

Strategic Plan Update: Progress and Data Gathering to Date

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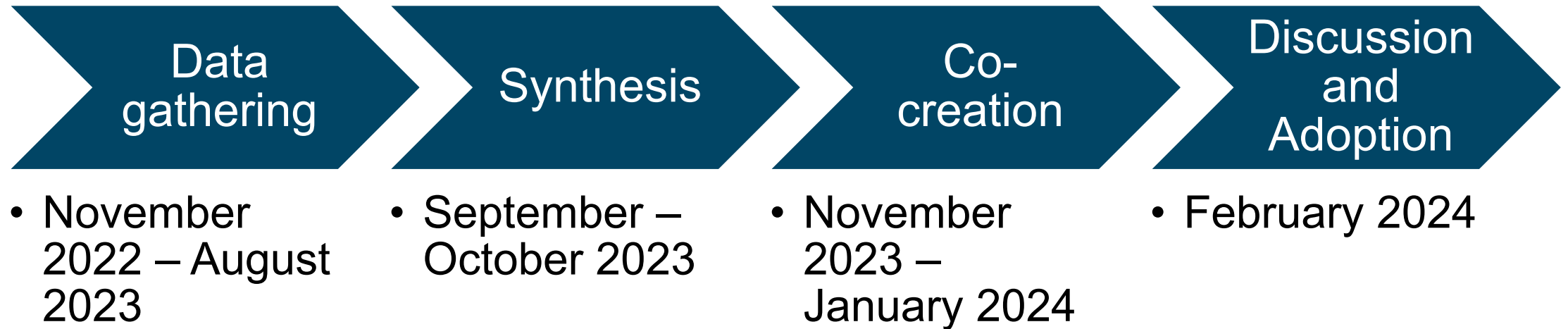
August 2, 2023



Approach

- Continued emphasis on member engagement and co-creation
 - Highly interactive process
- Focus on more specificity where appropriate
- Strive to preserve the flexibility of the current plan

Timeline



Summary and Key Themes

Data Collection Details

Council Focus Groups and Leadership Interviews

- All Council members invited to attend focus groups
 - 6 Focus Groups
 - 63 registered
- All Board and CLT members and board and committee chairs invited to have a one-on-one interview
 - 56 invited
 - 12 completed (ongoing)

Member Survey

Survey conducted with members not currently serving as a Council or Board member, or board or committee Chair.

- Random sample of 39k members.
- 1,891 respondents (6.8% response rate)
- 64% female, 35% male, 1% prefer to self-describe, less than 1% nonbinary
- 69% White, 10% Bi/Multi-racial, 7% Black/AA, 6% another race not listed, 3% Asian, 2% Latino/a/x, 1% Southeast Asian, 1% prefer not to answer, <1%Arab American..., <1% American Indian...
- 33% Early-, 34% Mid-, 21% Late- and 12% Post-career
- 51% Clinical, 12% Counseling, 4% School, 3% Educational, 3% I/O, 2% Clinical child, 2% General Psychology, 2% Social Psychology, 2% Developmental

Focusing on Current Strategic Goals

When asked whether APA should continue to focus on the current goals for the next five years, the feedback has been overwhelmingly positive.

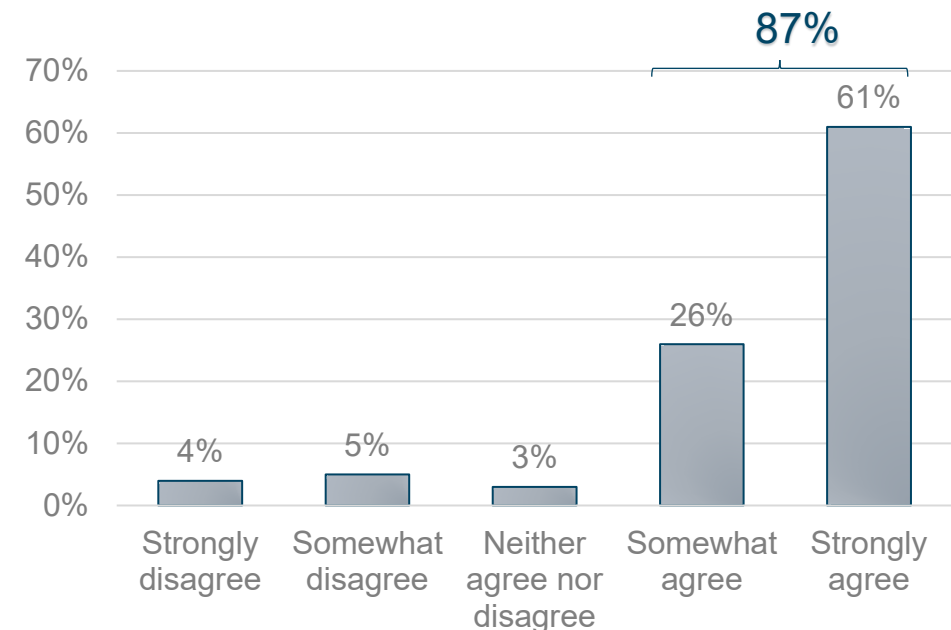
Examples – Council Focus Group and Leadership Interview Comments:

“I appreciate sort of building on what we've already been doing”

“[What] I appreciate about it is that those goals are large enough that I think we can put different specific tasks under them, as we see that the world is changing, the health care system is changing, and they can still fall under those overarching goals. And I do appreciate that about the current plan.”

“I still think those are very important goals. I would not want to see those changed.”

Member Survey Data

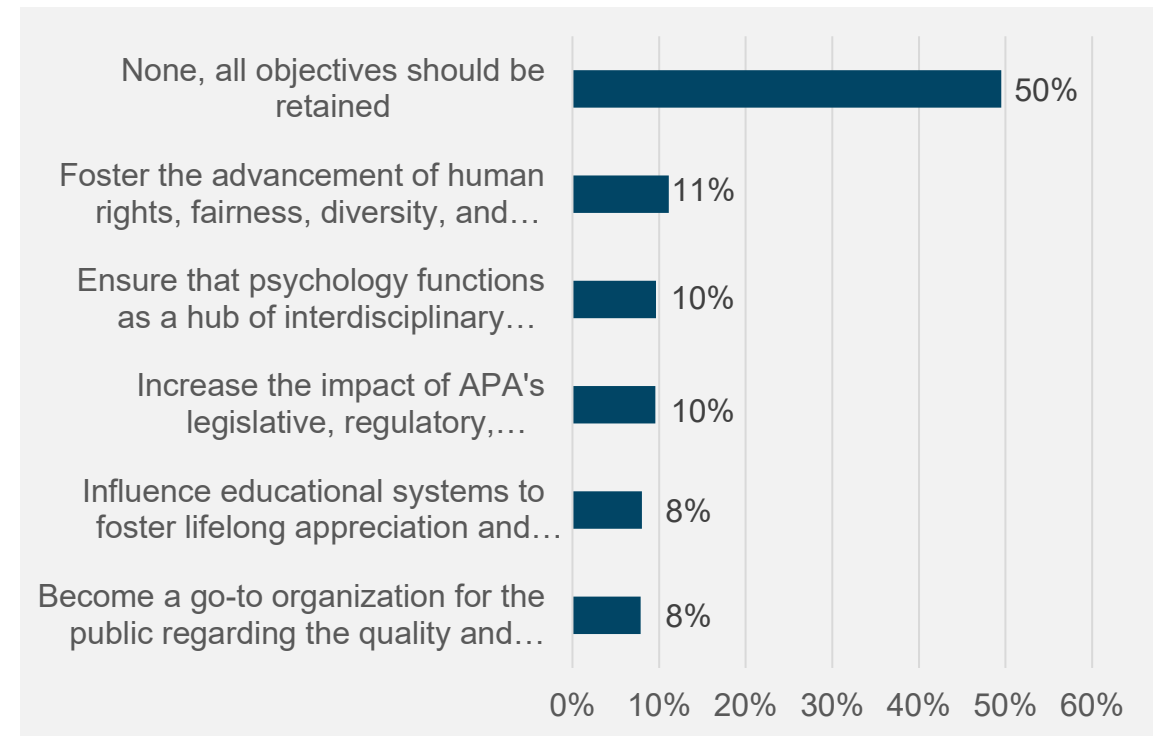


Current Objectives (Member Survey)

Which of the following strategic objectives do you believe are **most important** for APA moving forward?



Which of the following strategic objectives do you believe APA **should consider removing**?



Areas for Additional Consideration

- Advancement of psychological science and research
- Promotion of evidence/science-based treatment/practice and policies
- Debunking or challenging junk science/pseudo-psychology to restore the public's trust in psych science
- Emphasizing collaborations with other organizations, SPTAs, divisions, etc.
- Supporting psychologists/members

Do you believe APA is having more impact than it did 5 years ago?

When asked about impact, we are seeing a slight divergence across audiences. While all groups are generally positive, there were more in the member survey who were unsure, a sentiment we are not seeing among Council and elected and appointed leaders.

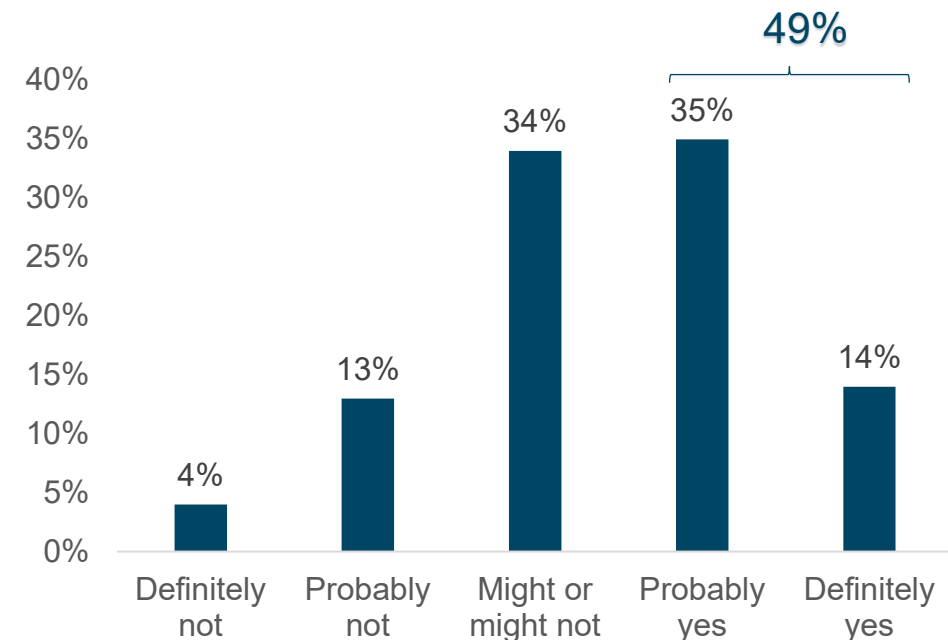
Examples – Council Focus Group and Interview Comments:

“To me things are getting better. I definitely feel that APA, I've seen that APA's voice, is more prominent in these conversations”

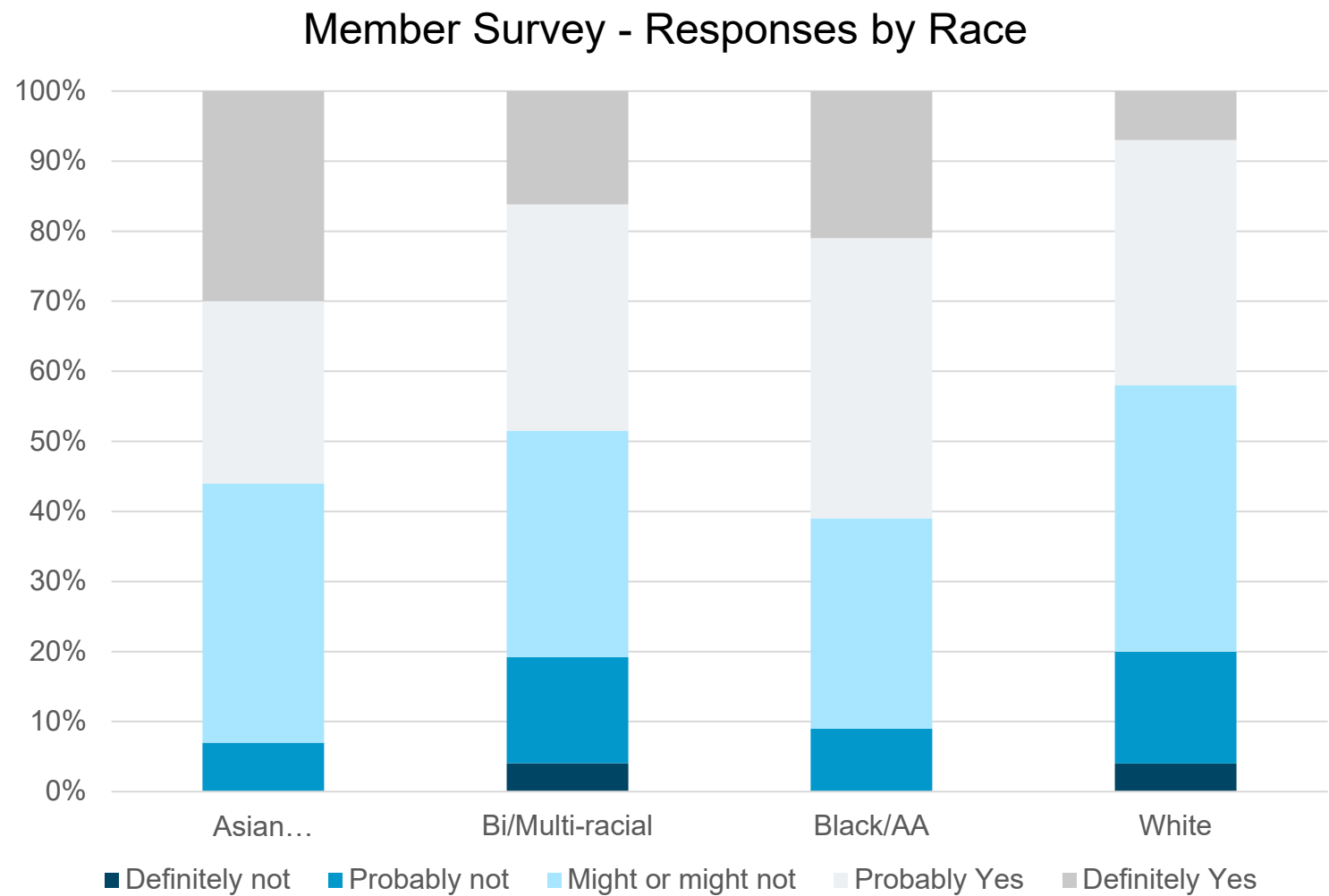
“because I do think we are doing a much better job of being visible and seen as experts than we had been”

“Absolutely on almost sort of every goal in every way.”

Member survey data

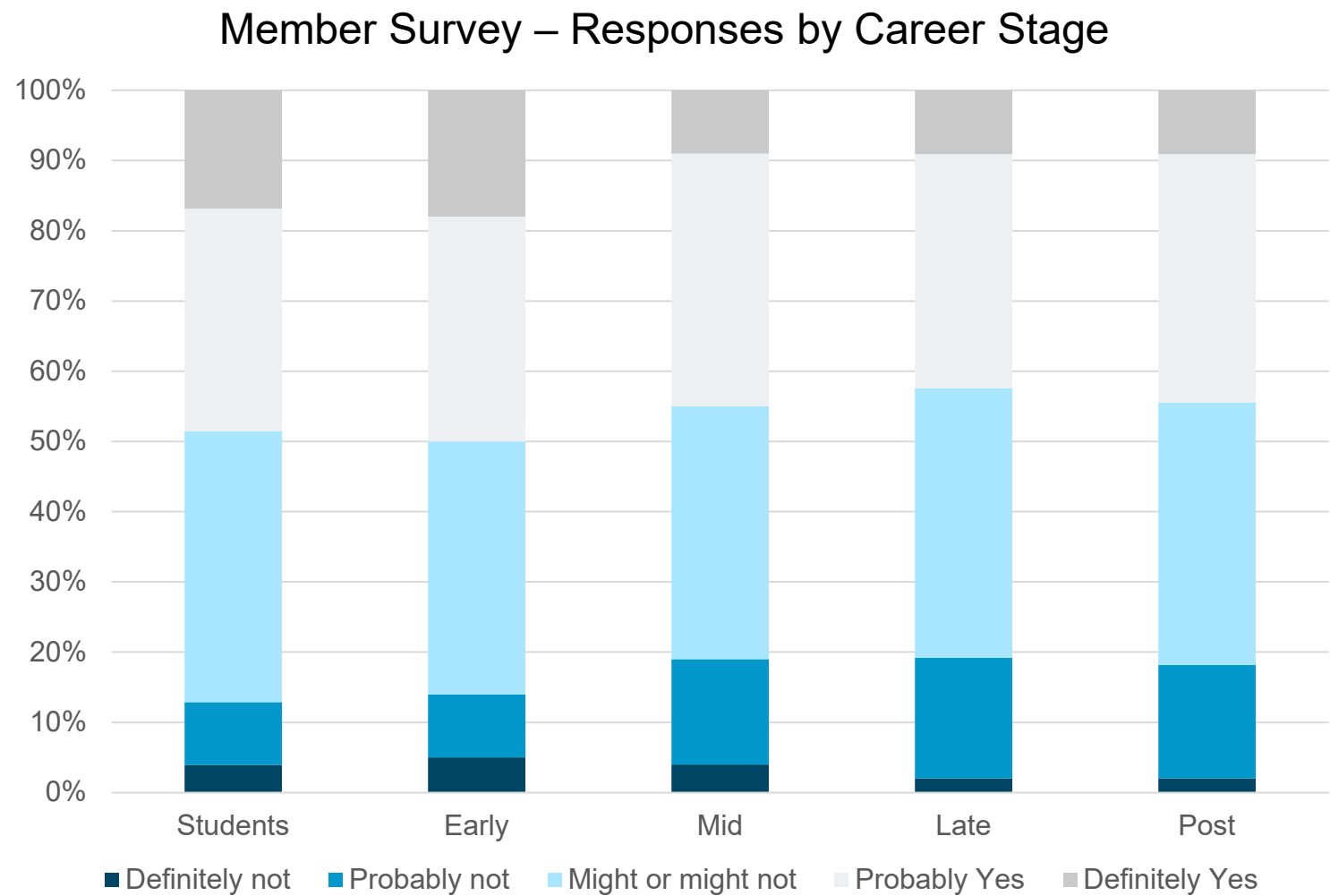


Do you believe APA is having more impact than it did 5 years ago?



Note: Number of respondents in each racial identity range from 27 to 664; given unequal n, some caution should be taken in interpreting significance of differences.

Do you believe APA is having more impact than it did 5 years ago?



What's next

Follow progress
through APA Impact, the
Strategic Plan blog:
<https://www.apa.org/about/apa/strategic-plan/blog-impact>

- Interviews/Listening Sessions
- Focus Groups with SPTAs
- Town Halls
- Open Comment Period
- Advisory Group



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Questions?

Contact strategicplan@apa.org

