



AMERICAN
PSYCHOLOGICAL
ASSOCIATION

APA/APA Services Proposed Strategic Plan

To help our organization and all areas of the field of psychology chart a course for the future, APA is developing a new strategic plan that will guide both APA and its newly expanded 501(c)(6) companion advocacy organization. The intent is transformational and calls for real change in how the Association pursues its mission. In this new plan, we refresh APA's mission and vision, establish overarching principles that will guide and inform all the work we do, and clearly articulate the organization's priorities for the next three to five years.

In developing the strategic priorities for the Association, extensive input was sought from APA's broad membership, governance groups, Divisions, and state, provincial, and territorial psychological associations as well as APA past presidents, staff, our international colleagues, and even non-members. These individuals shared with us their hopes and ideas for APA's future in a number of different ways. Nearly 200 psychology leaders answered open-ended questions during in-depth phone interviews, totaling over 12,000 minutes of interview time. Almost 10,000 members and non-members responded to our strategic plan survey on what is needed for the viability and success of psychology, top goals that APA should focus on, and professional challenges faced today. Graduate students, early career psychologists, and those who have been working in the field for decades shared their perspectives during focus groups held at APA's Convention. This extensive input made two things very clear – how passionately people feel about the impact that psychology and psychologists can and do have, and how much potential people see in APA to maximize that impact.

All of this input needed to be placed in the context of both a present and future landscape. In an environmental scan, we considered current and emerging trends, challenges, and opportunities that have the potential to impact our organization as well as the discipline and profession of psychology. The combination of extensive individual input and systematic examination of our environment has helped to ensure that APA's new strategic goals will guide the Association toward a strong future.

Throughout this data gathering process, we returned to many different groups, asking for feedback on the developing goals and objectives and making sure that our synthesis still accurately reflected their ideas. In the past month, we have held webinars to accomplish this same task with broader audiences. At this time, the emerging priorities have already been reviewed – and even endorsed – by some governance groups and we are continuing the process of soliciting input as APA's strategic planning process enters its final phase.

Now we are providing an opportunity for members and the broader public to read fully through the draft strategic plan and offer comments before it goes to APA's Council of Representatives for consideration. Please provide us with your feedback and help APA chart a strategic roadmap for the years ahead.

750 First Street, NE
Washington, DC 20002-4242
(202) 336-5500
(202) 336-6123 TDD



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Vision

The change APA aspires to create in the world.

A strong, diverse, and unified psychology that enhances knowledge and elevates the human condition.

Mission

APA's unique role in creating that change.

The mission of APA is to promote the creation, advancement, communication, and application of psychological science and knowledge to benefit society and improve lives.

Guiding Principles

The core values that must inform and infuse everything the association does. They apply equally across all areas of psychology including practice, science, general applied psychology, and education and training.

- **Advocate for psychology and psychologists.** Demonstrate an unwavering commitment to promoting the field while supporting and unifying those that make it their profession.
- **Build on a foundation of science.** Ensure that the best available psychological science informs policies, programs, and products.
- **Engage with and deliver value to members.** Provide resources, opportunities, and networks that help all members at every stage of their career.
- **Champion diversity and inclusion.** Further the understanding and appreciation of differences and be inclusive in everything we do.
- **Respect human rights.** Focus on human rights, fairness, and dignity for all segments of society.
- **Lead by example.** Serve others, model integrity, and demonstrate the highest ethical standards in all our actions.

Operating Principles

How all parts of the association will work together to execute the plan.

- **Make an impact.** Focus on efforts with the scale and scope to significantly advance the interests of the public, psychology, and psychologists.
- **Adopt a global perspective.** Advance psychology, and APA's interests, internationally, through association efforts and meaningful collaborations.
- **Build a stronger association.** Collaborate across APA to align resources, decision-making, and the contributions of governance, advisory groups, staff, and the broader membership with the strategic plan.
- **Increase organizational effectiveness.** Focus on outcomes, make data-informed decisions, invest in strategic priorities, create capacity for new initiatives, and increase efficiency.

Strategic Goals and Objectives

The goals listed in this plan represent broad strategic areas critical to the successful pursuit of APA's mission. They are intended to be of equal importance, therefore, the order does not imply differences in priority.

Goal: Utilize psychology to make a positive impact on critical societal issues.

Objectives:

1. Employ psychology to improve public health, increase access to services, and reduce disparities.
2. Apply psychological science to the development of new technologies that affect people's lives.
3. Use psychology to improve the functioning of public and private institutions, organizations, systems, and communities.
4. Increase the influence of psychology on policy decisions at the federal, state, and local levels.
5. Promote the advancement of human rights, fairness, diversity, and inclusion through the application of psychological science.

Goal: Elevate the public's understanding of, regard for, and use of psychology.

Objectives:

1. Expand the public's perception of psychology to accurately reflect the full breadth of the field.
2. Influence educational systems to foster lifelong appreciation and application of psychology.
3. Make psychological science accessible and understandable to the public and key decision makers.
4. Become the go-to organization for the public regarding the quality and effectiveness of psychology-related products and services.
5. Distinguish psychology's unique contributions in health, health care, and human welfare.

Goal: Prepare the discipline and profession of psychology for the future.

Objectives:

1. Protect and increase funding for applied psychology, education, practice, science, and training.
2. Facilitate greater alignment between the science and practice of psychology.
3. Promote the adoption of new technologies and methodologies in psychology and guide their integration into the discipline and profession.
4. Attract, diversify, develop, and support the next generation of psychology professionals.
5. Ensure that psychology functions as a hub of interdisciplinary collaboration.

Goal: Strengthen APA's standing as an authoritative voice for psychology.

Objectives:

1. Expand APA's position as a premier provider of science, practice, education, and career resources for psychology.
2. Increase the impact of APA's legislative, regulatory, marketplace, and social welfare advocacy.
3. Serve as a leading resource for standards and evidence-based guidelines for the field.
4. Establish, uphold, and embody the ethical standards for the profession and discipline.