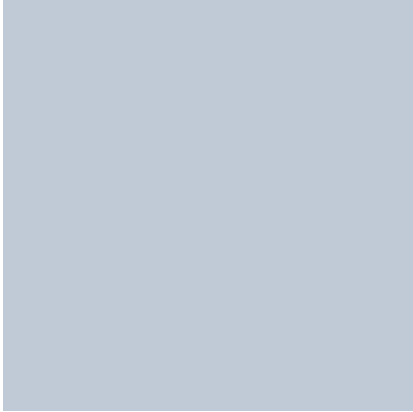
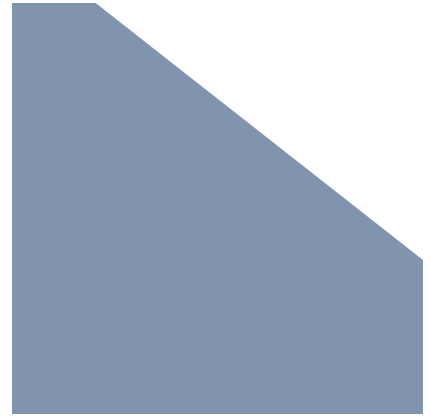




2009

ANNUAL REPORT

of the American Psychological Association

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

2009 Board of Directors



Front row (left to right): Jean A. Carter, PhD; Melba J. T. Vasquez, PhD; Alan E. Kazdin, PhD; James H. Bray, PhD; Carol D. Goodheart, EdD; Suzanne Bennett Johnson, PhD; and Norman B. Anderson, PhD. *Back row (left to right):* Michael Wertheimer, PhD; Konjit V. Page, MS; Armand R. Cerbone, PhD; Barry S. Anton, PhD; Paul L. Craig, PhD; and Rosie Phillips Bingham, PhD.

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On the Cover

APA Members Engaged in the Profession

Top row, left to right: APA President James H. Bray, PhD, welcomes people to the 117th APA Annual Convention in Toronto (photo © 2009 by Grant Martin); 2008–2009 Congressional Fellows Christa McDermott, PhD, Mary Polce-Lynch, PhD, and Scott Nolen, PhD (photo © 2009 by Charles Votaw).

Second row, left to right: Rosie Phillips Bingham, PhD, a member of the 2009 APA Board of Directors, at the January 2009 National Multicultural Conference and Summit in New Orleans, which focused on the role of social justice in multicultural psychology (photo © 2009 by Jackson Hill); Eduardo I. Diaz, PhD, and Joseph M. Cervantes, PhD, at the Multicultural Conference and Summit (photo © 2009 by Jackson Hill).

Third row, left to right: Rebecca L. Toporek, PhD, and William M. Liu, PhD, at the Multicultural Conference and Summit (photo © 2009 by Jackson Hill); Walden University doctoral students and APAGS members Wendy Johnny and Carla St. Louis at the APA convention's first-ever speed mentoring event (photo © 2009 by Grant Martin); Psychologists Linda Mona, PhD, and William D. Parham, PhD, ABPP, at the Multicultural Conference and Summit (photo © 2009 by Jackson Hill).

Last row: Psychologists at the May 2009 Presidential Summit on the Future of Psychology Practice in San Antonio, TX, where they addressed current issues in the practice of psychology and identified models and policies for the future (photo courtesy of Mark Nelson).

APA Editorial and Design Services

Deborah C. Farrell, Editor; David Spears, Designer



Norman B. Anderson, PhD
Chief Executive Officer

During 2009 we made great strides toward our goals of infusing psychology into the health care marketplace and of bringing psychology—and the unique skills of psychologists—to the attention of the public.

Welcome to the 2009 annual report of the American Psychological Association. It is my privilege to share with you highlights of a very important year for APA and for psychology. During 2009 we made great strides toward our goals of infusing psychology into the health care marketplace and of bringing psychology—and the unique skills of psychologists—to the attention of the public.

As everyone is well aware, in 2009 much of Washington's attention was focused on the successful effort to pass legislation to reform our health care system. What does the new reform package mean for psychology and the consumers of psychological services? It lays the groundwork for the inclusion of mental and behavioral health services in primary health care and access to such care by millions more Americans. For more information about APA's year-long efforts and their impact on the direction of the reform process, see page 326.

Another major achievement of the year was the redesign of the association's website, apa.org. Our website, a vital communications channel for members and our primary public education tool, had become outdated and hard to navigate. With the support of the Board of Directors and the Council of Representatives, a team from APA's Information Technology Services and Public and Member Communications offices redesigned and rebuilt the site from top to bottom. The new site includes a state-of-the-art search engine; a new, more robust MyAPA feature; and a single sign-on feature for members—you may now sign on once and transact all your APA business, from paying dues to buying a continuing education course or registering for the convention.

This brings me to a milestone reached in 2009, the effects of which will be felt for decades come. I refer to

the Council of Representatives' adoption of APA's first-ever strategic plan, which includes three specific goals for the next 3–5 years:

- Maximize organizational effectiveness
- Expand psychology's role in advancing health
- Increase the recognition of psychology as a science

Goal 1 will guide the service, membership, and financial stewardship activities of the association, making APA an even more effective organization. Goal 2 will focus our resources on health care, where many believe psychology can make a significant contribution to improving the health and well-being of people and their communities. Achieving Goal 3 increases the credibility and standing of psychology as a core field of science, which will expand the impact of the field for the benefit of society.

2009 marked my 7th year as APA's CEO. I am as excited now about the future of our discipline as I was when I first arrived at APA's Central Office. I also consider myself fortunate to have an insider's view of all that APA and psychology do for society. I hope this report gives you at least some insight into the contributions we psychologists make to our communities and our country. APA is here to serve you as you serve others. ■

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Cynthia D. Belar, PhD
Executive Director

The Education Directorate's mission is to advance the science and practice of psychology for the benefit of the public through educational institutions, programs, and initiatives. The directorate advances education and training in psychology, promotes the application of psychology to education and training, and engages in education advocacy.

Education Leadership Conference

The eighth annual Education Leadership Conference (ELC), "Preparing Tomorrow's Health Workforce," held in October 2009 in Washington, DC, examined psychology's progress in preparing future scientists, practitioners, and other health professionals to meet the nation's growing health care needs. As in years past, the ELC also provided advocacy training and visits to Capitol Hill to lobby for psychology education and training, including continued support for the Graduate Psychology Education (GPE) program.

Advocacy and Government Relations

The Education Directorate (<http://www.apa.org/ed>) has an active advocacy agenda. In September 2009, the Substance Abuse and Mental Health Services Administration announced that \$6.3 million in grants for suicide prevention had been made available to institutions of higher education. These Campus Suicide Prevention grants are authorized through the Garrett Lee Smith Memorial Act, the culmination of a project initiated by APA and APA members. The program has brought national attention to and recognition of mental and behavioral health issues on U.S. campuses and the need to provide relevant services. Since it was created in 2004, the program has provided approximately \$16 million in grant funds to 94 institutions of higher education.

The directorate continues to work toward expanded federal support of psychology education and training through appropriation of funds for the GPE program. The program is a competitive grant process open to APA-accredited doctoral, internship, and postdoctoral programs to support interdisciplinary training in mental and behavioral health services to underserved populations. In December 2009, funding for the 2010 GPE program was increased from \$2,000,000

to \$2,945,000—the first increase in GPE funding in 5 years and the only program increase in that budget line. Since 2002 there have been 70 grants in 30 states for approximately \$24 million.

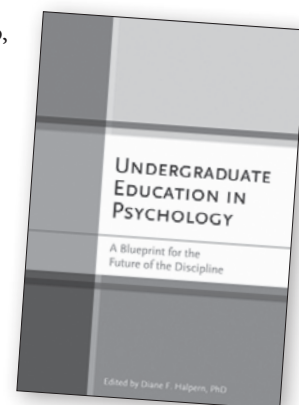
Quality Assurance in Education and Training

APA has an important quality assurance role in the areas of continuing education (CE) and professional education and training. There are currently 892 accredited programs in professional psychology: 372 doctoral programs, 471 internship training programs, and 49 postdoctoral residency training programs. In addition, the CE Committee approved 792 organizations as sponsors of continuing education.

Enhancing Education in Psychology

A focus of the Education Directorate is on ways to enhance education in psychology. The recent National Conference on Undergraduate Education in Psychology, sponsored by APA in 2008, initiated an important dialogue about the critical issues and concerns in undergraduate education in psychology. In 2009, APA published a new book about the conference, *Undergraduate Education in Psychology: A Blueprint for the Future of the Discipline*. Through conference presentations and a new online "virtual" book group, participants have extended the dialogue on this topic.

APA promotes the culture of competence for professional education and training through a series of new products and continued collaboration with the Council of Chairs of Training Councils.



In 2009, work began on a new toolkit to facilitate the development of internships.

The second revision of the *Assessment Cyberguide for Learning Goals and Outcomes* (available at www.apa.org/ed) was released. This resource provides psychology departments with effective ways to plan, design, critique, evaluate, and apply assessment strategies in psychology. It also serves as a companion resource for implementing the *APA Guidelines for the Undergraduate Major in Psychology*.

One of the most exciting and innovative projects of the directorate has been the APA Online Psychology Laboratory (OPL), funded by the National Science Foundation for entry in the National Science Digital Library. OPL provides a coherent set of reliable, stable, quality-controlled laboratory experiments and resources for use in the teaching of psychology and related disciplines. The site now includes 27 fully operational studies, each of which contains a functional experiment for student participation, explanatory materials for instruction, data download capabilities for real-time data analysis, and graphing downloads to illustrate effects of scientific phenomena. The resources section of OPL includes 62 interactive demonstrations that provide illustrations of a psychological principle or phenomenon. Teachers may use the demonstrations during class, and students may visit the site to repeat the demonstration to study the material. The number of page views for OPL has increased from 155,625 in 2006 to 565,629 in 2009. Nearly 1,400 educational institutions use this site.

APA has begun the data collection process for the 2011 edition of *Graduate Study in Psychology*. In 2009, in response to requests from members, the publication's questionnaire was revised, specifically by having departments enter admissions requirements for each program offered. The publication and online product provide information from approximately 600 departments of psychology on employment outcomes of graduates, degree and admission requirements, tuition costs, internship placements, and other information.

APA has expanded its Web-based CE portal, the APA Online Academy, to include two campuses. One campus offers 25 workshop recordings that blend multimedia presentations with interactive and downloadable slides. The new campus provides shorter, targeted trainings with interactive slides and associated educational resources.



© 2009 Charles Votaw
APA CEO Norman B. Anderson, PhD, welcomes participants to the 2009 Education Leadership Conference, "Preparing Tomorrow's Health Workforce." Left to right: Elaine R. Rubin, PhD, and Louise A. Douce, PhD.

The directorate, in collaboration with the Public Interest Directorate and eNURSING llc, released 10 online modules for psychologists, social workers, hospice volunteers, clergy, and others who work with people facing end-of-life issues and concerns. Also new in 2009 was the Clinician's Corner series comprising mini-workshops held in the APA building that feature leading practitioners and scholars working in key areas of professional practice.

Bringing Psychology to Teaching and Learning

The Education Directorate is committed to enhancing the quality of teaching and learning outcomes at all levels of education and training. In 2009, APA launched two online professional development classroom-management modules for pre-K–12 teachers (available at www.apa.org/ed). One module covers general classroom management, and the second focuses on dealing with students' disruptive behaviors.

In collaboration with the University of Virginia Curry School of Education and WestEd, APA published *A Guide to Incorporating Multiple Methods in Randomized Controlled Trials to Assess Intervention Effects*. The publication and accompanying pullout guide (also available at www.apa.org/ed) take the reader through the life cycle of a research study on the effects and effectiveness of a social intervention. ■



Steven Breckler, PhD
Executive Director

The Science Directorate works to communicate, facilitate, promote, and represent psychological science and scientists.



Summer Science Fellow Luis Parra prepares a student for an experiment in Koraly Perez-Edgar's Cognitive, Affect, and Temperament lab at George Mason University.

The Science Directorate (<http://www.apa.org/science>) has been especially active in 2009 in the areas of research ethics, testing and assessment, and health research. The directorate's government relations staff advocate on Capitol Hill and at funding agencies to enhance support for psychological research. Several directorate programs serve undergraduate and graduate students of psychology. In 2009, the directorate oversaw completion of the final report of the Task Force on the Interface Between Psychology and Global Climate Change and helped support the Task Force on the Future of Psychological Science as a STEM Discipline. Also housed within the Science Directorate are the Center for Workforce Studies and the APA Library and Archives.

Supporting Leadership Development

The 2009 Science Leadership Conference brought more than 100 psychological scientists to Washington, DC, to learn about current policy and funding issues facing psychological and health research and to receive training in advocacy. The scientists then visited the offices of their home states' senators and representatives to make the case for federal support of psychological research and to enhance understanding of the role of psychology in improving health, with a focus on the contributions of psychology to emerging areas such as comparative effectiveness research.

Advancing Science

The directorate's Office on Testing and Assessment has led APA's work in developing and updating standards for testing. It is participating in the effort to revise the *Standards for Educational and Psychological Testing* and helps represent APA in projects of the International Test Commission and the International Organization for Standardization.

A new APA governance committee, the Committee on Human Research, was established in 2009 and is being managed by the directorate's Research Ethics Office. That office, working with the Committee on Animal Research and Ethics, also distributed a video series and study guides on the role of nonhuman animal research in psychology to high schools and undergraduate institutions throughout the nation.

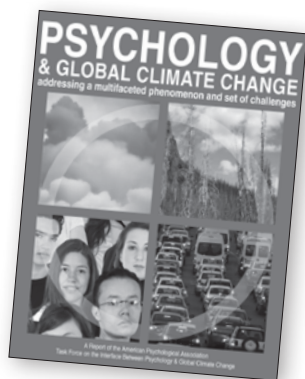
The directorate's summer Advanced Training Institutes expose both graduate students and established researchers to new developments in research methods. A new institute in 2009 on exploratory data mining taught participants new approaches to the analysis of extremely large data sets.

Enhancing Opportunities for Students

The Science Directorate sponsors a number of programs for undergraduate and graduate students who plan to have careers in psychological science. The Summer Science Fellowship nurtures advanced undergraduate students as they prepare for graduate school. The APA Science Student Council is an exceptional leadership opportunity for science-oriented graduate students. The nine members of the council advance an agenda designed to support the interests and needs of their fellow graduate students. Six outstanding graduate students were recognized with the 2009 Early Graduate Student Researcher Award. In addition, nearly 150 graduate students received grants in 2009 from the directorate for dissertation expenses or travel to the APA convention to present their research. The directorate also sponsors academic career workshops at regional psychological association meetings.

Communicating About Science

The May 2009 issue of *Psychological Science Agenda*, the directorate's monthly electronic newsletter, featured



a special section on evolutionary theory and psychology, marking the 200th anniversary of Charles Darwin's birth and the 150th anniversary

of the publication of *On the Origin of Species*. Twelve eminent psychologists contributed their reflections on this occasion. The directorate also published the final report of the APA Task Force on the Interface Between Psychology and Global Climate Change, which garnered significant interest from the popular press.

Advocating for Science

The psychological science community benefits from an experienced and assertive Science Directorate government relations (Science-GRO) staff, who advocate on Capitol Hill and within executive branch agencies to enhance support for psychological research. In 2009, Science-GRO staff arranged a number of timely educational briefings and exhibitions on Capitol Hill, including events focused on vaccine development for the treatment of drug addiction, fetal alcohol spectrum disorders, a celebration of the range of behavioral and social science supported across 19 institutes of the National Institutes of Health, nurturing diversity in the scientific workforce, and the psychology of financial risk-taking.

In addition to seeking new opportunities for funding, the Science-GRO staff continue to work for increased appropriations for federal agencies that have traditionally supported psychological research. Staff members help to develop testimony presented by APA officials to congressional appropriations committees in favor of enhanced research funding. Testimony in 2009 addressed funding at the Departments of Health and Human Services, Veterans Affairs, and Defense; the National Science Foundation (NSF); and the National Aeronautics and Space Administration.

Science-GRO staff monitor and communicate with federal funding agencies about the management of their psychological research portfolios. In 2009, staff contributed to the successful nomination of two psychologists to serve on the new Tobacco Products Scientific Advisory Committee, which will guide the Food and Drug Administration's approach to regulating tobacco and nicotine under its new statutory authority.

Service to the Discipline

Although located in the Science Directorate, the Center for Workforce Studies (CWS) serves interests and needs across the association and the discipline. Its mission is to collect and disseminate data on the educational pipeline and workforce of psychology, including analyses of demand and the broader economic environment within which psychologists function. Drawing from its own surveys as well as from NSF data and other sources, CWS conducts ongoing studies of salaries and the career paths of doctoral-level psychologists. In 2009, CWS compiled new salary data through the Salaries in Psychology Survey and the Faculty Salary Survey.

The staff of the Arthur W. Melton Library and Archives support APA Central Office staff, members, and the public with access to books, journals, databases, and reports. In 2009, the library and archives received an Express Award from the National Network of Libraries of Medicine to assist in the costs of transferring VHS tapes to digital format. The holdings (in both the library and the archives) continue to grow, with hundreds of additional books, videos, e-books, agendas, and photographs. The library and archives team responded to more than 400 information requests from both within and outside of APA in 2009. ■



Patrice Saab, PhD, University of Miami (left), Linda Sobell, PhD, NOVA Southeastern University (center), and Monica Webb, PhD, University of Miami (right), attended the 2009 Science Leadership Conference and then visited the office of Ileana Ros-Lehtinen (R-FL) to discuss the importance of sufficient federal funding of psychological research and other issues.



Katherine C. Nordal, PhD
Executive Director

The APA Practice Directorate promotes the practice of psychology and the availability and accessibility of psychological services, providing resources and services to psychologists practicing in all settings. The Practice Directorate supports members of both the APA and its companion organization, the APA Practice Organization.

Educating the Public About Psychology

Since 1996, the APA Practice Directorate has helped stimulate community-based education and outreach efforts through the APA Public Education Campaign (PEC). The current PEC initiative, Mind/Body Health, informs the public about the connection between psychological and physical health and the influence of lifestyle and behaviors on health.

In November 2009, APA's annual Stress in America survey—a key element of the PEC for several years—made headlines around the world. In the first few days following its release, the survey reached nearly 28 million people through 850 stories on TV and radio and in newspapers, blogs, and news and health websites, including NBC's *Today Show*, MSNBC, *USA Today*, the *Wall Street Journal* blog, and the *Chicago Tribune*. Among the survey's principal findings: Stress related to school pressure and family finances has a greater impact on young people than parents believe.

The PEC's Mind/Body Health initiative includes a partnership with the National YMCA that greatly facilitates community outreach. APA and the YMCA are working together on initiatives to promote health and wellness. An initial workshop, "Making Healthy Choices for Your Family," was made available during 2009 to APA members and the more than 2,600 YMCAs throughout the United States serving more than 20 million people.

The PEC collaborates closely with the Psychologically Healthy Workplace program; the two teamed up to educate consumers and employers through a radio tour and online resources about the Paul Wellstone and Pete Domenici Mental Health Parity and Addiction Equity Act of 2008.



The website associated with the PEC (<http://www.apa.org/practice/programs/campaign>) features articles and information for consumers about psychological issues affecting daily physical and emotional well-being. The site was revamped as part of the new **apa.org** and will be known in 2010 as the Psychology Help Center. Among content posted online throughout the year

at the Help Center were materials to help psychologists assist their clients in tough economic times and during the H1N1 flu outbreak.

Advancing Practice

The Practice Directorate collaborates with psychology leaders nationwide on many activities to protect and advance the profession. Such efforts in 2009 included the following:

- In February, President Obama signed into law the Children's Health Insurance Program Reauthorization Act of 2009. An expansion of the State Children's Health Insurance Program (SCHIP), the new law raises the total number of uninsured children covered by basic health insurance from 7 to 11 million and specifically clarifies that the Wellstone–Domenici Mental Health Parity and Addiction Equity Act of 2008 applies to SCHIP, ensuring parity in coverage for mental health services. The APA Practice Organization (APAPO) has supported the bill since 2007.
- The Practice Directorate advanced two new practice guidelines that were adopted as APA policy during 2009: *Guidelines for Child Custody Evaluation in Family Law Proceedings*, which addresses disputes over decision making, caretaking, and access after



Leslie Crutchfield, coauthor of a best-selling book on high-impact social change organizations, *Forces for Good: The Six Practices of High-Impact Nonprofits*, was the keynote speaker at APA's 2009 Psychologically Healthy Workplace Awards ceremony.

- the dissolution of marital or other relationships; and *Guidelines Regarding Psychologists' Involvement in Pharmacological Issues*, which assists psychologists with any level of involvement with their patients' pharmacotherapy.
- In June, in support of professional psychology, Dr. Nordal provided comments on draft changes by the California Department of Public Health to proposed regulations regarding psychologists' scope of practice in licensed health facilities.
 - In December, the Practice Directorate concluded its nationwide survey of psychologists, receiving several thousand ratings of the largest insurance and managed care companies, along with Medicare and Medicaid, regarding psychologists' satisfaction with various insurance company practices.
 - Securing inclusion of health records privacy and security provisions in the Health Information Technology for Economic and Clinical Health Act, which passed in February 2009.
 - Helping to gain a Fiscal Year 2010 appropriation of \$12 million for the Mentally Ill Offender Treatment and Crime Reduction Act (MIOTCRA), a federal grant program to help states and localities improve mental health services delivery for nonviolent offenders and reduce the criminalization of individuals with mental health disorders. Congress reauthorized MIOTCRA for \$50 million through 2014.
 - Cosponsoring the 12th annual Department of Veterans Affairs (VA) Psychology Leadership Conference, which attracted approximately 160 VA psychologists and focused on the rollout of a plan designed to ensure comprehensive mental health services delivery through the VA health care system.

Advocating for the Profession

The Practice Directorate's advocacy and educational efforts in 2009 on behalf of professional psychology and consumers of psychological services included the following:

- Participating in the 26th annual State Leadership Conference (SLC) for 4 days of leadership training, networking, and legislative advocacy. The conference, which drew more than 500 psychology leaders from the United States and Canada, culminated in gatherings on Capitol Hill, where SLC participants met with members of Congress and their staffs to advocate for health care and Medicare reform.
- Collaborating with the New Jersey and California State Psychological Associations in filing nationwide class action lawsuits against three of the largest managed care companies in the United States.

The Practice Directorate continues to engage in a wide and diverse array of initiatives that support practicing psychologists and consumers of psychological services. The APA along with the APA Practice Organization achieved important victories, including those in health care and Medicare legislation (see the Psychology and Health Care Reform section on p. 326). Additional information on these and other legislative advocacy efforts is available on the APAPO's Practice Central website (www.apapracticecentral.org). Practice Central includes a wide array of information and resources for practicing psychologists. ■

Public Interest



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 the promotion of equitable and just treatment of all segments of society through education, training, and public policy.

Public Interest Executive Office

<http://www.apa.org/pi/>

Since 1990, APA's Public Interest Executive Office and the National Institute for Occupational Safety and Health have sponsored a regular international conference series on work, stress, and health. Now cosponsored by the Society for Occupational Health Psychology, the eighth conference, "Work, Stress, and Health 2009: Global Concerns and Approaches," in San Juan, Puerto Rico, drew nearly 800 participants from 43 countries. The office also provided staff support to the Board for the Advancement of Psychology in the Public Interest, including its work on health care reform.

Public Interest Government Relations Office (PI-GRO)

<http://www.apa.org/about/gr/pi>

PI-GRO sponsors congressional briefings, advocacy training, and other events focusing on psychological issues across the life span. In 2009, PI-GRO, with other APA directorates, took an active role in developing APA's health care reform priorities. PI-GRO, in coordination with other directorates, took the lead in developing materials and advancing these critically important goals, particularly integrated health care; disease prevention, health promotion, and wellness; reduction of disparities in mental health status and care; and enhancement of psychologists' involvement with consumers, families, and caregivers. PI-GRO also worked closely with the Education Directorate's government relations office to develop health care reform resources on issues related to psychology training and education and has been working with congressional staff to ensure that these recommendations are appropriately implemented.

In addition, PI-GRO contributed draft language to federal legislation and regulation in critical areas, including the mental health of children, adolescents,

and older adults; Medicaid; disability; obesity and eating disorders; media; juvenile justice; health disparities; immigration; HIV/AIDS; trauma, violence, and abuse; emergency preparedness and response; American Indians' mental health; the mental health of service members, veterans, and their families; the mental health of lesbian, gay, bisexual, and transgender persons; women's and girls' health; poverty; workplace flexibility; and workforce development.

PI-GRO also developed and advanced APA's recommendations on a number of key pending important reauthorizations in 2009 and was instrumental during the debates and passage of the Lilly Ledbetter Fair Pay Act and the Matthew Shepard and James Byrd, Jr. Hate Crimes Prevention Act.

Office on Aging

<http://www.apa.org/pi/aging>

The Office on Aging coordinates APA's activities related to aging and geropsychology (the field within psychology devoted to older adult issues). The director represents APA and serves on the executive committees of the National Coalition on Mental Health and Aging and the Eldercare Workforce Alliance. The office provided staff support in 2009 to the Committee on Aging, the APA Presidential Task Force on Caregivers, the Task Force to Update the *Guidelines for the Evaluation of Dementia and Age-Related Cognitive Decline*, and the ABA/ APA Assessment of Capacity in Older Adults Project. The office continues its widespread dissemination of *Assessment of Older Adults With Diminished Capacity: A Handbook for Psychologists* (2008); approximately 5,000 copies have been distributed to date.

Office on AIDS

<http://www.apa.org/pi/aids>

The Office on AIDS provides information, training, and technical assistance on a wide range of topics related to HIV/AIDS. In April 2009, the office received \$250,000 from the National Institute of Mental Health (NIMH) to support the Cyber Mentors Program: A Sustainable Model for Developing Minority HIV Researchers, now in its second year. In August 2009, the Behavioral and Social Science Volunteer Program received \$288,000 from the Centers for Disease Control and Prevention to fund the first 6 months of a 4½-year cooperative agreement to provide capacity-building assistance to improve the effectiveness of HIV prevention services. In October 2009, the office was awarded \$166,000 from the Center for Mental Health Services to fund the first year of a new 5-year contract to support the HIV Office for Psychology Education Program in its mission to train psychologists about HIV/AIDS.

Children, Youth, and Families (CYF) Office

<http://www.apa.org/pi/families>

The CYF Office coordinates APA's public interest, health, human welfare, and social responsibility activities in the area of children, youth, and families. The office provided staff support in 2009 for the Committee on Children, Youth, and Families and the Task Force on the Psychosocial Effects of War on Children and Families Who Are Refugees From Armed Conflict Residing in the United States (PEWCF). Council members will consider the PEWCF report at the August 2010 Council meeting. The office also developed and distributed information via the Web to Council members and the general public on child abuse and neglect; childhood obesity; family mealtimes; and poverty, hunger, and homelessness.

Disability Issues in Psychology Office

<http://www.apa.org/pi/disability>

The Disability Issues Office serves as the central point for APA activities pertaining to disability. In 2009, the office provided staff support to the Committee on Disability Issues in Psychology and the Task Force on Guidelines for Assessment and Treatment of Persons With Disabilities. The office continues to develop its online Toolbox Project, which will provide tools that training directors and faculty can use to increase their knowledge of disability issues. These tools will include articles on various aspects of the Americans With



Ted Scharf, NIOSH

Capt. W. Gregory Lotz, PhD, National Institute for Occupational Safety and Health, presented the Distinguished Contribution to Occupational Health Psychology Award to Gwendolyn P. Keita, PhD, on November 7, 2009, at the Work, Stress, and Health conference. (Steven L. Sauter, PhD, and Heather Roberts Fox, PhD, also received this award.)

Disabilities Act and other relevant legislation; vignettes and case examples; results of a recent survey on student barriers; a compilation of relevant APA articles and in-house resources; exemplary practices; and adaptive technologies. Staff continue to work with the APA Continuing Education office on developing training modules based on the content of the toolbox.

Office on Ethnic Minority Affairs (OEMA)

<http://www.apa.org/pi/oema>

OEMA works to expand the roles of culturally diverse people in psychology. In 2009, the office published two issues of the journal *Communique* featuring special sections on health disparities and ethnic minority leadership; e-newsletters targeted to graduate students of color and minority-serving institutions; and the *Guide to Ethnic Minority Convention Programs and Activities*. The office also produced a report by the Council of National Psychological Associations for the Advancement of Ethnic Minority Interests, *Psychology Education and Training From Culture-Specific and Multiracial Perspectives*. In addition, the office administered a small grant program in health disparities research targeted to early career faculty at minority-serving institutions and began phasing out its Expanding Minority Biomedical Research Talent in Psychology project, which was funded by the National Institute of General Medical Studies.

Public Interest

Lesbian, Gay, Bisexual, and Transgender Concerns (LGBTC) Office

<http://www.apa.org/pi/lgbt>

The LGBTC Office seeks to eliminate the stigma of mental illness and to reduce prejudice, discrimination, and violence against LGBT people. In 2009, the office published *Graduate Faculty in Psychology Interested in Lesbian, Gay, Bisexual, and Transgender Issues*; provided staff support to the Committee on Lesbian, Gay, Bisexual, and Transgender Concerns, the Task Force on Appropriate Therapeutic Responses to Sexual Orientation, and the International Network for Lesbian, Gay, and Bisexual Concerns and Transgender Issues in Psychology; and consulted with the Michigan Project for Informed Public Policy, a collaboration with the Michigan Psychological Association Foundation and the Rockway Institute of Alliant International University. The Healthy Lesbian, Gay, and Bisexual Students Project, funded by the Division of Adolescent and School Health of the Centers for Disease Control and Prevention, worked to build the capacity of youth-serving organizations to prevent HIV for lesbian, gay, bisexual, and questioning adolescents.

Minority Fellowship Program (MFP)

<http://www.apa.org/pi/mfp>

MFP supports 50 fellows in psychology and neuroscience and hosts poster sessions, symposia, and networking events for fellows and alumni at the APA convention and the Society for Neuroscience annual meeting. In 2009, MFP sponsored its seventh annual Psychology Summer Institute. NIMH will cease funding for the MFP Diversity Program in Neuroscience in 2010; this follows the halting of NIMH funding for the MFP in Mental Health Research in 2008. Funding will continue for MFP stipends from the Substance Abuse and Mental Health

Services Administration for mental health and substance abuse services. The office continues its work to broaden MFP's mission.

Office on Socioeconomic Status (OSES)

<http://www.apa.org/pi/ses>

OSES promotes psychology's contribution to the understanding of socioeconomic status and the lives and well-being of the poor. In 2009, the office provided staff support for the Committee on Socioeconomic Status and APA President James H. Bray's

2009 Task Force on Psychology's Contributions to End Homelessness. In collaboration with Division 9 and with 10 other cosponsoring divisions (8, 17, 27, 32, 34, 35, 39, 44, 45, and 48), the directorate and OSES supported a community engagement initiative at the 2009 convention to highlight the theory and practice of partnerships between psychologists and diverse and economically challenged communities. OSES entered into its second year of the SES Related Cancer Disparities Program, a CDC cooperative agreement for \$1.75 million over 5 years to address SES-related disparities in comprehensive cancer control.

Violence Prevention Office

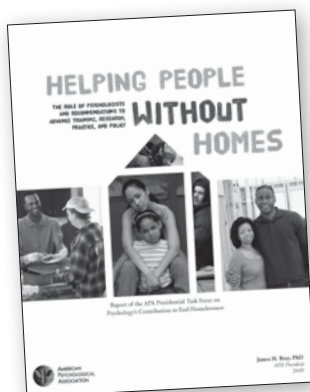
<http://www.apa.org/pi/prevent-violence>

The Violence Prevention Office coordinates APA's activities related to violence and injury prevention. The office provides training and technical assistance; disseminates information on child maltreatment, media violence, youth violence, and intimate partner violence; and coordinates the ACT/Parents Raising Safe Kids Program, now in 37 communities in 15 states. In 2009, the program trained almost 2,500 professionals and reached out to 1,400 parents nationwide. The office released the report of the Working Group on Child Maltreatment Prevention in Community Health Centers, which was disseminated to policymakers, professionals, and other national organizations. The office worked with PI-GRO to develop a bill informed by this report that was introduced in the Senate by Senator Inouye (D-HI).

Women's Programs Office (WPO)

<http://www.apa.org/pi/women>

The WPO works to improve the status, health, and well-being of women psychologists and consumers of psychological services. WPO and the Planning Committee on Women and Leadership hosted the second annual Leadership Institute for Women in Psychology for women in academic and academic medicine settings and a leadership symposium for psychologists in practice settings. WPO continues to disseminate the postpartum depression consumer brochure and the task force reports on mental health and abortion and on the sexualization of girls. On the basis of the recommendations of the task force report on the sexualization of girls, WPO is developing curricula for middle-school students. The office also staffed the Committee on Women in Psychology. ■



Executive Office



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

The Executive Office is where many of APA's service functions are located, including the Ethics Office, the Office of International Affairs, the Staff Initiatives Office, and APAGS. In addition, the Executive Office houses the CEO, Deputy CEO, and Senior Policy Advisor and oversees APA's affirmative action policies.

Affirmative Action Policy

The Human Resources Office compiles data on equal opportunity (EEO)/affirmative action at APA. In 2009, the office provided the Council of Representatives with two reports with data on the representation of women and racial/ethnic minorities in APA's Central Office as of December 31, 2008, and July 1, 2009.

The most recent statistics show that as of December 31, 2009, APA's workforce was 67.59% female and 43.89% ethnic/racial minority ($N = 540$ full-time and part-time regular employees). The percentage of racial/ethnic minority women was 31.11%. When a standard deviation analysis was conducted to compare available statistics with the representation of women and racial/ethnic minorities in Central Office, no job groups were found to be statistically underutilized.

Two employee groups oversee and plan activities related to diversity, EEO, and affirmative action: the Equal Employment Advisory Committee and the Diversity Activities Planning Group.

Ethics Office

<http://www.apa.org/ethics>

The Ethics Office offers educational workshops, provides ethics consultations, supports the Ethics Committee in adjudicating ethics complaints, and assists APA and the membership in exploring ethical challenges that arise for psychologists. In 2009, a central focus for the Ethics Committee was how the "Ethical Principles of Psychologists and Code of Conduct" (2002) addresses conflicts between ethics and the law and between ethics and organizational demands. After considerable dialogue with the Council of Representatives and extensive input from APA members and the public, the Ethics Committee proposed amendments to the Ethics Code to make clear that the Code may never be used in



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Starla Armstrong Dallesasse, MS, of Auburn University, was awarded the Graduate Student Ethics Prize at the 2009 APA convention. *From left:* Jeffrey E. Barnett, PsyD, 2009 Ethics Committee chair; Starla Armstrong Dallesasse, MS; Randolph B. Pipes, PhD, Dallesasse's mentor; and Stephen Behnke, JD, PhD, Ethics Office director.

defense of violating human rights. (For details on this issue, please see the Amending the Ethics Code section in the Ethics Committee's annual report in the July–August 2010 issue of the *American Psychologist*.)

Education is also a central focus of the Ethics Office. During 2009, the office offered or was involved in 43 ethics educational talks, workshops, and panel discussions across the country and internationally, many of which were funded wholly or in part by the hosting organization. An additional office priority is collaborating with state, provincial, and territorial psychological associations (SPTPAs). Twelve such programs were offered in 11 states and provinces in 2009. These programs offer continuing education (CE) workshops and generate funds for the associations or their affiliates.

Executive Office

The Ethics Office and Ethics Committee continued their active involvement at the APA convention by participating in one preconvention workshop, 8 hours of Ethics Committee programs, an invitational breakfast for SPTPAs and APA divisions, and numerous additional symposia, for a total of 18 hours of CE programming. Attendance, interest, and participation were high throughout the sessions.

Ongoing educational efforts in 2009 included the “Ethics Rounds” column in APA’s *Monitor on Psychology* as well as “APA’s Ethics Code: An Introduction and Overview,” a four-credit Web-based CE course developed in 2005 by the Ethics Office in partnership with the APA Education Directorate. In addition, in 2009 the Ethics Office created 10 new CE programs based on the “Ethics Rounds” columns.

The Ethics Committee and the American Psychological Association of Graduate Students jointly sponsor the Graduate Student Ethics Prize (\$1,000 and a round-trip ticket with three nights’ stay plus registration fee at the APA convention), now in its eighth year. Former APA President Gerald Koocher, PhD, has supported the prize each year by publishing top student papers in the journal *Ethics & Behavior*.

The Ethics Committee continues to pursue diversity initiatives. In 2009, the committee hosted two symposia and one roundtable discussion at the National Multicultural Conference and Summit in New Orleans. In conjunction with Division 44, the committee sponsored four all-expenses-paid student travel awards to the conference and partially subsidized travel for five additional students. (Funding for these awards was made possible through speaking honoraria to the Ethics Office.) In addition, the committee devoted 2 hours of convention programming to a discussion on diversity, “Am I Competent Enough? Latina/o Voices and Diversity.” The Ethics Office director speaks at schools and universities that traditionally serve diverse student populations, such as Howard and Gallaudet universities in Washington, DC. In addition, the Ethics Committee invited two professors from Gallaudet University to speak about deafness and psychology at its October 2009 meeting as part of its ongoing diversity training.

The Ethics Office continues to explore ways to improve and deepen the relationship between psychological associations and licensing boards on state and national levels. In June 2009, the office participated

in a program on ethics and Ohio law with the Ohio Psychological Association and the Ohio State Board of Psychology. The office also continues to collaborate with the Association of State and Provincial Psychology Boards (ASPPB) through a joint APA/ASPPB task force exploring mutual challenges shared by licensing boards and ethics committees. The task force collaborated on a program at the 2009 annual convention and made plans to present at a training conference in February 2010 in Orlando, FL, and at the 2010 annual convention in San Diego, CA.

On a daily basis, Ethics Office staff members respond to telephone calls requesting ethics consultation. Statistics regarding the adjudicative activities of the Ethics Office and the Ethics Committee for 2009 can be found in the Ethics Committee’s annual report in the July–August 2010 issue of the *American Psychologist*.

Office of International Affairs

<http://www.apa.org/international>

The Office of International Affairs (OIA) facilitates international outreach, collaboration, and exchange; provides information about international issues and opportunities; and coordinates international policy initiatives. The office maintains contact and coordination with over 90 national psychological associations and over 6,000 international affiliates and members, coordinates APA’s representation at major international meetings and congresses, serves as staff liaison to the Committee on International Relations in Psychology, and coordinates APA’s nongovernmental organization representation at the United Nations. The OIA informs APA members and affiliates of international issues relevant to psychology; monitors international issues related to psychology as a science and a profession; coordinates activities with APA divisions and with other organizations concerned with international 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 newsletter *Psychology International* (www.apa.org/international/pi) and on OIA’s website.

In 2009, OIA helped host more than 600 international colleagues at the APA convention, including delegations from Norway and Australia, and student participants in the International Brain Bee. During the convention, APA signed a



On behalf of APA, President James H. Bray, PhD, signed a memorandum of understanding with the Australian Psychological Society at the 2009 APA convention.

memorandum of understanding with the Australian Psychological Society and met with officers of the Canadian Psychological Association. Other activities included international congress registration awards, with preference given to students and early career psychologists; support for a variety of informational programs at the UN; and development of a database of psychologists organized by area of substantive expertise and geographical expertise. The office coordinated activities of APA staff and governance leaders at conferences in Guatemala and Norway. In addition, OIA worked with APA's Committee on International Relations in Psychology to develop policies on APA's response to international disasters. The office also supported international capacity building by providing registration grants for international affiliates to attend the APA convention and by supporting five scientific conferences held around the world.

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 that create an environment that supports employee motivation and engagement. In 2009, the office and its collaborators opened a unique conservation project—a green roof/labyrinth—on the roof of APA's G Street building. To promote outreach to the APA community, the office partners with various APA committees. In 2009, the office cosponsored the third APA/Habitat for Humanity Build Day and the first service opportunity at the So Others Might Eat Dining Room for the Homeless to allow APA employees to participate in supporting the community in northeast Washington, DC. The office also sponsored a successful food drive for the Capital Area Food Bank at the end of the year that garnered more than 960 food items, over 1,000 pounds of food, and \$375 in cash donations.

The office also engaged in such activities as sponsoring brown bag educational lunches for staff on topics related to psychology, stress, and resilience; overseeing the employee newsletter; and planning the All Hands Meeting, at which staff award winners are announced. The winner of the 2008 Raymond D. Fowler Award for Outstanding Contributions to APA (staff member category) was Leslie Cameron, Administration and Communications, Public Interest Directorate. ■

Psychology and Health Care Reform



A strategic plan was developed to highlight psychology's fundamental role in health care reform and advance APA's priorities through advocacy on Capitol Hill and with the executive branch, collaboration with key organizations and coalitions, outreach through the media, and the involvement of our members.

Throughout 2009, the Executive Office coordinated the health care reform advocacy efforts of APA's four directorates and the Office of Public and Member Communications.

The first task involved developing the following APA health care reform priorities: integrated health care; prevention and wellness; psychology workforce development; mental/behavioral health benefits at parity with medical/surgical benefits; elimination of health disparities; increased funding for basic through applied psychological research; records protections in health information technology; and involvement with consumers, families, and caregivers.

APA members conducted hundreds of visits with key congressional offices as part of directorate leadership conferences during the year. APA and the APA Practice Organization (APAPO) government relations staff were in frequent contact with congressional offices and assisted in the drafting of briefing sheets and legislative provisions, reviewed lengthy House and Senate bills and hundreds of amendments, and prepared related correspondence to congressional leaders. APA members and staff also corresponded and met with executive branch officials and were invited to participate in two White House Health Care Stakeholder meetings on health care reform.

On a related front, APA President James H. Bray testified at a March 20, 2009, meeting of the Institute of Medicine to highlight APA's priorities for federal comparative effectiveness research, which included an examination of behavioral and psychosocial interventions for the prevention and treatment of health conditions.

APA and APAPO collaborated with about 10 diverse coalitions comprising providers, consumers, caregivers, advocates, employers, unions, and/or insurers and held significant leadership roles in those

related to mental health services, health disparities, and the geriatric workforce. APA cosponsored a March 27, 2009, congressional briefing with the National Academies of Practice in which APA's Executive Director for Practice Katherine Nordal emphasized the importance of interdisciplinary collaboration in health care. In addition, APA organized and chaired a September 22, 2009, congressional briefing on reducing health disparities, cosponsored by numerous other organizations, which featured APA's CEO Norman Anderson and a White House official as part of a distinguished panel of presenters.

APA coordinated two national health care reform advocacy days for a coalition of 29 organizations focused on expanding geriatric education and training programs and promoting integrated interdisciplinary health care. As a way to keep APA members informed, a new APA Health Care Reform website (www.apa.org/health-reform) was launched in July, and APA's CEO sent monthly e-mail updates to the membership.

Due in large measure to the concerted efforts of APA and APAPO, legislative provisions favorable to psychology's health care priorities were included in both the House- and Senate-passed health care reform legislation. This legislation is designed to extend health care coverage to millions of uninsured people, reduce health care costs for those with and without insurance, and end discriminatory practices of the insurance industry. This legislation will also enhance Medicare beneficiary access to mental health services by increasing reimbursement rates for psychologists and other recognized providers. And because of APA and APAPO advocacy, the legislation likewise recognizes the importance of psychological research and the vital role of mental and behavioral health in overall health and well-being. ■

APA Services for Students

The American Psychological Association of Graduate Students (APAGS), established in 1988 by the APA Council of Representatives as a continuing committee, is one of the largest constituency groups of APA, with approximately 52,000 members. It is also the largest organized group of psychology graduate students worldwide.

Highlights of APAGS Activities in 2009

<http://www.apa.org/apags>

Here are some highlights of APAGS activities in 2009:

- In January 2009, APAGS hired a new associate executive director, Nabil H. El-Ghoroury, PhD. Dr. El-Ghoroury is a pediatric psychologist who previously practiced at the MetroHealth Medical Center in Cleveland and has more than 10 years of experience working in APA governance.
- The APAGS Committee met in March 2009 to update the APAGS strategic plan, focusing on using emerging technologies to increase outreach to student members and identifying priorities in the short and long term.
- APAGS, in keeping with the strategic plan, established its presence on several social networking sites, including a fan page and group on Facebook, a group on LinkedIn, and an account on Twitter. These efforts now reach over 2,000 students.
- APAGS awarded more than \$30,000 in scholarships and grants to graduate students in 2009 for research and training opportunities.
- APAGS developed and disseminated the quarterly *APAGS Campus Bulletin* (see <http://www.apa.org/apags/programs/bulletin>).
- APAGS continues to focus on strengthening ties to science students. APAGS developed four \$1,000 grants for science-oriented students and created an APAGS Science Committee.
- The APAGS Convention Committee developed two programming tracks for the 2009 convention: a publishing track (a collaboration with the Publications and Communications Board) and a structural equation modeling track (a collaboration with Division 5). The committee also selected more than 10 programs submitted by APAGS members and developed more than 25 programs and social events.
- In collaboration with the Education Directorate's Government Relations Office, a webinar was conducted in November 2009 to train 20 members of the APAGS Advocacy Coordinating Team (ACT) in their roles in public advocacy.



- ACT continues to disseminate APA Legislative Action and Information Alerts through the APAGS–ACT network, which responds with multiple waves of targeted calls and e-mails to legislators. In 2009, approximately 6 Action Alerts and more than 20 Information Alerts were sent out.
- The APAGS Committee on Ethnic Minority Affairs (CEMA) revised the *Resource Guide for Ethnic Minority Graduate Students*, which will be published in spring 2010.
- The APAGS Committee on Lesbian, Gay, Bisexual, and Transgender Concerns (CLGBTC) wrote a statement to the Commission on Accreditation on the Implementation Regulations to Domain D, specifically related to Footnote 4.
- APAGS continues to support the mentoring of graduate students. Both the CEMA and CLGBTC subcommittees have mentoring programs that match graduate students with psychologists or advanced students to mentor them in professional issues.
- APAGS participated in the following conferences and meetings in 2009: National Multicultural Conference and Summit, New Orleans (January); APA State Leadership Conference, Washington, DC (March); APA Education Leadership Conference, Washington, DC (September); ASPPB Credential Verification Bank Workgroup Meeting, San Diego (September); National Partnership to End Interpersonal Violence Think Tank, San Diego (September); ASPPB Meeting, Coeur d'Alene, ID (October); CAPP (Committee for the Advancement of Professional Practice) Meeting, Washington, DC (February, May, October); National Register Meeting, San Diego (December). ■

APAGS members at the 2009 APA convention. *Left to right:* Bryana White (former APAGS member-at-large); Innocent Okozi (APAGS–CEMA chair 2008–2010); and Rachel N. Casas (APAGS chair 2009–2010 and member of the Board of Directors 2010–2011).

Governance Affairs



Nancy Gordon Moore, PhD, MBA
Executive Director

The Governance Affairs Office supports APA's governing groups—the Council of Representatives, Board of Directors, divisions, and boards and committees. The office also serves these groups and the membership by managing elections, the annual convention, presidential initiatives, and the Travel Office.

Convention and Meeting Services Office

The 117th Annual Convention of the American Psychological Association was held in Toronto, Ontario, Canada, August 6–9, 2009. Total registered attendance was 10,070, including 1,777 accompanying guests.

Division Services Office

The Division Services Office (DSO) provides centralized information and referral services on the activities of APA's 54 divisions and acts as the administrative office for 31 APA divisions and 6 division sections. Staff serve as liaisons to the Committee on Division/APA Relations and the Policy and Planning Board.

No new divisions were established in 2009. However, discussions continued between the steering committee of a proposed division on qualitative inquiry and the Division of Evaluation, Measurement, and Statistics (Division 5). The two groups are exploring the possibility of joining forces as a single APA division. Four inquiries were received from APA members who requested information on how to start a new division in the areas of (a) the psychology of humor, (b) pop culture and psychology, (c) distance education, and (d) technology and mental health.

In 2009, the Policy and Planning Board hosted its fourth annual Town Hall Meeting at the APA convention in Toronto. This open-format gathering provides an opportunity for APA members to ask questions of the APA CEO, president, and president-elect on topics of their choosing.

Election Office

The Election Office conducts APA's major elections and staffs the Election Committee. The elections include the nominations and elections of the president-elect, the Board of Directors, and the boards and committees. In addition, the office handles the apportionment ballot;



Grant W. Martin Photography

Ronald E. Fox, PhD (*left*), received the Raymond D. Fowler Award for Outstanding Contributions to APA (member category) at the 2009 convention.

bylaws amendments; the elections of APAGS (American Psychological Association of Graduate Students), TOPSS (Teachers of Psychology in Secondary Schools), and PT@CC (Psychology Teachers at Community Colleges) officers; the elections of division officers and Council representatives for divisions and state, provincial, and territorial psychological associations; and the CEO evaluation.

The office now offers an online voting option to Council members for the board and committee elections and to members of APAGS for its officer elections. Staff also assist members in understanding and interpreting the rules and policies of the APA governance structure.

Governance Office

The Governance Office manages the flow of information among APA staff, the Board of Directors, and the Council of Representatives; serves as staff liaison to the Board, the Council, and the Committee on the Structure and Function of Council; and prepares and disseminates agendas for the meetings of the Board and Council. Staff members write the minutes of the Board



President James H. Bray, PhD, and colleagues at the opening session of the 2009 APA convention in Toronto.

Grant W. Martin Photography

and Council meetings and prepare the Proceedings of the Association for the recording secretary's approval. The proceedings are published yearly in the archival issue of the *American Psychologist*. Staff revise and update the *Council of Representatives Handbook* and the APA Bylaws (<http://www.apa.org/about/governance/bylaws>) and Association Rules (<http://www.apa.org/about/governance/rules>). The office also oversees the APA Travel Office.

Governance Programs and Communications

This department includes the offices formerly known as Special Projects and Board and Committee Operations. The staff of Governance Programs and Communications coordinate projects related to the initiatives of the president and president-elect; the president's website; presidential citations; the APA Award for Outstanding Lifetime Contributions to Psychology; the APA awards program and ceremony; the Raymond D. Fowler Award for Outstanding Contributions to APA (member category); and special convention events including the opening session, presidential programming, evening entertainment, and the presidential address. The office supports select presidential initiatives, coordinates APA art exhibits, and manages joint projects with organizations such as the Smithsonian Institution. It also organizes the three annual consolidated meetings, assembles the cross-cutting agenda for each meeting, produces the annual governance directory *Making APA Work for You*, and provides governance orientation and training to governance members and APA staff.

The March 2009 consolidated meetings, held at the Hyatt Regency Washington, included 27 boards and committees as well as the APA Board of Directors. On recommendation of the Board, the Council

of Representatives voted to cancel the fall 2009 consolidated meetings in response to the budget crisis.

The opening session of the 2009 convention featured a keynote speech by Congressman Brian Baird (D-WA) and musical entertainment by Funkadesi. Patrick H. DeLeon, PhD, JD, MPH, and Alan E. Kazdin, PhD, each received the APA Award for Outstanding Lifetime Contributions to Psychology. Attendees enjoyed two new features: the Convention Within the Convention (97 hours of thematically tracked programming) and a "Speed Mentoring" event for students and early career psychologists. At the Council of Representatives meeting at the convention, Ronald E. Fox, PhD, received the 2009 Raymond D. Fowler Award (member category) for his outstanding contributions to APA. ■

For more information on the Governance Affairs Office, see <http://www.apa.org/about/offices/directorates/governance.aspx>.



Congressman Brian Baird (D-WA) gave the keynote speech at the 2009 APA convention.

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Publications and Databases



Gary R. VandenBos, PhD
Publisher

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

APA Journals

<http://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.

In 2009, 4 new journals joined the program, bringing the number of journals published to 60, the number of articles published to over 3,100, and the number of pages published to over 36,000. The program continues to grow. PsycARTICLES added 3,689 current articles and 3,003 articles from historical content. At the end of the year, PsycARTICLES contained 146,479 articles dating from 1894 through 2009.

At the APA convention in Toronto, APA launched a new journal, *Personality Disorders: Theory, Research, and Treatment*, and formally announced a partnership with the Asian American Psychological Association to publish the *Asian American Journal of Psychology*, both beginning in 2010. APA also acquired the *Journal of Neuroscience, Psychology, and Economics* and announced plans for a new journal titled *Psychology of Violence*.

APA Books

<http://www.apa.org/pubs/books>

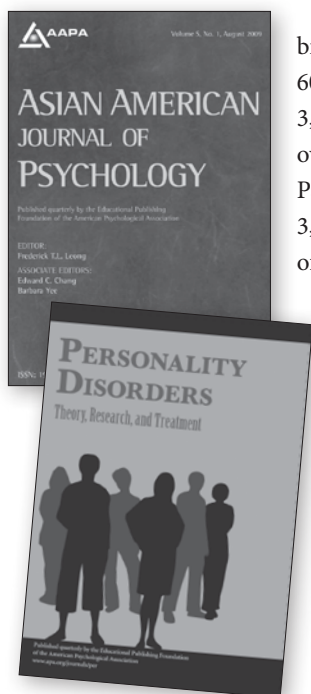
On July 1, 2009, APA released the sixth edition of the *Publication Manual of the American Psychological Association*. Total sales of the *Publication Manual* in 2009 reached \$12.3 million. As part of the strategic plan to



expand the market for APA Style products, three related books (all sixth editions) were released at the same time: *Concise Rules of APA Style*, *Mastering APA Style: Instructor's Resource Guide*, and *Mastering APA Style: Student Workbook and Training Guide*. A new APA Style website (www.apastyle.org), expanded to include free tutorials, an online course, frequently asked questions, and an APA style blog, was also launched at that time.

APA Books released 61 new titles in 2009 and added 21 new titles to the APA Psychotherapy Video Series, including 6 new "Psychotherapy Over Time" DVDs. The *APA College Dictionary of Psychology*, an abridged and updated version of the critically acclaimed *APA Dictionary of Psychology*, was released in June 2009. Magination Press (the children's imprint of APA Books) released 9 books in 2009.

Also in 2009, 254 book titles (41 APA books and 213 classic books) that include 3,702 chapters were added to the PsycBOOKS database. At the end of the year, the PsycBOOKS database included 1,855 titles and 28,479 chapters, in addition to 1,500 full entries from the *Encyclopedia of Psychology*.





PsycINFO

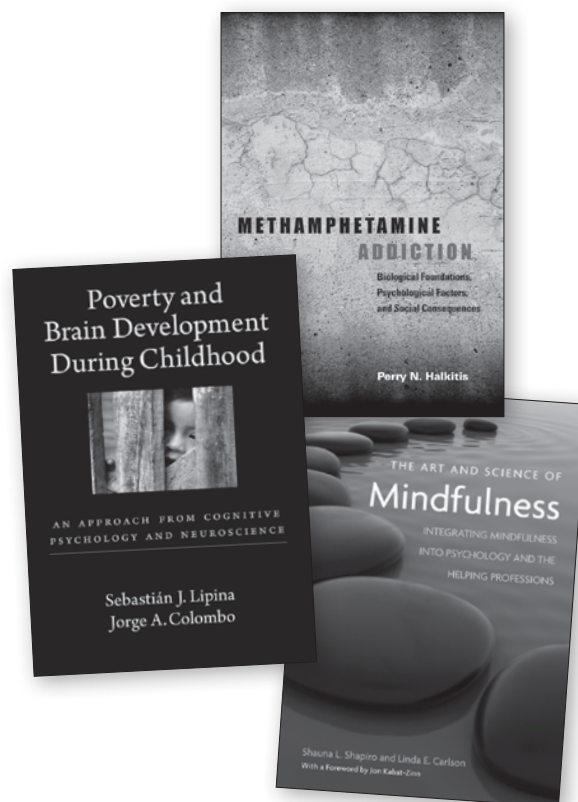
<http://www.apa.org/pubs/databases/psycinfo>

PsycINFO provides systematic coverage of the psychological literature from the 1800s to the present. The database also includes records from the 1600s and 1700s. PsycINFO added 169,926 records in 2009, a 13% increase over the number added in the previous year. By the end of the year, the database included more than 2.8 million records, and the number of cited references had risen to 39 million. The number of journals covered in PsycINFO remained fairly stable, as 60 new titles were added and 56 were removed due to irregular publication or demise. Fully 50% of the journals are now received in electronic form that feeds the metadata automatically into the shell of a PsycINFO record, thus enabling staff to complete more records with fewer resources.

The 206 new terms added to the *Thesaurus of Psychological Index Terms* were mapped to older content so that users can find results right away. The print version of the thesaurus was retired with the 11th edition, providing an opportunity to add features to the electronic delivery of the controlled vocabulary that is available on all vendor platforms.

Sales, Licensing, and Marketing

Despite the continuing effects of the global economic crisis, APA institutional database sales increased 8% overall in 2009. Marketing activity included the highly successful marketing launch of the new sixth edition of the *Publication Manual*, including more than 25 paid advertisements, an e-mail campaign, 5 dedicated direct mail campaigns, and the dissemination of 120 review copies to professional, library, and trade publications, as well as more than 60 press releases to reporters and book review editors at major metropolitan newspapers. All book marketing campaigns combined resulted in 4,508,766 promotional exposures. ■



Public and Member Communications



Rhea K. Farberman, APR
Executive Director

The Office of Public and Member Communications oversees APA's outreach to the news media, manages the content and user experience of the APA website, and creates activities and materials that educate the public about the value of psychological research, findings, and interventions. The office also communicates with members and potential members about the value of belonging to APA.

Office of Public Communications

<http://www.apa.org/news/press/index.aspx>

Boosting the image of psychology, increasing news coverage of articles published in APA journals, improving APA's online press room, and promoting members' expertise are high priorities for the office. Staff members use a computerized media referral database that lists more than 1,500 APA members prepared to talk to the media about their subspecialties. This stable of experts has helped make APA the go-to organization for journalists nationwide.

In 2009, the office fielded more than 1,100 media requests for psychologists to comment on the news of the day. In addition, the Public Affairs office generated 94 news releases that were picked up by national and international media, including the *Washington Post*, the *New York Times*, the *Wall Street Journal*, *USA Today*, the *Los Angeles Times*, the *Financial Times*, the *Economist*, *Business Week*, *Scientific American*, *Time*, *Newsweek*, *U.S. News & World Report*, National Public Radio, MSNBC, WebMD, Reuters.com, MedicalNewsToday.com, and ScienceDaily.com.

Staff members wrote press releases applauding Congress for supporting passage of the Hate Crimes Prevention Act; supporting the reauthorization of the Juvenile Justice Act, which reaffirms the importance of treatment and rehabilitation for young offenders; introducing a bill to curb child abuse and neglect; and backing the introduction of the Positive Aging Act of 2009, which would improve access to quality mental health care for older adults.

The office also promoted APA's participation in congressional briefings on behavioral and psychological interventions in federally funded treatment effectiveness research and on psychology's role in cyber security. In addition, the office promoted APA's participation in a

White House health care discussion that emphasized the need to include psychological services in primary care, a Senate briefing in which APA took the lead in calling for reducing inequalities in health care reform, and the Senate's passage of health care reform legislation.

Other media activities included issuing a statement on the Iowa Supreme Court's decision to overturn the ban on same-sex marriage, an op-ed by APA's president reaffirming APA's position on interrogation, and a statement supporting the State Children's Health Insurance Program as a safety net for low-income children.

The office made psychologists available to talk to the media to mark Black History Month, Child Abuse Prevention Month, globalization's effects on daily life, and Father's Day. The office also provided experts on psychology's role in health care reform, the importance of integrated health care for better overall health, and the psychology of leadership in war and business.

For the 2009 convention, the office sent out 16 news releases and media advisories about convention sessions, which resulted in at least 340 print, broadcast, and online stories.

The office promoted two task force reports at the convention (on the lack of evidence that treatment can change sexual orientation and why psychological factors slow reactions to global warming). Both reports were widely covered by outlets such as the Associated Press, Reuters, the *Wall Street Journal*, *U.S. News & World Report*, the Christian News Wire, the *Times of London*, the *Telegraph*, the *Globe and Mail*, the *Toronto Star*, and National Public Radio.

For the first time, APA marketed the convention using social media. An APA convention Twitter page had more than 430 followers, and a convention blog attracted more than 2,000 visitors.



APA Website Relaunch

<http://www.apa.org>

After more than 3 years of intensive effort, APA's new website launched in December 2009—more than 20,000 pages of information, news, tools, images, and articles that constitute the public face of the association.

This milestone was reached after thousands of hours of work by scores of APA staff and top-notch consultants—from the information technology staffers who built a highly complex back end, to the Web strategy and content team who painstakingly reviewed and migrated the content, to the directorate staffers who wrote and edited much of that material.

This achievement was made possible by the commitment of \$7 million over 3 years from the Board of Directors and Council of Representatives. The results include:

- A highly specialized search engine that enables users to find what they are looking for swiftly and that can search in specific areas or across the entire site.
- A members-only area to track subscriptions, division memberships, purchases, and much more.
- A new area called Practice Central that offers specialized tools to help practicing psychologists build and manage a successful practice and career.
- A shopping experience similar to Amazon.com.
- The improved delivery of continuing education courses.
- A searchable database of relevant scholarships, grants, and awards.

The website is a multifaceted communications tool for APA. For the general public, it is a rich information resource about the depth and breadth of the discipline. For members, it offers new ways to engage and access services and information. For all psychologists, students, and librarians, it is the place to go for books, journals, videos, and other electronic databases and resources.

Editorial and Design Services

The office's Editorial and Design Services department provides APA offices, directorates, and governance groups with professional, in-house editing, design, and publications management. During 2009, the department coordinated the production of 200 publications and other communications products.

APA Magazines

<http://www.apa.org/monitor>

<http://www.apa.org/gradpsych>

The office also produces two magazines: the *Monitor on Psychology*, sent to all members 11 times a year, and *gradPSYCH*, sent to student members 4 times a year. This year, the *Monitor* covered such issues as psychologists' work to reform health care; understanding terrorism; and psychologists' research on the dangers of cell phone use while driving. *gradPSYCH* covered such topics as how to survive in the new economy and the ways in which APA is addressing the internship imbalance.

Membership and Convention Marketing

<http://www.apa.org/membership>

The total membership in APA increased for the third consecutive year, from 148,223 in 2007 to 152,223 in 2009. The growth in 2009 can be attributed to increases in the number of students, teachers, and international affiliates.

In 2009, the integrated marketing efforts focused not only on targeting and recruiting new members, retaining existing members, and upgrading students to full membership but also on encouraging members who had resigned to "reconnect to APA." The reinstatement efforts proved to be successful, as did recruitment efforts targeting APA book buyers and journal subscribers. The fall 2009 recruitment campaign targeted early- and mid-career psychologists, graduate students, teachers, and nonmember convention attendees, inviting about 115,000 prospective members and affiliates to apply for APA membership. The graduate student upgrade campaign continues to be the most successful marketing campaign; nearly 2,000 graduate students upgraded to full membership in 2009. Overall, upgrade efforts are at about a 57% response rate.

Total registration for the 2009 APA convention was 10,070, with members representing about 51% of total

Public and Member Communications

attendance. The 2009 convention marketing campaign consisted of an integrated multimedia approach that included direct mail, advertising, e-mail, targeted Web pages, listservs, Twitter, text messaging, and blogging, which helped increase advance registration by about 3% over the previous year. In addition, 84% of advance registrants registered online (up 10% from 2008).

The membership marketing team provides staff support to the Membership Board, the Fellows Committee, and the Committee on Early Career Psychologists (CECP). In 2009, the Membership Board continued to focus on broad representation from APA's diverse membership. The Fellows Committee hosted its annual Fellows Chair Workshop and breakfast at the convention and recommended 101 members for election to initial fellow status. CECP hosted five convention sessions on "Launching Your Career on Solid Footing," covering such topics as professional development, career building, financial planning, and work/life balance. CECP also hosted a social hour and resource booth for early career psychologists.

The personal and professional benefits program continues to expand. Member participation in the programs increased nearly 7%—to over 32,000 members in 2009. Hewlett-Packard was introduced as a new

affinity partner and now provides members with discounts on computers, printers, and technology. Other new affinity partners include Office Depot, offering savings on office and printing supplies to members, and ADP, which provides payroll processing and back-end office solutions for members in practice.

The 2009 inaugural issue of the *APA Member Benefits Report*, which included a complete partner directory and articles on benefits issues of interest to members, was distributed with the December issue of the *Monitor on Psychology*.

The team partnered with APA's Advertising & Exhibit Sales group to develop and execute integrated marketing efforts throughout

the year and at the convention for PsycCareers, APA's Online Career Center. Due to a new partnership with the National Healthcare Career Network, the reach of PsycCareers expanded in 2009 to include over 35,000 résumés (in all health care disciplines), 18,500 registered job seekers, more than 6,000 employers, and, on average, over 300 job postings per month.

Member and Customer Service Center

The Service Center Operations unit maintains the member, subscription, and customer database records and processes new member and affiliate applications, dues and subscription payments, book orders, and the updating of records. In 2009, the staff elected 6,037 new members and processed affiliate applications for approximately 12,100 student affiliates, 600 high school and community college teachers, and 360 international affiliates. The unit also handled over 28,000 faxed, mailed, and e-mailed correspondence items from members and customers.

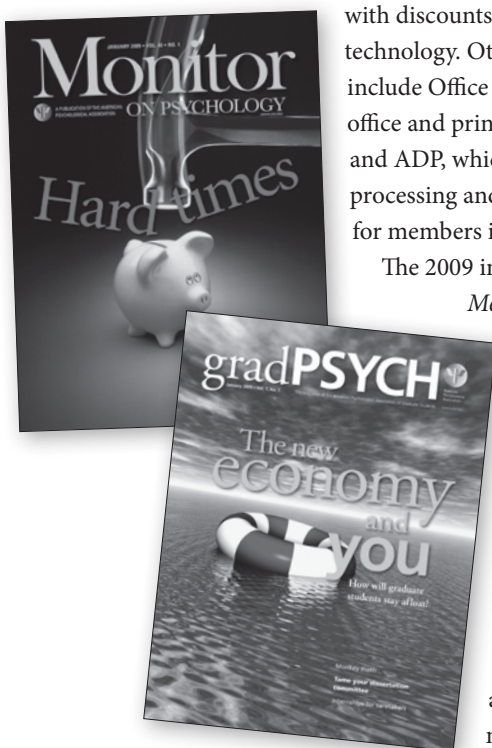
Service Center Communications staff serviced over 100,000 direct calls to its call center in 2009. Approximately 28% of those calls were routed to APA's membership line. As a result of the program established for the return/replacement of the sixth edition of the *Publication Manual*, implemented in November 2009, approximately 18% of the call volume occurred during the last 2 months of the year. In addition, staff handled and responded to approximately 69,000 faxed, mailed or e-mailed correspondence pieces. This represents a 47% increase over the 2008 figure. Most of that increase is attributable to inquiries and contacts associated with the *Publication Manual* return/replacement program.

The Directory and Billing Office sent out the annual member survey to gather directory information from 71,364 members and processed 13,000 responses (a 19% response rate). The office also handled the increasing number of address changes—50,144—that resulted from the Go Green Initiative and the Web relaunch.

Advertising & Exhibit Sales

<http://www.apa.org/ads>

The Advertising & Exhibit Sales Department continues to provide an integrated approach to reaching the psychology market through its publications, website, and annual convention. In 2009, the global economic downturn caused a dip in annual advertising and exhibit revenue to \$2.8 million, a 25% decline. ■



Information Technology Services (ITS)



Tony F. Habash, DSc
Executive Director and Chief Information Officer

The goals of ITS are to enhance member value, achieve APA strategic priorities, enable APA's publishing processes and products, and efficiently accomplish operational objectives. These goals are achieved via a governance model that is based on close collaboration between ITS and all units within APA.



APA Web Presence

APA greatly enhanced its presence on the Web in 2009, a monumental year marked by the delivery of the new APA website (www.apa.org), the new Practice Central website (www.apapracticecentral.org), and the new APA Style website (www.apastyle.org), together with state-of-the-art search capability, a new continuing education (CE) and learning management system platform, the highly enhanced my.apa.org, an integrated e-commerce experience, and single sign-on for members.

The new APA Style website, which hosts supplemental and training materials, product information, and an online CE course, was introduced in conjunction with the release of the sixth edition of the *Publication Manual of the American Psychological Association*. The new Practice Central site provides a platform for communicating with practitioners. The new member portal is a one-stop place for member services and communications. In addition,

member services via the website were enhanced to include a new division membership application process to support recruitment. APA's PsycNET platform is fully integrated with the new Web platform.

Projects and Applications Portfolio Management

ITS manages and supports a portfolio of more than 300 applications that are used by different business units across APA and also delivers direct services to members and customers. In 2009, ITS staff worked on and delivered 100+ new technology projects serving the needs of groups across APA. In addition, ITS focused on strengthening APA's information security program and services to ensure that members' data are managed and protected.

In 2009, ITS began to upgrade APA's Association Management System. This is a major project that will enhance APA's ability to maintain membership, subscription, and other related business services and provide a higher level of efficiency and customer service to its constituents.

Publishing Technology Platform

Much was accomplished in 2009 because of close collaboration among staff in ITS and the Publications and Databases office. For example, a central repository for all of APA's publishing content was built and populated. This repository has allowed many publishing processes to be updated to a more electronic workflow. The PsycINFO database can now make more direct use of electronic feeds from other publishers, including the acceptance of prepublication items for rapid distribution of new findings. In addition, the all-electronic journal *PsycCRITIQUES* now supports a fully automated workflow, from the creation of the reviews to the distribution of the online journal. ■

Office of General Counsel



Nathalie Gilfoyle, Esq.
General Counsel

The Office of General Counsel (OGC) provides legal counseling to APA and engages in risk-management activities to protect APA and its governance members. APA legal counsel advises the Council of Representatives, the Board of Directors, and all other APA governance bodies on a wide range of legal issues, such as tax, antitrust, intellectual property, contracts, and employment benefits.

In addition to providing legal advice to APA, the OGC advances APA's interface between psychology and law in a number of ways.

Amicus Involvement

The OGC worked closely with the Committee on Legal Issues, APA directorates, relevant governance bodies, psychological experts, and outside legal counsel in the review, development, and filing of two amicus curiae briefs in 2009:

- The OGC coordinated the preparation and filing of an amicus curiae brief in the consolidated U.S. Supreme Court cases of *Graham v. Florida* and *Sullivan v. Florida*. At issue in these cases is whether

the fundamental principles enumerated by the U.S. Supreme Court in *Roper v. Simmons* (2005), declaring the death penalty unconstitutional for juveniles, should also be applied to sentences of life without the possibility of parole for those who committed nonhomicide offenses as juveniles. APA's brief provided the Court with the research describing three areas of attributes noted by the Court in *Roper v. Simmons*: (a) immaturity (that juveniles have an underdeveloped sense of responsibility, which can result in ill-considered actions and decisions); (b) vulnerability (that juveniles are more susceptible to negative influences and peer pressure); and (c) changeability (that the character of a juvenile is not as well formed as that of an adult, thereby giving juveniles greater potential for rehabilitation). In summary, the brief presented research that is relevant to determining that given juveniles' diminished culpability and enhanced prospects for rehabilitation, a sentence of death in prison is inconsistent with principles of proportionality in criminal punishment.

- The OGC also coordinated the filing of an amicus curiae brief in the Florida Third District Court of Appeal case *In re Matter of Adoption of X.X.G. and N.R.G.* The case addresses a challenge to a Florida statute prohibiting adoption by gay or lesbian persons. APA's brief presented an accurate and balanced summary of the current state of scientific and professional knowledge concerning sexual orientation, parenting, and stigma and prejudice. More specifically, APA's brief addressed the following: (a) homosexuality is a normal variant of human sexual orientation—neither a disorder nor a disease—and the vast majority of gay and lesbian individuals lead happy, healthy, well-adjusted, and productive lives; (b) a large number of children are currently being



Office of General Counsel staff members. Seated, from left: Donna Beavers (Director, Law/Psychology Coordination); Nathalie Gilfoyle (General Counsel); and Jesse Raben (Associate General Counsel). Back row, from left: Theresa McGregor (Executive Manager); Treesie Turner (Administrative Assistant); and Ann Springer (Associate General Counsel).



raised by same-sex couples and single parents who are lesbians and gay men; and (c) empirical research has consistently found that lesbian and gay parents do not differ from heterosexuals in their parenting skills, and their children do not show any deficits compared with children raised by heterosexual parents.

APA/ABA Collaboration

The OGC collaborates with the American Bar Association (ABA), providing oversight of interdisciplinary initiatives to address issues of mutual concern. Due to APA budget constraints, there were no new activities initiated to advance APA/ABA collaboration in 2009.

One project that continues to move forward is the development of a special issue of the interdisciplinary journal *Behavioral Sciences & the Law*, devoted to issues pertaining to divorce, separation, children, and families. Select presenters from the April 2008 APA/ABA Conference, “Reconceptualizing Child Custody: Past, Present, and Future—Lawyers and Psychologists Working Together,” are expanding their presentations for publication in the journal. This special issue will not only apprise others of this collaborative effort but will also allow for greater distribution of some of the best work that was presented at the joint meeting.

APA continues its collaborative working relationship with the ABA Commission on Law and Aging—for example, the APA/ABA Working Group on Assessment of Older Adults With Diminished Capacity provides continuing education programming. In 2009, Daniel C. Marson, JD, PhD, was appointed to serve as APA’s liaison to the commission.

Committee On Legal Issues

The Committee on Legal Issues (COLI), staffed by the OGC, issues responses and recommendations to proposed guidelines, policies, reports, and other proposed action by APA to identify potential legal issues. The committee also takes other action to educate APA and psychologists about psycholegal issues and promotes the field of psychology as it interfaces with the law. During the 2009 APA convention, for example, COLI and the APA Ethics Committee cosponsored the continuing education program “Subpoenas, Court Orders, and Other Legal Oddities: A Stress-Reducing Primer for Practitioners,” which addressed specific legal/ethical dilemmas.

In 2009, COLI also implemented a judicial ambassador’s initiative (a forum for building more effective relationships between the psychological and judicial communities) and collaborated with the National Council of Juvenile and Family Court Judges. This collaboration resulted in an APA convention program—“Courts Catalyzing Change: Achieving Equity and Fairness in Foster Care”—that addressed the disproportional representation of minorities and disparities in the dependency court system.

Prompted by concern that some proposed APA statements, resolutions, task force reports, and policies do not have the benefit of focused scientific review, COLI advised the Board of Directors in 2009 of its concerns and outlined possible solutions, including establishing procedural safeguards whereby all proposed APA statements, resolutions, task force reports, and policies would be subject to review for scientific merit. ■

President's Report



James H. Bray, PhD

Psychological practice in the 21st century requires that we change our traditional ways of practice and create a vision to take advantage of the new possibilities in society.



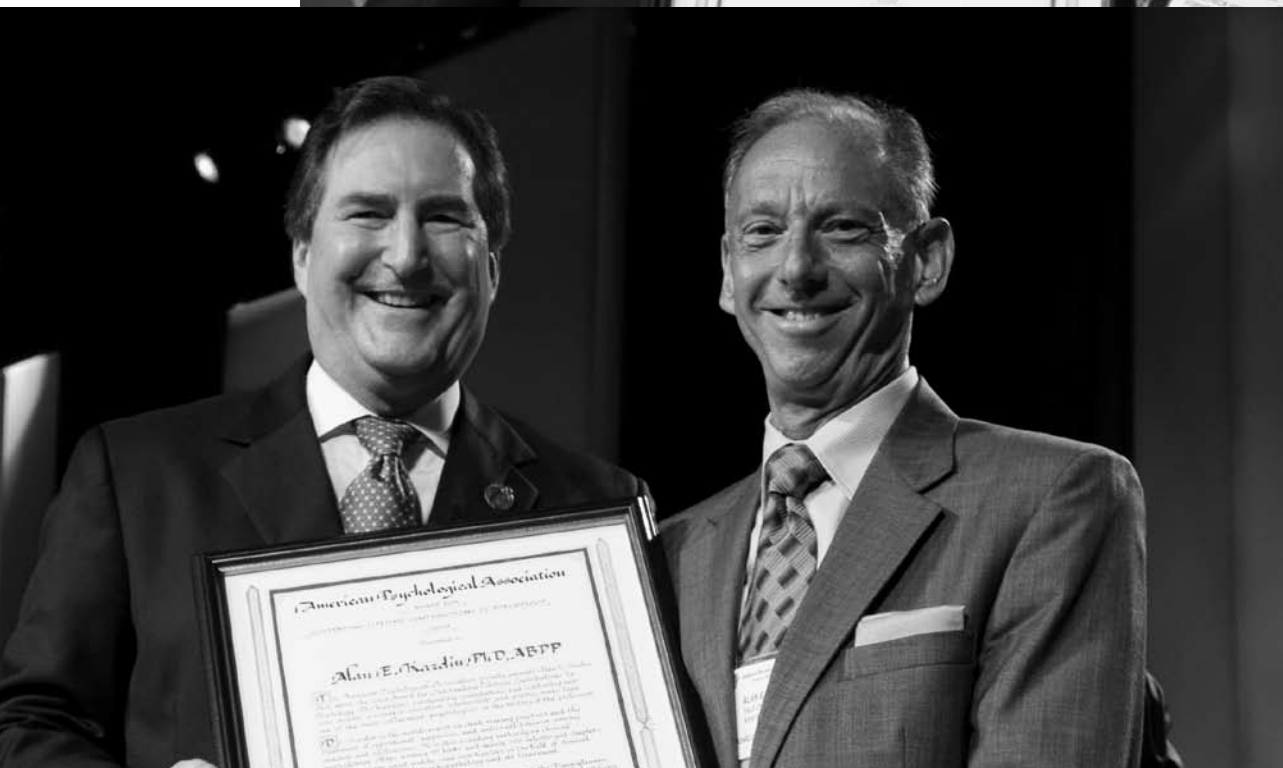
APA President James H. Bray, PhD, and members of the 2009 Board of Directors dined at the Chilean ambassador's residence in Washington, DC, as guests of Deputy Chief of Mission Fernando Varela and other embassy officials. *Left to right:* Armand R. Cerbone, PhD; Barry S. Anton, PhD; Rosie Phillips Bingham, PhD; Suzanne Bennett Johnson, PhD; James H. Bray, PhD; Fernando Varela; Carol D. Goodheart, EdD; Konjit V. Page, MS; and Melba J. T. Vasquez, PhD.

In 2009, the American Psychological Association underwent significant changes that were both planned and in response to the economic climate of the times. Beginning in 2008, the U.S. economy experienced one of the worst recessions in its history, and the downturn in the stock market and economy had significant negative effects on APA's finances. *Yet out of crisis comes great opportunity*, and these challenges facilitated the transformation of the organization through the development of our first-ever strategic plan and the presidential initiatives on the future of psychology practice and science.

When I joined the APA Board of Directors in 2008, the strategic planning process was under way, and CEO Norman Anderson and the Board discussed ways to change APA from a good to a great organization (see Collins, 2001). Those ideas meshed with the theme of my presidential year—creating a new vision and future for our association, profession, and the people we serve. A central focus of my presidency was on the future of psychology practice and science, an interest that came from my work over the past 20+ years in family medicine.

James H. Bray, PhD, presents the Award for Outstanding Lifetime Contributions to Psychology to Patrick H. DeLeon, PhD (*far right*), and Alan E. Kazdin, PhD (*below right*), at the APA convention.

Grant W. Martin Photography



Grant W. Martin Photography

A few years ago the American Academy of Family Medicine commissioned the Future of Family Medicine Project (Martin et al., 2004). Their report served as a blueprint for their agenda and for the development of policy changes in primary care practice. The initiative revitalized a slumping profession and set the stage for its push for major health care reforms and emphasis on primary health care. I thought a similar initiative, tailored to psychology, would benefit our discipline. In addition, during my three runs for APA president, I had

heard from many members that they wanted APA to refocus on our foundation of practice and science issues.

In this report I highlight some changes that occurred during my presidential year. These changes are the result of the hard work of many APA members and staff.

APA Presidential Initiatives

I developed four presidential initiatives in 2009, the overarching goal of which was to address concerns from members and help transform our association and profession for the 21st century.

President's Report

The Future of Psychology Practice Initiative

Psychological practice in the 21st century requires that we change our traditional ways of practice and create a vision to take advantage of the new possibilities in society. This initiative included two components: the task force and the Summit on the Future of Psychology Practice.

Task Force on the Future of Psychology Practice

<http://www.apa.org/pubs/info/reports/future-practice.aspx>

CHAIRS: James H. Bray, PhD; Carol Goodheart, EdD; and Margaret Heldring, PhD

MEMBERS: Joan Brannick, PhD; Robert Gresen, PhD; Gary Hawley, PsyD; Tammy Hughes, PhD; Jennifer Kelly, PhD; Jana Martin, PhD; Susan McDaniel, PhD; Thomas McNeese, MEd, MA; Emil Rodolfa, PhD; Sandra Shullman, PhD; and William Strickland, PhD

APA STAFF: Randy Phelps, PhD, Katherine Nordal, PhD, Joan Freund, and Beth Nichols-Howarth of the APA Practice Directorate and Cynthia Belar, PhD, of the APA Education Directorate

We identified priorities, resources, key partnerships, and roles for various groups in implementing our practice agenda. Our report focused on psychologists practicing in private and public settings who provide health services psychology and other forms of practice, such as business consulting and community services that address public health. [The report was presented to the Council of Representatives in February 2010.] In addition, several of the recommendations have been incorporated into the APA strategic plan.

Summit on the Future of Psychology Practice: Collaborating for Change

San Antonio, TX, May 14–17, 2009

<http://www.apa.org/practice/leadership/summit.aspx>

What happens if you bring 150 leaders in psychology, business, economics, insurance, medicine, and politics together to transform the practice of psychology? The Practice Summit was that transformative event. The goal of the summit was to engage the broader practice community in an agenda- and priority-setting meeting to help create a blueprint for the future of practice. Many of the ideas discussed at the summit, such as integrated health care and the development of treatment guidelines, are part of the APA strategic plan, and one of the recommendations—the development of clinical treatment guidelines—is already in the works at APA.

Task Force on the Future of Psychological Science as a STEM Discipline

CHAIR: John Dovidio, PhD

MEMBERS: Frank Durso, PhD; David Francis, PhD; David Klahr, PhD; Jennifer Manly, PhD; and Valerie Reyna, PhD

APA STAFF: Steven Breckler, PhD, and Howard Kurtzman, PhD, of the APA Science Directorate and Rena Subotnik, PhD, and Cynthia Belar, PhD, of the APA Education Directorate

The lack of recognition of psychology as a core STEM discipline has major implications for funding and policy development—one reason why establishing psychology as a STEM discipline is a top priority in APA's new strategic plan. The task force developed strategies for solidifying psychology as a STEM discipline, identified resources needed to advocate effectively for psychology

Members of the Task Force on the Future of Psychology Practice.

Front row, left to right: Sandra Shullman, PhD; Jennifer Kelly, PhD; and Tammy Hughes, PhD. Back row, left to right: Thomas McNeese, MEd, MA; Emil Rodolfa, PhD; Gary Hawley, PsyD; Susan McDaniel, PhD; Margaret Heldring, PhD; James H. Bray, PhD; Carol Goodheart, EdD; Jana Martin, PhD; and Robert Gresen, PhD.

Not shown: Joan Brannick, PhD, and William Strickland, PhD.



as a STEM discipline, identified barriers to implementing these goals and ways to address these barriers, and developed key partnerships to implement the planned advocacy strategy. The final report will be presented to the APA Council at its August 2010 meeting.

Task Force on Psychology's Contribution to End Homelessness

<http://www.apa.org/pubs/info/reports/endhomelessness.aspx>

CHAIR: Norweeta G. Milburn, PhD

MEMBERS: Beryl Ann Cowan, JD, PhD; Seymour Z. Gross, PhD; Allison N. Ponce, PhD; Joseph Schumacher, PhD; and Paul A. Toro, PhD

APA STAFF: Keyona King-Tsikata, Krysta Jones, and Antoinette "Toni" Alvano of the APA Public Interest Directorate

On the basis of my 10-year work with people who are homeless, I decided to focus a task force on this area to shine a light on this vulnerable group. The task force recommended ways in which psychologists can use their training and expertise to work with homeless individuals and groups, create and evaluate programs, and influence policy to improve the mental health of homeless people of all ages. [The report was presented to the Council at its February 2010 meeting.] The report is used by APA's public policy staff to educate Congress and to advocate for additional funding for services for people who are homeless.

Changes to the APA Convention

The APA annual convention is one of the premier events and membership benefits of the association. To better meet the needs of scientists and practitioners, we made several changes at the Toronto convention. During my run for office, I heard many members complain about the APA convention and how it no longer met their needs. For practitioners, these needs include affordable and high-quality continuing education. For scientists, these needs include life-long learning about the latest research and statistical methods and cutting-edge developments in cross-discipline areas of inquiry. To meet these needs, we tried several "experiments" at the convention:

Convention Within the Convention (CWC)

The CWC involved 97 hours of specialized substantive programming organized into thematic tracks focused on the latest and best psychological science and practice applications. Thirty-seven divisions and APA boards donated hours to this exciting and innovative program.



At the Australian Psychological Society (APS) annual conference in Darwin, Australia, James H. Bray, PhD, presented an invited address titled "Understanding and Preventing Adolescent Alcohol and Substance Use: Developmental, Family, and Peer Influences." At right: Robyn Vines, PhD, member of the APS Board of Directors.

President's Report

The programs were presented in continuing education formats and were scheduled from Friday through Sunday of the convention. In response to the positive feedback from this experiment, APA has created a task force to examine ways in which to modernize the annual convention.

Speed Mentoring

Speed mentoring was an opportunity for graduate students and early career psychologists to meet and talk with former APA presidents and other famous psychologists. A social hour followed for more informal discussions. This event created quite a buzz and is slated for an encore performance at the 2010 convention.

Community Day

I believe that we should give back to our communities, particularly at our conventions. The National Institute of Mental Health (NIMH), APA, and HIV/AIDS organizations in Toronto and elsewhere in Canada cosponsored the community day, which had as its theme “Family Front and Center: The Role of Families in the Prevention of and Adaptation to HIV/AIDS.” Some of NIMH’s top clinical scientists provided cutting-edge information and workshops for community workers. This event was so successful that it will appear again at the 2010 convention in San Diego, where it will focus on caregiving in families with HIV/AIDS.

APA’s Strategic Plan

Why do we need a strategic plan after 117 years in business? APA is good at many things and outstanding at others, but to move to the next level as an organization, we need to make some significant changes in the way we do our business. These changes include developing discipline on how we handle our finances, creating and prioritizing strategic initiatives, and developing methods to ensure accountability in our goals and objectives.

The development of our first-ever strategic plan made 2009 a truly historic year. Under CEO Norman Anderson’s leadership, the Board, Council, and APA staff developed a new mission and vision statement and three strategic goals for the next 3–5 years: Maximize APA’s organizational effectiveness, expand psychology’s role in advancing health, and increase recognition of psychology as a science. Implementation strategies and outcome measures for these initiatives will be rolled out in 2010.

Travel and Staying in Contact With Members

Representing APA at various national, international, and state meetings, I traveled over 150,000 miles and visited three continents. Highlights of my international travel included representing APA at the European Congress of Psychology in Oslo, Norway; the Interamerican Congress of Psychology in Guatemala; and the Australian Psychological Society (APS) in Darwin. At the APA convention in Toronto, we signed a memorandum of understanding with APS that will facilitate greater collaboration between our organizations. We had a dinner with the ambassador of Chile in Washington, DC, to discuss collaboration with his country. I also wrote monthly travel logs to give members a sense of what it is like to be APA president and to inform them of hot issues in the field.

Other Accomplishments, Changes, and Advances in 2009

APA successfully included psychological services in all of the national health care reform bills considered by the U.S. Congress. This includes reauthorization and funding for a workforce analysis and the Graduate Psychology Education program.

In addition, APA made several changes that affect membership and elections. A bylaw change I proposed—extending membership status only 1 year rather than 2 if members do not pay their dues—was approved and should save APA money in accounting and service fees. The Board moved the voting dates for APA president up 6 weeks to allow the new president-elect time to acclimate to the APA schedule. The Board and Council approved changes so that by 2011, all nominations and voting in governance elections will be through electronic methods.

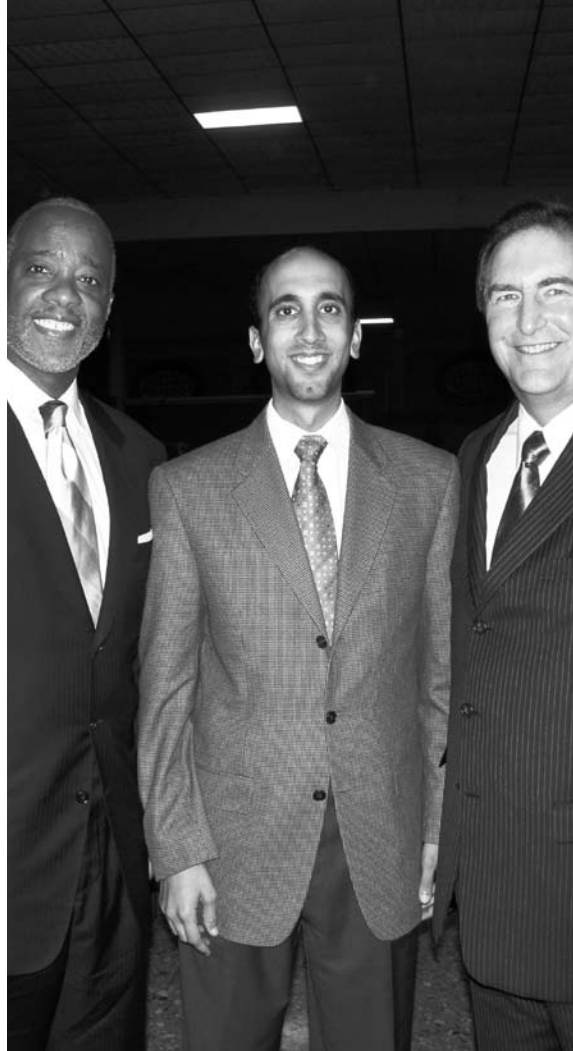
Other noteworthy changes in 2009 included Council’s adoption as policy and implementation of the member-passed resolution “Psychologists and Unlawful Detention Settings With a Focus on National Security.” The 2009 Board and Council also directed the APA Ethics Committee to devise new language to address concerns about Standards 1.02 and 1.03 to ensure that the standards can never be interpreted as justifying or defending violations of human rights. Further, to ensure more accurate and accountable voting, the Council moved to allow electronic voting by means of clickers that convey yes/no and other types of votes.

And last—but certainly not least—we used the latest Web technology to launch the new APA website (www.apa.org). APA staff, led by Tony Habash in Information Technology Services and Rhea Farberman in Public and Member Communications, deserve full credit for their hard work on this wonderful new resource.

It was a great honor to serve as your 2009 president. It was a whirlwind and an incredible experience that created a lifetime of fond memories and new relationships. We did outstanding work, and we can all be proud of our accomplishments. So now it is time to move on to the next phase as past president—or “president neglect,” as I am told. Engage—get involved. This is your APA! ■

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Norman B. Anderson, PhD (*left*), U.S. Cultural Ambassador to Guatemala Jay Ramen (*center*), and James H. Bray, PhD (*right*), at the reception hosted by APA in honor of the Interamerican Congress of Psychology, which met June 27–July 2, 2009, in Guatemala City.



Vaira Vike-Freiberga, PhD (*left*), a psychologist and the former president of Latvia (1999–2007), delivered the opening address at the European Congress of Psychology, which James H. Bray, PhD (*right*), and APA colleagues attended in Oslo, Norway, in July 2009.

Paul L. Craig, PhD
Treasurer

The ability of APA's governance bodies, management team, and employees to pull together in this difficult time to deliver a massive turnaround in the organization's operations is to be commended by all who benefit from the association's mission.

This was one of the most challenging years in APA's financial history. The national economic downturn that began in 2008 had severe effects on APA's revenues and on the value of the association's investment portfolio and net assets. APA reacted swiftly, implementing significant spending cuts (over \$15 million) in late 2008 and early 2009 across the entire Central Office. Unfortunately, these measures were not sufficient; by mid-year, it appeared that APA would have a budget deficit at the end of 2009 as well as in 2010 if further corrective actions were not taken. Such a deficit would have serious consequences for APA's financial stability. Therefore, for the first time in APA's history, a reduction in force was necessary to balance the organization's budget.

Despite the negative news, there were two bright spots in 2009 that contributed significantly to positive year-end results. First, the combined efforts of everyone associated with the business of APA to identify and implement spending cuts undoubtedly helped stabilize the organization financially. Second, the release of the sixth edition of the *Publication Manual of the American Psychological Association* resulted in outstanding sales of over \$12.3 million—\$1.3 million more than budgeted. The strong sales of the *Publication Manual*, the spending cuts initiated by management and governance, and employees' vigilance over spending resulted in an operating safety margin of \$2.9 million by the end of 2009. We have thus been able to honor the association's rule of maintaining an operating safety margin of 1–2%.

Our work is not complete, given that *Publication Manual* sales will level off and there will likely be cutbacks in the publication budgets of state-funded institutions during 2010. APA must continue to maintain control over expenses, particularly salaries. However, the ability of APA's governance bodies,

management team, and employees to pull together in this difficult time to deliver a massive turnaround in the organization's operations is to be commended by all who benefit from the association's mission.

Balance Sheet

APA's balance sheet, which showed negative net assets at the end of 2008, improved significantly in 2009 (see Table 1). APA operations contributed \$2.9 million to the increase in net assets in 2009, and nonoperating activity contributed over \$31 million (see Table 2). Large nonoperating gains were produced by our investment portfolio, which rebounded by 38%, increasing from \$40 million to \$55 million as of December 2009 (for investment allocation, see Long-Term Portfolio chart and table on p. 348). Real estate activity, including \$7.9 million from operations and \$9.1 from unrealized gains in interest rate swaps associated with building loans, contributed significantly to the increase in net assets (see Table 3).

Altogether, APA ended the year with unrestricted net assets of \$25.3 million, compared with the \$8 million negative net assets as of December 31, 2008. Although we have begun to restore our net assets, it is important that we control and manage our resources effectively so that we support initiatives consistent with APA's recently adopted strategic plan.

TABLE 1

Balance Sheet (Consolidated)

	2007	2008	2009
ASSETS			
Cash and short-term investments	\$46,249	\$42,345	\$48,195
Long-term investment portfolio	72,051	39,756	55,635
Real estate/equipment	81,617	82,679	79,778
Other	34,530	35,913	38,373
Total Assets	\$234,447	\$200,693	\$221,981
LIABILITIES			
Divisions/other groups	\$7,311	\$9,552	\$8,907
Long-term debt/swap liability	114,517	131,828	119,784
Accounts payable/accrued expenses/other	18,106	19,146	18,209
Deferred revenues	48,802	48,506	49,772
Total Liabilities	\$188,736	\$209,032	\$196,672
Net Assets	45,711	(8,339)	25,309
Total Liabilities and Net Assets	\$234,447	\$200,693	\$221,981

(All figures shown in thousands.)

TABLE 2

Consolidated Net Assets Summary

	2007	2008	2009
NET ASSETS BEGINNING BALANCE (CONSOLIDATED)			
APA operations (see also Table 3)	(1,802)	(8,155)	2,981
APA nonoperating activity (see also Table 3)	2,922	(45,989)	31,225
APAPO operations	66	94	270
APAPO nonoperating activity	—	—	(828)
Total Change in Net Assets	\$1,186	\$(54,050)	\$33,648
Net Assets Ending Balance (Consolidated)	\$45,711	\$(8,339)	\$25,309
COMPOSITION OF ENDING NET ASSETS			
APA unrestricted/undesignated activities	\$31,454	\$(22,012)	\$13,222
Designated activities			
Publications and Databases R & D	2,181	2,489	2,238
Accreditation	1,985	1,647	1,469
APAPO	2,508	2,602	2,046
Convention	198	441	776
Web relaunch	7,385	6,494	5,023
2010 fall consolidated meetings	—	—	535
Ending Net Assets (Unrestricted)	\$45,711	\$(8,339)	\$25,309

(All figures shown in thousands. APAPO = APA Practice Organization; R & D = research and development.)

Treasurer's Report

Listed on Amazon's best seller list for 11 days and on *USA Today's* top 150 best sellers list for 22 weeks, the sixth edition of the *Publication Manual* contributed significantly to increased revenues.

Operations

Overall, revenues were up 5.5%, driven by increased licensing revenues and publication sales (see Table 3). Listed on Amazon's best seller list for 11 days and on *USA Today's* top 150 best sellers list for 22 weeks, the sixth edition of the *Publication Manual* contributed significantly to increased revenues. Not surprisingly, the recession had a negative impact on journal subscriptions and advertising revenues, which were down approximately 6% and 25%, respectively.

The salaries and benefits line item in Table 3 represents nearly 50% of APA's total expenses and is therefore one of the most important expense categories to control. In addition to the reduction in force, APA instituted several salary and related reductions, including a rollback of merit increases and the elimination of the 2% retirement contribution. Although the full effect of these actions was dampened in 2009 because they were taken in mid-year and the severance costs had to be paid in 2009, greater overall savings should be realized in 2010.

Consulting/contractual is another significant line item in APA's expenses, representing approximately 9% of total expenses. APA curtailed its contractual agreements, where possible, and this restraint resulted in a nearly 16% reduction in this expense category. Some late 2009 projects were delayed to 2010 to provide time to reexamine how the major projects align with the new strategic plan. Governance bodies also tightened their belts by eliminating the fall consolidated meetings in 2009 and reducing their expenses.

It was critical for APA to produce a positive bottom line in 2009. Our negative results in 2008 did not meet one of our debt covenants. If the covenant was not met again in 2009, we would have been in violation of our covenant, and this would have serious negative consequences for our loan pricing/commitment, bond rating, and access to credit. Fortunately, close monitoring of revenues and expenses as well as all of the actions taken throughout 2009 to curtail expenses produced positive operating results of \$2.9 million, compared with the \$8.1 million loss reported in 2008.

In addition, in May 2009, we received good news from our rating agency, Standard & Poor's, which affirmed our BBB+ rating with a stable outlook based on the expectation that APA will maintain balanced operations and incur no additional debt (see APA's Public Credit Rating, sidebar, p. 349).

TABLE 3

Income and Expense Statement

APA Operations (Unconsolidated)

	2007	2008	2009
REVENUES			
Dues and fees	\$14,695	\$14,531	\$14,547
Journal subscriptions/licensing/sales	69,346	73,000	83,106
Other	16,285	15,517	11,158
Total Revenues	\$100,326	\$103,048	\$108,811
EXPENSES			
Salaries and benefits	\$47,560	\$52,322	\$51,725
Publication production costs	9,093	9,960	10,775
Space costs	8,609	8,801	8,940
Boards/committees	2,608	2,786	2,097
Consulting/contractual	11,199	11,898	9,959
Other	23,059	25,436	22,334
Total Expenses	\$102,128	\$111,203	\$105,830
Net Gain/(Loss) From APA Operations	\$(1,802)	\$(8,155)	\$2,981

Nonoperating Activity (Consolidated)

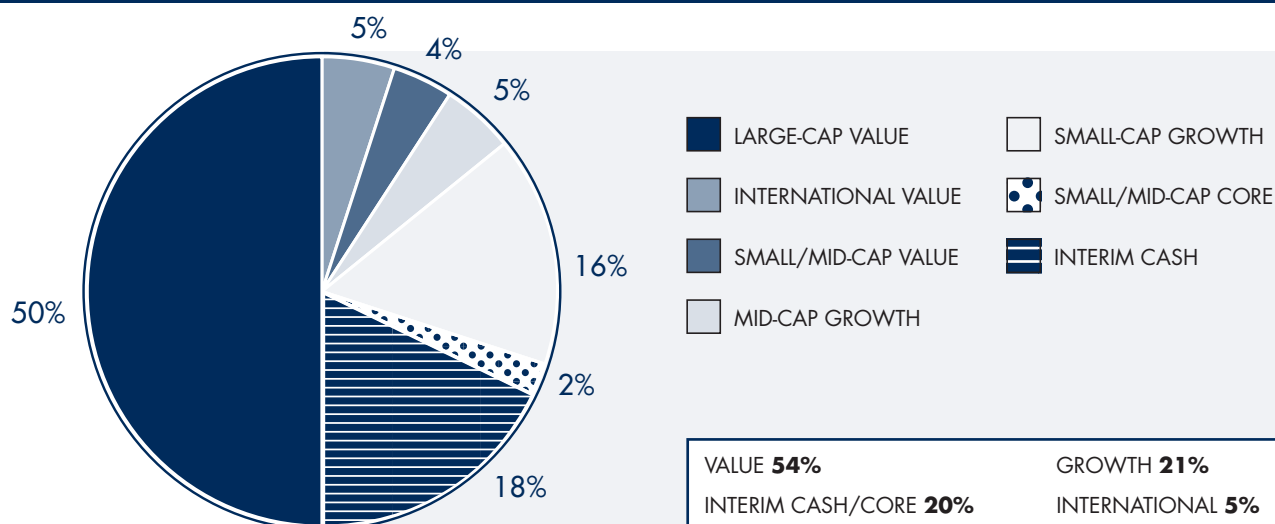
	2007	2008	2009
LONG-TERM INVESTMENT ACTIVITY			
Realized gain/(loss) on sale of investments & interest on LT	\$4,823	\$(3,387)	\$5,582
Investment management fees	(505)	(464)	(372)
Unrealized gain/(loss) - (Net) (FAS 124)	(1,495)	(28,046)	10,899
Net Long-Term Investment Activity	\$2,823	\$(31,897)	\$16,109
REAL ESTATE ACTIVITY			
Ten G Street operations	\$808	\$2,166	\$1,941
750 First Street operations	5,465	5,823	6,002
Unrealized gain/(loss) on interest rate swap (LLC)	(1,635)	(10,036)	5,826
Unrealized gain/(loss) on interest rate swap (APA)	—	(5,738)	3,329
Series B interest	(2,148)	(512)	—
Interest on 750 term loan (Bank of America)	—	(1,056)	(1,364)
Deferred rent	(806)	(545)	(401)
Prepayment penalty & financing costs	—	(3,604)	—
Net Real Estate Activity	\$1,684	\$(13,502)	\$15,333
OTHER APAPO NONOPERATING ACTIVITY			
Loss on impairment - Center for Professional Development ^a	—	—	\$(828)
OTHER NONOPERATING ACTIVITY			
Deferred income tax fluctuation	\$(811)	\$(342)	—
Income tax expense/provision	(55)	(248)	(217)
Retiree gap insurance adjustment (FAS 158)	(719)	—	—
Net Other Nonoperating Activity	(1,585)	(590)	(217)
Total Nonoperating Activity	\$2,922	\$(45,989)	\$30,397
Total Nonoperating Activity (APA only)	\$2,922	\$(45,989)	\$31,225

(All figures shown in thousands. APAPO = APA Practice Organization; FAS = Financial Accounting Standards; LT = long-term investments.)

^a APAPO determined that the continuing education marketplace had changed dramatically; the "first-to-market" advantage had been lost, and the required technology necessary to deliver the library of courses would not be available until 2010. Thus, the Board closed the Center for Professional Development and recorded the noted loss on impairment.

Treasurer's Report

Long-Term Portfolio Composition



Performance Returns/Market Value

2009 Long-Term Portfolio

	YTD Returns ^a	Market Value ^b
Southeastern Asset Management	59.1%	\$28.1
Westfield Capital Management	42.3%	8.6
Brandywine Mutual Fund	11.0%	2.8
Longleaf International Fund	26.9%	3.2
Advisory Research Fund	22.8%	2.0
Lapides	44.4%	0.9
Interim Cash ^c	—	10.0
Total	41.8%	\$55.6
Return Since Inception	11.1%	

^aReturns are net fees. ^bIn millions. ^cInterim cash was converted to fixed income (PIMCO) upon Council's February 2010 approval of the long-term investment policies allowing investment in the new asset class.

APA's Public Credit Rating

In May 2009, Standard & Poor's (S&P) affirmed APA's BBB+ rating with a stable outlook (upgraded from BBB in September 2006). S&P cited the following positive attributes of APA's operations:

- A long, positive operating history
- Diverse revenue streams
- Revenue flexibility supported by APA's ability to increase dues and subscription prices while reducing operating expenses
- APA's adequate financial resources

Offsetting credit factors include:

- Balance sheet exposure risk due to real estate holdings and the associated swaps and debt
- Substantial losses in fiscal 2008 due to investments and swap valuations
- High level of debt
- Subsequent operating challenges

The stable outlook reflects S&P's anticipation that APA will issue no new debt, continue to manage its current debt and derivative instruments, maintain balanced operations, and stabilize its membership base.

2009 Finance Committee Members

Paul L. Craig, PhD, APA Treasurer, Chair
Nina K. Thomas, PhD, Vice Chair
Guillermo Bernal, PhD
Ronald E. Fox, PhD
Bonnie Markham, PhD, PsyD
Kathleen M. McNamara, PhD
Danny Wedding, PhD

Outside Expert Members

Investment Subcommittee

Frederick R. Kobrick
John J. McCormack

Audit Subcommittee

Stephen C. Howell
Joan Lynch
Steven F. Stanton

Building Operations

Although considerable new office construction is occurring a few blocks from APA's headquarters, APA's buildings continue to be fully leased and to produce substantial cash flow from operations. Low tenant turnover and long-term lease structures contribute to a stable source of cash (\$3.5 million annually) to fund APA operations and to increase cash and investments on a consolidated basis.

Because of the extreme volatility experienced in the stock market over recent years, future excess cash flows (above the \$3.5 million reserved for APA operations) will be invested in fixed-income investments, with the goal of using these excess funds to reduce APA's long-term debt. By reducing debt, APA assumes less financial risk in the event of another major downturn in the stock and/or real estate markets and will realize savings in interest and income tax expenses.

Summary

The last 2 years have been economically difficult and educational for the association. We have proven that the APA can persevere through challenging times, manage our way through adversity, and emerge intact as an organization. As APA's treasurer, I am grateful for the collaborative efforts of governance, management, and staff as we work toward the goal of improving APA's finances in the aftermath of 2008. APA's recovery is under way, and our financial outlook is stable.

As always, if you have any questions about the association's finances, please feel free to e-mail me at finances@apa.org. ■

American Psychological Foundation

About Us

Since 1953, the American Psychological Foundation (APF) has been providing funding to improve the lives of individuals, organizations, communities, and society. APF supports students and psychologists whose work is making a difference every day:

- **APF Scholarships:** APF helps ensure that the best and brightest thrive in the field and use their training to better humanity. Graduate students look to APF for support to complete dissertations, travel to conferences, and prepare themselves to undertake society's challenges.
- **APF Early Career and Seed Money Grants:** APF provides crucial support when funding is difficult to obtain. APF's early career and seed grants enable talented and creative young psychologists to launch their careers and initiate innovative projects.
- **APF Targeted Program Grants:** APF aims to create better lives for people across the globe through funding research, demonstration projects, and direct interventions to find effective solutions to societal problems.

In 2009, APF provided more than \$400,000 in scholarships, grants, and other awards—funding which makes an impact on people's everyday lives.

- More than 25 graduate students received crucial support to continue their educations.
- Corinne Datchi-Phillips was able to provide psychological support to adult offenders to help them transition back into society successfully.
- Talented high school students were able to study psychology at Yale University.
- New York University was able to study how participation in a micro-lending program supports resilience in survivors of domestic violence.

Giving Back

APF would not be where it is today without the dedication and support of individuals and groups who make contributions to the foundation.

For more information on APF or to make a gift, contact Idalia Ramos, Assistant Director, at iramos@apa.org or 202.336.5814.

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

—Winston Churchill



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