of opportunities to get involved.

Highlights of the center's first-year accomplishments include the following:

- **Launching the center's website (www.apa.org/health)** as a resource for psychologists and the public on the vital contributions psychology, as the science of behavior, makes to health care. The site includes information on training opportunities for psychologists to work in integrated care, links for those who want to get involved in state-level advocacy, and access to health-related resources.

- **Working successfully to achieve a revaluation of psychotherapy services**, resulting in an 8% increase to the total Medicare payments allotted for psychologists' services this year—the first such increase in nearly a decade. This was accomplished through APAPO's collaboration with the American Medical Association and the federal Centers for Medicare and Medicaid Services. This essential advocacy work will continue under the auspices of the center's Office of Health Care Financing, which aims to ensure that psychologists are included and fairly compensated for their services, including those provided as part of integrated primary care teams.

- **Producing a series of health care briefing sheets and related products** for health professionals, policymakers, and the public to increase understanding of how psychological interventions can promote health. Developed in collaboration with APA's Interdivisional Healthcare Committee, these briefing sheets cover a range of topics, including the role of psychology in integrated and primary care, as well as in treating such health conditions as chronic pain, obesity, cancer, and heart disease.

- **Developing strategic partnerships** with APA's Interdivisional Healthcare Committee and specific divisions, as well as with the Society of Behavioral Medicine and the Patient-Centered Primary Care Collaborative, among others. These alliances will help raise psychologists' visibility in the health system and increase opportunities for psychologists in integrated care.

APA's CEO provides overall direction for the center and its activities with the active involvement of a health leadership team composed of senior executive staff. Other key senior staff across APA are part of a broader health team, and APA member experts offer guidance on specific initiatives.

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 creates an environment supporting employee motivation, recognition, wellness, and engagement. In 2013, staff worked with members of the Health and Wellness Committee to implement a new program called "Active Week," consisting of instructional gym tours, brown bag lunches on nutrition/making healthy changes, daily healthy hours, a CFO stairwell challenge, and Taste of Fitness demonstrations. The office also created a series of 13 humorous YouTube videos emailed to staff to encourage them to make healthy decisions and take healthy breaks during the work day. The office continued its "Bring a Buck, Increase Your Luck" program, which has been successful at increasing staff participation in wellness classes.

To have an impact on the APA community, the office partners with various staff committees. In 2013, the office cosponsored five "Go Casual for Charity" days, which benefited the following DC area organizations: the American Red Cross, Courtney's House, Safe Shores, the Women's Collective, My Sister's Place, Sinai House, the DC Bar Foundation, and Toys for Tots. Through food drives, bake sales, volunteer hours, and monetary/food donations, the office continued its efforts to help APA support charitable organizations in the DC area, such as Innovations for Learning, So Others Might Eat, Habitat for Humanity, House of Ruth, Capital Area Food Bank, Thrive DC, and others.

The office also organized a brown bag lunch for staff featuring the APA president; planned staff lunches with the CEO; organized the sixth annual APA-wide Customer Service Week; sponsored the APA-wide Recognition Day; and produced two issues of 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 2013. This year Brenda Evans of PsycINFO and Jesse Raben of the Office of General Counsel were recognized as the Raymond D. Fowler Award winners. ■

APA SERVICES for STUDENTS

APAGS — AMERICAN PSYCHOLOGICAL ASSOCIATION OF GRADUATE STUDENTS



To celebrate its 25th anniversary, APAGS hosted a special social at the APA convention in Hawai'i at the Modern Honolulu hotel. *From left:* Matthew FitzGerald, PsyD, 2013 APAGS chair; Jennifer Doran, MA, 2014 APAGS chair; and Ali Mattu, PhD, 2012 APAGS chair.

The American Psychological Association of Graduate Students (APAGS), established in 1988, is one of the largest constituency groups of APA, with approximately 30,000 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. APAGS aspires to achieve the highest quality graduate training experience for the next generation of scientific innovators, expert practitioners, and visionary leaders in psychology. What follows are highlights of our activities in 2013:

Advocacy

- Working with staff of the Education Directorate's Government Relations Office, APAGS spearheaded APA's advocacy on student debt issues in 2013, resulting in the second highest yield of all advocacy alerts issued across three directorates. More than 5,000 emails to elected officials were generated, which may have helped keep interest rates on graduate student loans fair and closer to other higher education interest rates when Congress passed the Bipartisan Student Loan Certainty Act of 2013.
- Several former members of the APAGS committee and two APAGS staff members wrote a journal article about APAGS' response to the internship crisis, which was accepted for publication in late 2013 in *Training and Education in Professional Psychology*.
- APAGS sent 19 representatives to the APA State Leadership Conference to advocate on the Hill for establishing fair valuation for psychological services in Medicare; amending the Health Information Technology for Economic and Clinical Health ("HITECH") Act of 2009 to support mental and behavioral health by enabling clinical psychologists to qualify for Medicare and Medicaid incentive payments for integrating electronic health records into their practices; and adding psychologists to the Medicare definition of "physician."
- APAGS disseminated more than 30 information and action alerts through the APAGS Advocacy Coordinating Team in 2013.

Organizational Policies

- APAGS developed a strategic plan in the spring. The major goals for the next 5 years include working to end the internship crisis; developing powerful training opportunities for scientists, and creating a culture of leadership in psychology.

Public Comments

- APAGS provided comments to the Commission on Accreditation on public disclosure data for students applying for APA-accredited internships and on proposed changes to operating procedures and implementation rules.

Student Resources

- APAGS held an APAGS on the Road event at Howard University in Washington, DC, on September 28. Approximately 40 students attended to hear discussions of how to start a private practice, alternative careers, and loan repayment.

- APAGS co-led two workshops in the fall with the Education Directorate for prospective graduate students: "Finding the Right Graduate School for Me" and "Applying to Graduate School and Paying for It." Over 20 students attended the sessions.

Social Media

- APAGS introduced **gradPSYCH Blog** in December 2013, which has more than 160 subscribers. The blog allows for bidirectional communication with graduate students on topics such as psychology education and training, advocacy, leadership opportunities, self-care, mentoring, and other hot topics in psychology. Students are also invited to contribute posts.

- APAGS continues to use social media to engage its members: The APAGS Facebook fan page has over 11,500 likes and is growing daily, and the APAGS Twitter page has over 4,295 followers.

Convention

- APAGS hosted more than 30 sessions at the 2013 APA convention. Topic areas included an internship series, diversity, advocacy, research funding, mentoring, alternative career paths, and licensure.

- APAGS celebrated its 25th anniversary in 2013 with a social at the Modern Honolulu hotel in Waikiki and a session with co-founder David Pilon highlighting the birth of APAGS.

Diversity

- In December, the APAGS Committee on Ethnic Minority Affairs (APAGS-CEMA) hosted its second annual conversation hour on applying to the Minority Fellowship Program; more than 30 prospective applicants participated.

- APAGS-CEMA posted many short training videos on topics related to diversity and cultural competency. These videos offer expert lectures, webinars, and multimedia pieces to help learners increase their competencies in regard to race, ethnicity, culture, and other topics.

- The APAGS Committee on Lesbian, Gay, Bisexual, and Transgender Concerns (APAGS-CLGBTC) mentoring program is midway through its largest year-long mentoring program ever, with over 65 pairs of mentors and mentees. The committee has strengthened the matching and consultation process and developed a closed-group Listserv for members to support each other.

- APAGS-CLGBTC is currently working on the development of four additional training videos to support sexual and gender minority graduate students and allies.

- APAGS-CLGBTC is revising the *APAGS Resource Guide for LGBT Students in Psychology*, last published in 2006.

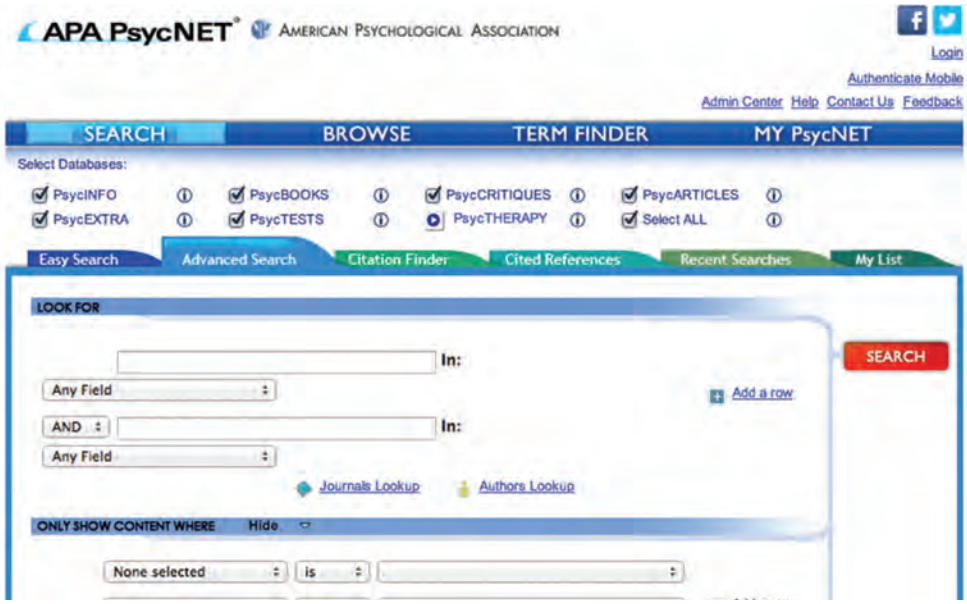
Science

- The working group for the new APAGS journal *Translational Issues in Psychological Science* met in Washington, DC, in September to discuss the first two issues and review materials to train student reviewers. The journal is a unique mentoring publication that involves psychologists-in-training in all stages of the peer-review process. Students and early career psychologists coauthor the articles, serve as reviewers, and have the chance to serve as associate editors for one issue.

- The APAGS Science Committee developed programming for the 2013 APA convention geared specifically toward science students: "Publish or Perish! What Grad Students Need to Know About Publication and Peer Review," "Applying the Science of Learning to Teaching Psychology," and "Giving Yourself an Edge: Frank Advice on Funding for Graduate Students." ■

INFORMATION TECHNOLOGY SERVICES

Tony F. Habash, DSc
Chief Information Officer



APA PsycNET® is the only search platform designed specifically to deliver APA content. Vital behavioral science content can be efficiently searched with APA PsycNET's uniquely engineered cross-database searching, which provides the full integration of APA's precise indexing with the controlled vocabulary of the *Thesaurus of Psychological Index Terms*®. Now you can access your APA PsycNET subscription straight from your mobile device with the free APA PsycNET Mobile app.

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

APA Website Upgrade

The new, revamped **www.apa.org**, which went live in July 2013, is now served by a more robust and upgraded content management system and backed by a powerful new search engine. The system features the ability to create and manage content using cutting-edge technologies and meeting the latest web standards. The search features and functions have been improved and now return more relevant and current results. These changes are redefining the way website visitors interact with APA. The e-commerce capability of apa.org was also enhanced to simplify the processes from a member's perspective, and an additional open ID through Google gmail was added to simplify authenticating to **my.apa.org**.

During 2013, the APA website had 69 million visits (including visits to PsycINFO), accessing 154 million pages and executing 3.7 million searches. In addition, 45% of the visits to the website originated from outside the United States.

Expanding APA Mobile Apps Offerings

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

- **APA PsycNET Mobile** is the only search platform designed specifically to deliver APA electronic databases: PsycINFO, PsycARTICLES, PsycBOOKS, PsycEXTRA, PsycTESTS, and PsycCRITIQUES. It provides the full integration of APA's precise indexing with the controlled vocabulary of the *Thesaurus of Psychological Index Terms*®. For researchers, practitioners, librarians, professors, and students involved in the study of psychology and behavior, APA PsycNET Mobile is indispensable.
- The **APA Psychotherapy app** brings the journal *Psychotherapy* to your mobile device, including the latest articles published online first and new journal issues, as well as all past issues. *Psychotherapy*, the official publication of APA's Division 29, publishes a variety of articles relevant to the field of psychotherapy. The app allows

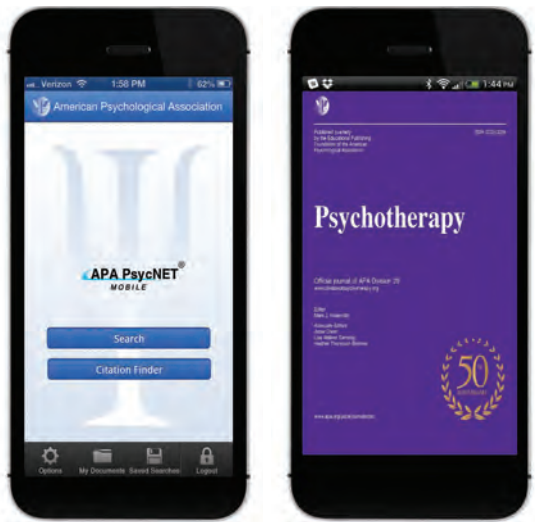
you to download full-text articles using your individual access to the journal or the PsycARTICLES database (for institutional full-text access, your institution must have access to PsycARTICLES through APA PsycNET).

APA Technology Infrastructure and Applications

In 2013, significant progress was made in strengthening the infrastructure to improve APA's ability to serve members and customers. APA implemented new financial management and budgeting systems that will further enhance the services we provide, and we worked to make existing services more efficient. A new system for order entries, inventory, and the warehouse further strengthened APA's ability to support purchasers of books, products, and services via the web and the APA Service Center.

APA is committed to providing exceptional service in support of psychology and therefore seeks to attract and retain talented employees. To facilitate this, we implemented a Talent Management System via **www.apa.org** to enhance our staff recruitment and retention efforts.

Numerous enhancements to the APA membership and subscription support systems have been achieved to better serve our members—and even more are planned for 2014. In addition, the network infrastructure for APA was upgraded to increase capacity to serve visitors to apa.org and publishing databases.



APA launched two new apps in 2013—APA PsycNET Mobile and Psychotherapy—to make information more readily available on mobile devices. APA PsycNET Mobile features key functionality from the full version of the APA PsycNET web interface while providing the flexibility and convenience of mobile portability. The Psychotherapy app, free for iOS and Android devices, allows any user to search the content of the journal *Psychotherapy* back to 1963. Users affiliated with an institution that accesses PsycARTICLES via the APA PsycNET platform can also access the full text.

Publishing Technology Platform

APA continues to focus on enhancing PsycNET as a delivery platform for all its electronic databases. The usage data on PsycNET continues to grow. In 2013, the number of journal articles and book chapters downloaded from PsycNET was 3.9 million, an increase of 25% from 2012. ■



APA staff members collaborate using Vidyo® HD video conferencing.

PRESIDENT'S REPORT

Donald N. Bersoff, PhD, JD



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It was my honor and privilege to serve as the 2013 president of the American Psychological Association. To be elected by one's peers to this office is both an elating and a humbling experience. It certainly was the highlight of my 50-year membership in APA. In this report I provide a summary of the results of my three presidential initiatives and the role I have played as APA's international ambassador.

At the beginning of my tenure as president, I focused on three initiatives I hoped to develop. The first was to ensure that psychologists are at the forefront of providing services to military personnel, veterans, and their families, as well as to military members who are victims of military sexual trauma. The second was to stimulate more diversity among psychologists who will provide professional services by identifying innovative doctoral programs that have admitted, retained, and graduated students from diverse ethnic cultures. The third was to advance the creation, communication, and application of psychological knowledge to benefit society and improve people's lives by attracting and retaining academicians and scientists as APA members.

Initiative 1: Ensure Psychologists Are at the Forefront of Psychological Services for the Military

I sent out a call for papers and symposia to be presented at the 2013 APA convention in Hawai'i. I was allotted 21 hours of presentation time and received many more proposals than I could fit within that time frame. I selected those that most closely fit the subject matter of the initiative and were data driven. I learned that some psychologists from the Department of Veterans Affairs whose papers I had selected could not attend because they had lost funding as the result of the sequestration. Fortunately, I was able to provide travel



Merry Bullock

APA President Donald Bersoff, PhD, JD, at the European Congress of Psychology in Stockholm in July 2013.

money from a couple of my budgets to fund 12 of these presenters. The presentations were well attended and well received.

I also honored three psychologists at the convention's opening session who are providing innovative services to military personnel and veterans. I gave a presidential citation to Jon Nachison, PhD, who started the Stand Down project in San Diego, which provides physical and mental health services to homeless veterans. Stand Down, which was described on a *60 Minutes* segment in 2011, has been replicated around the country. I also gave a presidential citation to Barbara Van Dahlen, PhD, who founded Give an Hour, a nonprofit organization through which psychologists and other mental health professionals donate at least one hour of their time to provide counseling and therapy services to military personnel and veterans. Van Dahlen was one of *Time* magazine's Top 100 Most Influential People of 2012. In addition, I presented a Lifetime Achievement Award to Antonette Zeiss, PhD, who recently retired as the head of mental health services for the Department of Veterans Affairs. She is the first woman and the first psychologist to assume that role.

Initiative 2: Stimulate Diversity Through Innovative Doctoral Programs

My second initiative was prompted by my concern that psychology may be ill-prepared to serve the growing number of clients from South and Central America, the Middle East, Asia, Africa, and Caribbean cultures; by 2040, non-Hispanic Whites will become the minority in the United States. Thus, I created the Cultural Diversity Awards to identify up to three innovative programs that admit, retain, and graduate students from diverse cultures. To aid in this endeavor, I established a working group chaired by APA past president Melba Vasquez, PhD, along with Lydia Buki, PhD, J. Douglas McDonald, PhD, Olivia Moorhead-Slaughter, PhD, and Laura Namy, PhD.

After soliciting nominations through an announcement in the APA *Monitor on Psychology*, we received nominations from 19 programs or departments. The three awardees were the Clinical Psychology Program, University of Massachusetts–Boston; the Counseling Psychology Program, University of Missouri–Columbia; and the Department of Educational Psychology, University of Wisconsin–Milwaukee. The winners were recognized at the 2013 convention, and each was presented with a plaque commemorating the award and a check for $2,500. A number of faculty members and students from each program were present, and there were a lot of happy tears. It turned out to be one of the emotional highlights of my presidency.

Initiative 3: Advance Psychology by Attracting and Retaining Academicians and Scientists as APA Members

I scheduled a full day for this topic at the April 2013 Board of Directors retreat meeting. I wanted the Board to hear the concerns of APA's scientists, so I asked a group of eminent scientists to join the Board's discussion. The six I invited included John Cacioppo, PhD, from the University of Chicago and a past president of the Association of Psychological Science as well as a long-time APA member; Frank Farley, PhD, from Temple University and a past

APA president; Diane Halpern, PhD, from Claremont McKenna College, also a past APA president; Bethany Teachman, PhD, from the University of Virginia, winner of the 2012 APA Distinguished Scientific Award for Early Career Contributions to Psychology; Kyle Gobrogge, PhD, a postdoctoral fellow at Harvard Medical School who represents the best of early career psychologists; and Megan Smith, a doctoral student at Purdue and chair of the APAGS Science Committee.

We had a full and frank discussion of the positives and negatives of APA's advocacy and support for science. The Board and the visitors developed a number of suggestions for enhancing APA's role in science. Steven Breckler, PhD, and Howard Kurtzman, PhD, of APA's Science Directorate are currently working internally to make these recommendations current and concrete.

International Ambassador

One of the essential roles of the APA president is to serve as the face of American psychology. Nowhere is that role more important than as APA's ambassador at international conferences. No association today, including APA, can view itself as exclusively national in scope—the issues that confront us and that need to be addressed are global in nature.

In my ambassadorial role I was pleased to represent APA at a meeting of the Norwegian Psychological Association in Oslo, where I learned what they are doing to provide services to their soldiers who were sent to Afghanistan and how they conduct forensic evaluations. I attended the Fifth International Conference on Licensing, Credentialing, and Certification in Stockholm, where we discussed common competencies of psychologists throughout the world. At the European Congress of Psychology, also in Stockholm, I moderated a panel on international perspectives on law and psychology. I traveled to Brasilia in July to give a keynote address on privacy, culture, and violence at the Society of InterAmerican Psychology. Late last year I was invited to the Colombian College of Psychologists in Bogotá, where I discussed APA's polices on violence in a country that has been ravaged by violence for more than 50 years.

One quite pleasant revelation I gleaned from these visits is how admired and respected APA is throughout the world. The presence of APA and its president at international conferences is of utmost importance in promoting APA as an international entity and in enabling APA to learn from other countries that are facing problems similar to ours.

Thank You

Thank you for trusting me to represent APA, the association I have served and loved for half a century. ■

Merry Bullock



APA President Donald Bersoff, PhD, JD (*left*), with Swedish Psychological Association (SPA) President Lars Ahlin, PhD, after signing a memorandum of understanding between APA and SPA during the European Congress of Psychology in Stockholm in July 2013. (For more on memoranda of understanding, see www.apa.org/international/outreach/understanding-memorandum.)

TREASURER'S REPORT

Bonnie Markham, PhD, PsyD
Treasurer



The central theme for the American Psychological Association in 2013 was change. Over the past year, much attention has been focused on considering and developing changes to the APA governance structure and processes. Anticipating and managing change are addressed in much of the research, practice, education, and training in psychology. In the midst of the association's change process, we are simultaneously experts and individuals with a variety of personal reactions, including excitement and anxiety. We know that change can be difficult at times and requires a measure of stability while things are unstructured, a measure of flexibility while outcomes are uncertain.

The APA Finance Committee (FC) has made a systematic effort over the past year to use what we know about change to clarify and modify FC roles and functions. Our central goal is to provide sound financial advice to all parts of the association, both now and in the future. The use of technology to support more frequent meetings and efficient work between face-to-face meetings has been quite effective. In addition, we have increasingly used a brainstorming model and "mega" issues to focus the face-to-face meeting agendas and have relied on email and conference calls to address specific tasks.

APA experienced a substantial increase in net assets in 2013 and has received a very strong, positive assessment from Standard & Poor's (S&P). This gives the association increased flexibility in how it approaches fulfilling its mission. It also requires APA to exercise sound financial discipline. If we look back to 2008 and 2009, when we could not be as confident in our financial picture, this is a welcome change and comes with the demand to act responsibly. Over the next year, the Finance Committee will be developing strategies to continue to grow APA's assets and direct some of these resources to high-priority activities in a systematic way.

Many people contribute substantially to the work of the Finance Committee. One of the key changes over the past year in how the committee functions has been increased reliance on the vice chair. Jean Carter, PhD, has served in that role with great skill, generously sharing her time as well as knowledge of both finance and APA. In addition to the superb work of the APA Finance Office, with the oversight of the Board of Directors and the Finance Committee, the association also benefits from the guidance of financial professionals who serve on the Audit and Investment subcommittees. Their work is appreciatively acknowledged (members of the Finance Committee and its subcommittees are listed on p. S44).

Operating Activity

Income. Electronic licensing revenues continued to experience strong growth in 2013, increasing 10.2% compared to 2012, and were the largest contributor to overall revenue growth. This continued growth is a direct result of the "Investment in APA," a special project implemented in 2011 that funded the creation of new publication products and enhanced IT support to facilitate their delivery. Publication sales, which had declined in 2012, grew by 4.7% in 2013. Other revenue categories have continued to experience declines, most notably member dues (3.4%) and journal subscriptions (1.9%). The decline in dues revenue is related both to an increase in the number of members moving to life status and a decrease in the number of members renewing to full membership status.

Expenses. Expenses in 2013 remained relatively level with those of 2012, showing a very small decrease of 1%. Due to the negative operating deficit in 2012, management implemented expense savings measures in spring 2013 to ensure a positive operating margin. The majority of those savings occurred in consulting and office expenses, where staff were able to make reductions.

Opportunities: The Use of Designations

One way to support innovation is to designate net assets. Designation is a mechanism to fund fixed-term, high-priority activities outside of the operating budget. Designations appear as a loss because they are not supported by revenue from the current-year operating activity (see Table 1, p. S45). In 2013, approximately $20.7 million was designated for the following projects:

- **Publications and Databases R&D**—established to broaden growth opportunities in the Publications and Databases programs.
- **Accreditation stabilization**— established to moderate fees charged for accreditation over time.
- **Convention**— established to enhance programming to improve the convention experience.
- **Investment in APA**—established in 2010 to fund the creation of new publication products, enhance IT support to facilitate the delivery of these products, and expand marketing efforts. This 5-year, $13.5 million investment to increase publication revenues has resulted in electronic licensing growth of 8–10% over the past 3 years.
- **Strategic Plan Initiatives**—established in 2012, this 3-year designation was created to maximize organizational effectiveness, expand psychology's role in advancing health, and increase recognition of psychology as a science.
- **Internship Stimulus Plan**—established in September 2012, this is a 3-year, $3 million commitment to increase the number of APA-accredited internship programs and address the critical internship shortage.
- **APA Insurance Trust** ("The Trust"; see Other Income section)—established in 2013; specific uses of the monies are to be determined.

Overview. Overall there was a net loss from total operations of about $5.8 million, $0.3 million of which was from undesignated activities (see Table 1). However, APA operates under a long-term financial policy requiring balanced, undesignated operating results over each rolling 3-year period, and this requirement was met for the 3 years ending with 2013.

Nonoperating Activity

These activities, which include the long-term investment portfolio, real estate, and income tax expense, resulted in a net gain of $35.2 million in 2013. Investment gains, net of investment management fees, were $15.5 million; gains from real estate activities were $14.8 million; and income tax expense was $1.4 million.

Other Income

APA entered into an agreement with APA Insurance Trust (now called "The Trust") that will provide APA with $6.25 million over a 3-year period to compensate for revisions to The Trust document that alter APA's relationship with The Trust, including removing the APA Board of Directors from involvement in the internal governance of The Trust and changing other rights and responsibilities of APA set out in the old trust document. Consistent with the terms of the 2013 agreement, APA received $2 million in 2013 and $2 million in January 2014, which is included in accounts receivable on the consolidated balance sheet (see Table 2). A final payment of $2.25 million is due in July 2015 and is included in other assets on the consolidated balance sheet.

Balance Sheet

During 2013, APA's net assets increased $29.3 million (see Table 3). Net assets are crucial for meeting debt covenants, supporting overall financial health, establishing credit agency ratings, and maintaining flexibility in addressing our mission. This net asset increase was the result of $35.2 million in gains from nonoperating activity (see Table 3), a $5.8 million loss from APA operations, and a $0.1 million loss from the American Psychological Association Practice Organization. The gains from nonoperating activity were the result of gains on real estate activity, unrealized gains on APA's long-term investment portfolio, 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 for a term loan.)

The value of the long-term investment portfolio increased 21%, to end the year with a market value of $89 million (see graph and chart on p. S47), primarily as the result of unrealized gains due to favorable market conditions.

APA 750 LLC funded the cost of adding a conference center on the rooftop of the 750 First Street building.

Property and equipment increased 13%, by $9 million, as a result of capitalizing the costs of the project.

Building Operations

Although economic conditions are improving in Washington, DC, the market for commercial real estate continues to be sluggish. Average vacancy rates in DC were 10.6% marketwide and 16.2% in the "NoMa" (North of Massachusetts Avenue) district where APA's buildings are located. However, as of December 31, 2013, both APA 750 LLC and APA Ten G LLC were fully leased, and negotiations have either been completed or are under way to renew expiring 2014 lease agreements with existing tenants or subtenants.

In 2013, the APA headquarters building (750 First Street, NE) earned LEED Existing Building Gold Certification. This was a major achievement that required capital investment to increase the building's energy efficiency. The building's Energy Star score improved from 52 in January 2012, when the energy efficiency program began, to 79 in December 2013, which places it in the top 22% of all comparable office buildings nationwide. Energy use decreased by nearly 830,000 kWh from 2012 to 2013, approximately a 10% decrease year over year.

Several major capital projects commenced at the APA headquarters building in 2013. Construction of the APA Capitol View Conference Center began in April 2013. The new conference center will contain a large multifunction room, a board-style meeting room, three small meeting areas, and two large outdoor garden terraces. The conference center is expected to be fully operational for APA's convention in August, and APA staff members are making requests to use the space for meetings in 2014. The project cost of approximately $10 million was funded by capital reserves in APA 750 LLC. Additional capital projects at the 750 First Street building included a new roof and an elevator modernization project that commenced in 2013 and will be completed in 2014.

The buildings distributed $4 million to APA in 2013, $3.5 million of which went toward the APA operating budget, while the remaining $500,000 funded a portion of the Internship Stimulus Plan.

Summary

Managing change successfully requires resilience. APA is positioned to be stable and resilient. We continue to pay down our debt, attain the level of financial health expected of our lenders, earn high S&P ratings, balance our budget, recover from unfavorable economic conditions, benefit from diversified assets, and tolerate uncertainty.

Managing change successfully also requires flexibility. APA is positioned to be flexible and invest in its future. The association is open to trying new models of governance, experimenting with varied approaches to asset management and development, thinking differently about using investments to advance the field and its impact on the public, and embracing uncertainty as an opportunity for innovation.

Balancing excitement and anxiety, exuberance and discipline, is an essential agenda of APA. It continues to be a privilege to play my part in advancing that agenda as your treasurer.

APA's Public Credit Rating

In May 2014, 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 its ability to increase dues and electronic subscription prices while reducing operating expenses.
- Strong growth in financial resources, with cash and investments increasing to 130% of debt and 99% of operating expenses as of the fiscal year ended December 31, 2012.

2013 Finance Committee Members

Bonnie Markham, PhD, PsyD, Chair
Jean Carter, PhD, Vice Chair
Jessica Henderson Daniel, PhD
Lisa R. Grossman, JD, PhD
Beth N. Rom-Rymer, PhD
Robert E. McGrath, 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			
	2011	**2012**	**2013**
REVENUES			
Dues and fees	$13,212	$11,189	$10,803
Journal subscriptions	13,109	12,350	12,111
Licensing	50,152	55,389	61,061
Publication sales	15,617	13,672	14,317
Other	14,047	13,181	12,442
Total Revenues	$106,137	$105,781	$110,733
EXPENSES[a]			
Salaries and benefits	$53,451	$57,481	$59,916
Publication production costs	13,091	12,901	12,954
Space costs	9,599	9,131	8,887
Boards/committees/other meetings	4,757	4,709	4,309
Consulting/contractual/temporary	11,378	14,454	12,893
Printing/postage/office	3,790	2,795	2,398
Equipment/maintenance/depreciation	3,645	2,900	1,860
Stipends/tuition/grants/honoraria	3,129	4,245	4,517
Other	5,787	9,151	8,768
Total Expenses	$108,627	$117,768	116,503
Net Gain/(Loss) From Operations	**$(2,490)**	**$(11,987)**	**$(5,769)**
Composition of Net From APA Operations:			
Gain/(loss) from undesignated activities	$4,666	$(3,209)	$3,740
Cash flow from buildings used for operations	(3,500)	(3,500)	(4,000)
Loss from designated activities	$(3,656)	$(5,278)	(5,510)
Net Gain/(Loss) From Total APA Operations	**$(2,490)**	**$(11,987)**	**$(5,769)**

NONOPERATING ACTIVITY			
	2011	**2012**	**2013**
LONG-TERM INVESTMENT ACTIVITY			
Realized gain/(loss) on sale of long-term investments	$5,310	$4,626	$1,726
Investment management fees	(449)	(463)	(389)
Unrealized gains/(loss)	(8,501)	5,339	14,198
Net Long-Term Investment Activity	$(3,640)	$9,502	$15,535
REAL ESTATE ACTIVITY			
Ten G Street operations	$2,384	$3,075	$3,092
750 First Street operations	6,263	6,097	5,677
Unrealized (loss)/gain on interest rate swap (LLC)	(4,583)	316	4,293
Unrealized (loss)/gain on interest rate swap (APA)	(2,842)	126	2,454
Interest on 750 First Street term loan (Bank of America)	(1,281)	(1,248)	(1,210)
Deferred rent	(100)	466	466
Net Real Estate Activity	$(159)	$8,832	$14,773
OTHER NONOPERATING ACTIVITY			
Other income	-	-	$6,250
Income tax expense/provision	$(740)	$(781)	(1,371)
Total Nonoperating Activity	**$(4,539)**	**$17,553**	**$35,186**

Note. All figures shown in thousands. [a] Expense data in 2011 and 2012 have been restated for comparison purposes.

Table 2 Balance Sheet (Consolidated)

	2011	2012	2013
ASSETS			
Cash and short-term investments	$57,142	$59,297	$53,554
Long-term investment portfolio	63,958	73,380	88,981
Real estate/equipment	71,923	69,171	78,113
Other	41,815	37,150	41,076
Total Assets	**$234,838**	**$238,998**	**$261,724**
LIABILITIES			
Divisions/other groups	$8,408	$9,075	$9,470
Long-term debt/swap liability	124,174	120,562	110,156
Accounts payable/accrued expenses/other	18,677	19,176	21,145
Deferred revenues	51,002	52,269	53,734
Total Liabilities	$202,261	$201,082	$194,505
Net Assets	32,577	37,916	67,219
Total Liabilities and Net Assets	**$234,838**	**$238,998**	**$261,724**

Note. All figures shown in thousands.

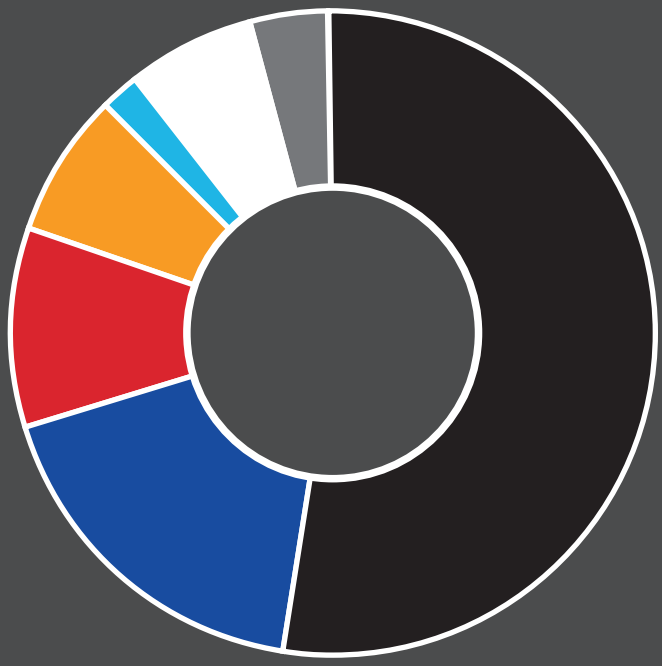
Table 3 Net Assets Summary (Consolidated)

	2011	2012	2013
NET ASSETS BEGINNING BALANCE (CONSOLIDATED)	$39,756	$32,577	$37,916
APA operations (see also Table 1)	(2,490)	(11,987)	(5,769)
APA nonoperating activity (see also Table 1)	(4,539)	17,553	35,186
APAPO operations	(130)	(271)	(86)
APAPO nonoperating activity	(20)	44	(28)
Total Change in Net Assets	$(7,179)	$5,339	$29,303
Net Assets Ending Balance (Consolidated)	**$32,577**	**$37,916**	**$67,219**
COMPOSITION OF ENDING UNRESTRICTED NET ASSETS			
APA unrestricted/undesignated net assets	$15,361	$21,543	$44,673
APAPO net assets	2,097	1,869	1,756
APA designated activities			
Investment in APA	11,772	9,733	7,476
The Trust business agreement	-	-	6,250
Strategic Plan Initiatives	-	3,206	3,894
Intern Stimulus Plan	-	-	1,775
Accreditation	992	499	647
Convention	484	452	367
APA centralized application service for grad. ed. in psychology	-	-	325
GGP Implementation Workgroup	-	-	259
Web relaunch	834	2	-
Web & IT	400	-	-
Publications and Databases R&D	637	612	(203)
Ending Unrestricted Net Assets	**$32,577**	**$37,916**	**$67,219**

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

2012 LONG-TERM PORTFOLIO COMPOSITION

Large-Cap Equity	52.7%
Small/Mid-Cap Equity	17.6%
Developed Non-US	10.0%
Emerging Markets	7.4%
Real Assets/Commodities	1.9%
Non-Core Fixed Income	6.4%
Core Fixed Income	4.0%



PERFORMANCE RETURNS/MARKET VALUE

2013 Long-Term Investment Portfolio		Market Value[a] 12/31/13	% of Market Value	2013 YTD Returns (%)[b]
Southeastern Asset Management	Large Cap Equity	$39.2	44.1	32.9
Osterweis Fund	Large Cap Equity	5.0	5.6	35.8
Schafer Cullen	Large Cap Equity	1.3	1.5	5.9
Bahl & Gaynor	Large Cap Equity	1.3	1.5	5.8
Advisory Research	Small/Mid Cap Equity	5.6	6.3	35.8
HSBC Opportunity Fund	Small Cap Equity	10.0	11.2	36.9
First Eagle Overseas	Developed Non-US	4.0	4.5	12.1
Longleaf International Fund	Developed Non-US	4.9	5.5	28.4
Aberdeen EM Fund	Emerging Markets	3.3	3.7	-7.5
Laudus Mondrian Instl EM Fund	Emerging Markets	3.4	3.8	-10.0
Jennison Natural Resources Fund	Real Assets/ Commodities	1.7	1.9	11.7
Loomis Sales Bond Fund	Non-Core Fixed Income	1.8	2.0	5.7
TCW EM Currency	Non-Core Fixed Income	0.8	0.9	-4.2
PIMCO Emerging Local Bond Fund Instl	Non-Core Fixed Income	0.7	0.8	-10.8
DoubleLine Total Return Bond	Non-Core Fixed Income	2.4	2.7	0.0
PIMCO Low Duration Bond Fund	Core Fixed Income	3.6	4.0	0.3
		$88.9	100.0%	
			2013 Overall Return	**21.3%**
			Return Since Inception	**11.3%**

Note. EM = emerging markets.

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

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The American Psychological Foundation (APF) celebrated its 60th anniversary in 2013 and announced the Campaign to Transform the Future—a fundraising campaign to increase psychology's impact.

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—Kristen Culbert, PhD
2008 APF Scholarship Recipient

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