

**THE NEXT FRONTIER:
A Strategic Plan for the Association of State and
Provincial Psychology Boards**



**Developed June 2005
Revised in 2007**

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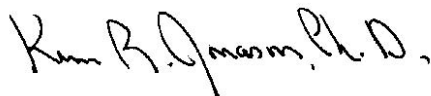
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FOREWORD

On behalf of the Association of State and Provincial Psychology Boards (ASPPB), I would like to take this opportunity to thank our member jurisdictions, individual users of ASPPB services and other interested organizations for the ideas and suggestions they offered to assist in developing this blueprint for future progress. It reflects our commitment to operating a highly professional organization which communicates effectively with its member jurisdictions and offers them relevant services of superior quality.

I would also like to extend my personal gratitude to members of our planning team for the many hours that they devoted to this important process. We at ASPPB view this as a work in progress and not an end in itself. It is intended to guide our actions for the next several years. As priorities change and various objectives are accomplished, new challenges will emerge, and this plan will be modified accordingly.

Your continued input is requested as we work to position ASPPB to perform and thrive as a leader in professional regulation.



Kim R. Jonason, Ph.D.
President
ASPPB Board of Directors

INTRODUCTION

As the Association of State and Provincial Psychology Boards (ASPPB) enters the 21st Century, internal and environmental changes present the organization with a variety of challenges and opportunities. The Board of Directors made the decision in late 2004 to initiate a strategic planning process to establish a sound foundation for progress and success in the coming years. Global Strategies Inc. (GSI,) a national organization and management consulting firm, was selected to facilitate the process.

ASPPB formed a planning team consisting of all of its Board members and several key staff. GSI was charged with conducting an independent organization assessment of ASPPB to assist in identifying the critical issue areas around which the planning process would focus. The assessment involved gathering information on ASPPB's programs, services and finances as well as conducting external research regarding environmental factors with current or possible future impact on the organization. Key staff and all board members were interviewed as a part of this process.

The ASPPB planning team placed major emphasis throughout the process on identifying ways in which it could better serve its member jurisdictions. The organization also serves a variety of other users of its services (e.g. licensure candidates, current and potential Certificate of Professional Qualification in Psychology (CPQ) holders). GSI conducted confidential personal interviews with officials from member jurisdictions, past ASPPB Board members and other organizations with which ASPPB interacts. Responses from member jurisdictions to multiple past surveys conducted by the ASPPB were also reviewed by GSI.

Over the course of the past six months, planning team members have held multiple meetings and work sessions. The results of the organization assessment and member jurisdiction feedback process assisted the team in identifying the critical issues facing ASPPB over the next three years and in formulating a set of strategies to address those issues. Objectives and associated actions were developed by the team for each major strategy. The team also agreed upon focused mission, values and vision statements for ASPPB which are presented herein. An implementation framework was also prepared as a separate document.

Executive Summary

ASPPB Mission Statement:

Serving member jurisdictions by promoting excellence in regulation and advancing public protection.

Values Statement:

ASPPB is committed to:

- Quality
- Respect
- Responsiveness
- Accountability
- Transparency

Vision Statement:

ASPPB is the international leader and knowledge resource in the regulation and credentialing of psychologists.

In order to reach this vision, we commit our efforts to the following four activities:

1. Offering exemplary examination and credentialing programs.
2. Providing state of the art programs and services to all our stakeholders.
3. Serving as the source for the most current and accurate information about the regulation of psychologists.
4. Contributing to the critical consumer protection perspective in the on-going development of the profession.

Strategy I: Enhance Services to Member Jurisdictions

Provide services to member jurisdictions and users that are informative, relevant, accurate, and responsive and that adhere to the highest standards. Areas of service include:

- Credentialing, Examinations and Assessment
- Ethics and Discipline
- Regulatory, Professional and Legislative Issues
- Mutual Recognition of Standards
- Professional Relations

Strategy II: Strengthen Communications

Maintain effective and timely communications with member jurisdictions and recipients of ASPPB services as well as other organizations with which ASPPB is strategically aligned.

Strategy III: Enhance Organization and Management

Foster the development of an organization and management that are effective, efficient, responsive and transparent.

Strategy I: Enhance Services to Member Jurisdictions

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Objective 1

Develop, evaluate and offer to member jurisdictions examinations, credentialing and other assessment methodologies necessary to assess competency for psychology licensure, certification and practice and re-licensure.

Actions

- A. Support research of new models and methodologies for assessment of foundational knowledge, clinical competence, judgment, jurisdiction, ethics and law consistent with public protection.
- B. Provide an ongoing assessment of exam administration procedures relating to data collection, storage and test security.
- C. Offer additional practice examinations in specific exam content areas to support successful completion of the EPPP.
- D. Explore other venues for administration of the EPPP, including determining potential markets and costs for development of a Spanish-language EPPP.
- E. Support consistency in the regulation of psychology through guidelines, standards, and programs that facilitate mobility.
- F. Facilitate communication among jurisdictions on disciplinary actions and recommend standards for the complaint and adjudication process.

Objective 2

Provide mechanisms for the collection, analysis and dissemination of information of value to member jurisdictions, the public, the profession and other organizations with which ASPPB is strategically aligned.

Actions

- A. Provide consultative expertise on legal matters, ethical issues, standards of practice, discipline, board/college structure and other aspects of the regulation of psychology.
- B. Deliver continuing education in areas of interest, innovation and developing trends to member jurisdictions.

- C. Define a role for ASPPB in monitoring and tracking of provincial, state and federal legislation and public policy relating to the regulation of the profession of psychology.
- D. Develop “White Papers” and other published and web-based resource materials to assist member jurisdictions in addressing impending challenges in the regulation of psychologists.
- E. Provide data and analysis on trends and patterns in the relationship between standards, regulations and public protection and use this information to assess needs for education.
- F. Assure that the data and information stored in ASPPB’s data base is complete, accurate and current.
- G. Become the repository of current information on the credentialing and regulation of psychologists.

Strategy II: Strengthen Communications

Maintain effective and timely communications with member jurisdictions and recipients of ASPPB services as well as other organizations with which ASPPB is strategically aligned.

Objective 1

Be proactive in communicating with member jurisdictions and recipients of ASPPB services to facilitate the systematic identification and response to opportunities, suggestions, needs and concerns.

Actions

- A. Distribute summaries of ASPPB Board meetings to member jurisdictions on a timely basis.
- B. Develop a plan for opening ASPPB Board meetings to member jurisdictions.
- C. Assign individual ASPPB Board members to communicate with specific member jurisdictions on a regular basis.
- D. Develop a system to identify and disseminate “Alerts” on emerging issues of importance to member jurisdictions.
- E. Serve as a forum for the exchange of information among member jurisdictions by further developing the listserv as a communications tool.
- F. Conduct periodic focused surveys/interviews about ASPPB services and initiatives.

Objective 2

Educate member jurisdictions, psychologists, students, faculty and relevant others about ASPPB programs, services, and staff functions and capabilities to optimize the value of these resources.

Actions

- A. Determine the relevance of ASPPB programs and services.
- B. Formulate and implement a communications strategy designed to foster awareness and accessibility of pertinent ASPPB resources.

Objective 3

Provide relevant high quality informational materials and publications in print and web-based formats that are updated on a timely basis.

Action

Inventory all informational materials and publications of ASPPB and develop a schedule for review, revision, and updating of these documents.

Objective 4

Maintain strategic relationships with organizations involved in the education, training and credentialing of professional psychologists to enhance the focus on public education and protection.

Action

Evaluate existing strategic relationships with relevant organizations to ensure that ASPPB's level of involvement reflects the interests of member jurisdictions.

Strategy III: Enhance Organization and Management

Foster the development of an organization and management that are effective, efficient, responsive and transparent.

Objective 1

Maximize the efficiency and functionality of the ASPPB Board as a governing entity.

Actions

- A. Identify best operating practices for association governing boards and make recommendations to improve the structure and functioning of the ASPPB Board.
- B. Implement an improved orientation process for new ASPPB Board members.

- C. Conduct annual ASPPB Board self-evaluations.

Objective 2

Optimize productivity of the central office staff.

Actions

- A. Recruit and retain an executive officer whose values are aligned with this strategic plan and whose career credentials demonstrate excellence, professionalism and a high level of achievement.
- B. Enhance systems for information exchange between the ASPPB Board and staff, and for implementation of ASPPB Board decisions and policies.
- C. Maximize cross-training of staff members.
- D. Promote high staff morale and effective open communication among staff.
- E. Continue to enhance the quality and utilization of technology resources.

Objective 3

Maintain an organization that operates in an efficient and fiscally responsible manner.

Actions

- A. Establish an ASPPB Finance and Audit Committee.
- B. Adopt accrual-based accounting and financial reporting that facilitate understanding of income and expenses.
- C. Provide a financial report to the ASPPB Board at each meeting and an annual report to member jurisdictions.
- D. Align all fiscal and planning cycles.
- E. Clarify the relationship between ASPPB and the ASPPB Foundation.

APPENDIX 1

PLANNING TEAM MEMBERS

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