



The Association
of State and Provincial
Psychology Boards

STRATEGIC
PLAN
2022 - 2028

INTRODUCTION

To Our Members:

Almost three years ago, ASPPB reached out to you on the subject of fearlessness. At the time, the Association had just turned 59, and in human terms was a mature organization, having in large part come into its own as a vital and well-regarded association for the regulators it serves and the public it protects. That said, perhaps like many near-60-year-olds, there was a sense then that the organization wished to find greater meaning, relevance, and impact. **In short, in a time of continuous change, ASPPB wanted to matter more to you, to psychology, and to the public.** How did it respond to this challenge? By doing what we psychologists encourage others to do on a daily basis: look unflinchingly at ourselves so that we might understand both our potential and the barriers to reaching it.

INTRODUCTION

In April of 2020 we partnered with a strategic consultant to conduct a comprehensive, in-depth examination of the organization in order to ascertain how we might become a greater force for our membership, our liaising partners, the profession, and within ourselves. This diagnostic lasted two years. It progressed through seven stages of work and included more than 100 hours of qualitative interviews with representatives from 80 percent of you, our members. It involved more than 25 further engagements internally to immerse in and interpret the 355 pages of feedback resulting from these dialogues. These internal engagements reconciled and refined the findings in the feedback, ultimately distilling them into an integrated roadmap comprised of 25 strategic initiatives and 72 attendant tactics, all organized under four themes.

Additionally, between 2020 and 2022 - and across two dozen ASPPB Board meetings, four full membership meetings, and multiple communiqués—the progress of the diagnostic was conveyed to our stakeholders and feedback gleaned. A culminating, hourlong presentation of the final roadmap, refined by our collective efforts, was shared with more than 100 attendees at the Association’s Annual Meeting in October of 2022, and afterward to those who were absent. And here, with this capstone document, we present the result of our collaborative work.

INTRODUCTION

Many organizations do periodic strategic planning. **But the scope and ambition of our project was, and is, such that what ASPPB is now endeavoring can easily be called “generational work.”** With your brave candor at the core of this project, ASPPB has begun to reimagine itself with integrity, foresight, and for the long-term.

At the outset of this project, we invoked the words of two individuals: author William Faulkner who said that “we cannot swim for new horizons unless we have the courage to lose sight of the shore,” and philosopher George Addair who observed, “Everything we want is on the other side of fear.” These notions are as pertinent now as they were then. The only difference is that now we can see the opposite shore. At 62, with your astonishing help, we now know where the other side of fearlessness resides and are making our way toward it.

Thank you so much for your innumerable contributions throughout this journey.

We welcome your feedback and look forward to continuing conversations as we work together to reach these worthy goals.

Herbert Stewart, PhD, President

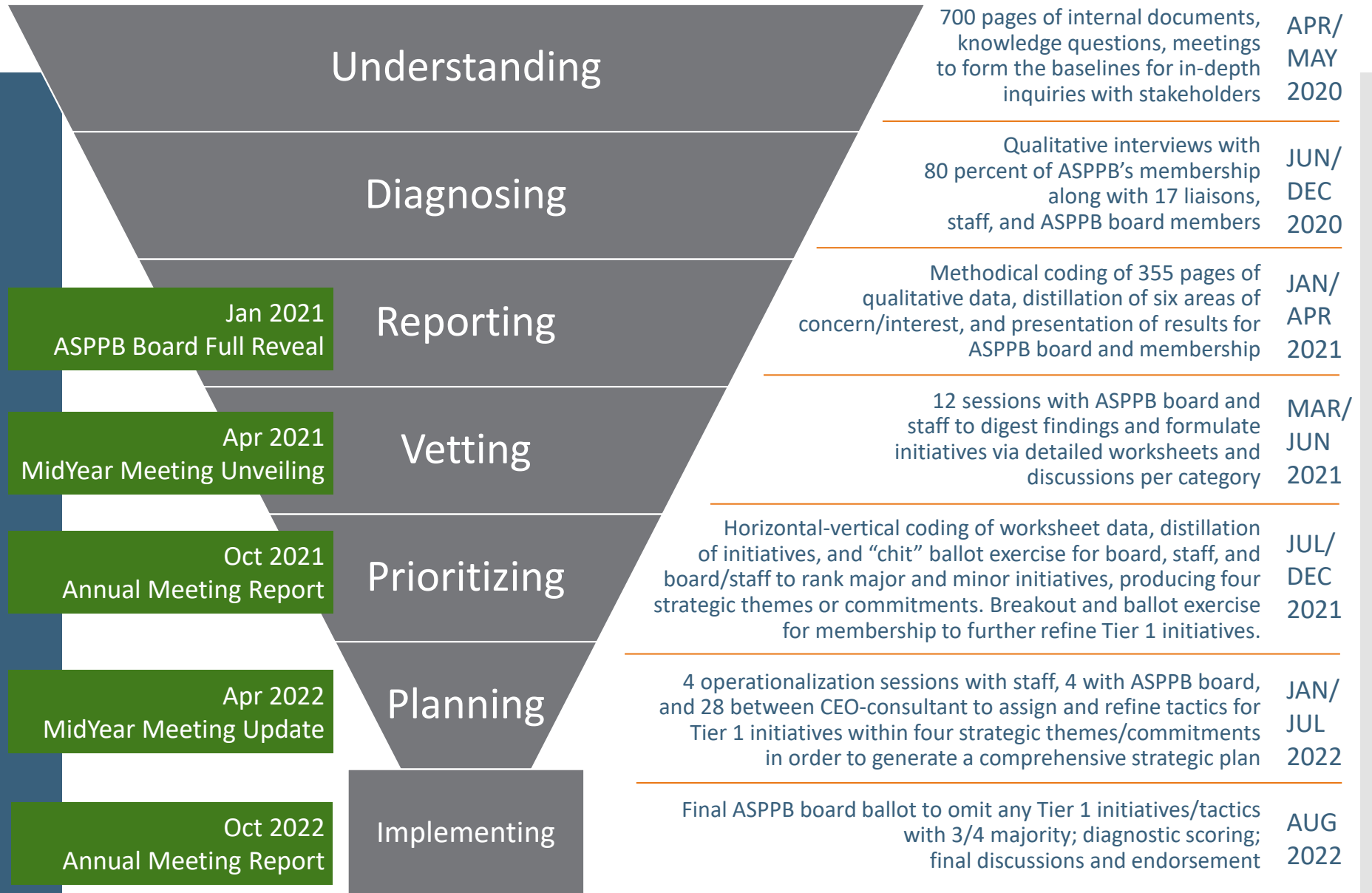
Mariann Burnetti-Atwell, PsyD, Chief Executive Officer



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Diagnostic Phases

The seven-stage process ASPPB observed and activities therein



By The Numbers

Key data points observed
by the diagnostic

49 Discrete jurisdictions
interviewed

16 Number of weeks
to interview
stakeholders

94

Number of
individuals
interviewed

355

Total pages
of feedback
provided to ASPPB

73 Average length (in minutes)
of stakeholder interviews

Percentage of ASPPB's
membership interviewed 80

Number
of interviews 87

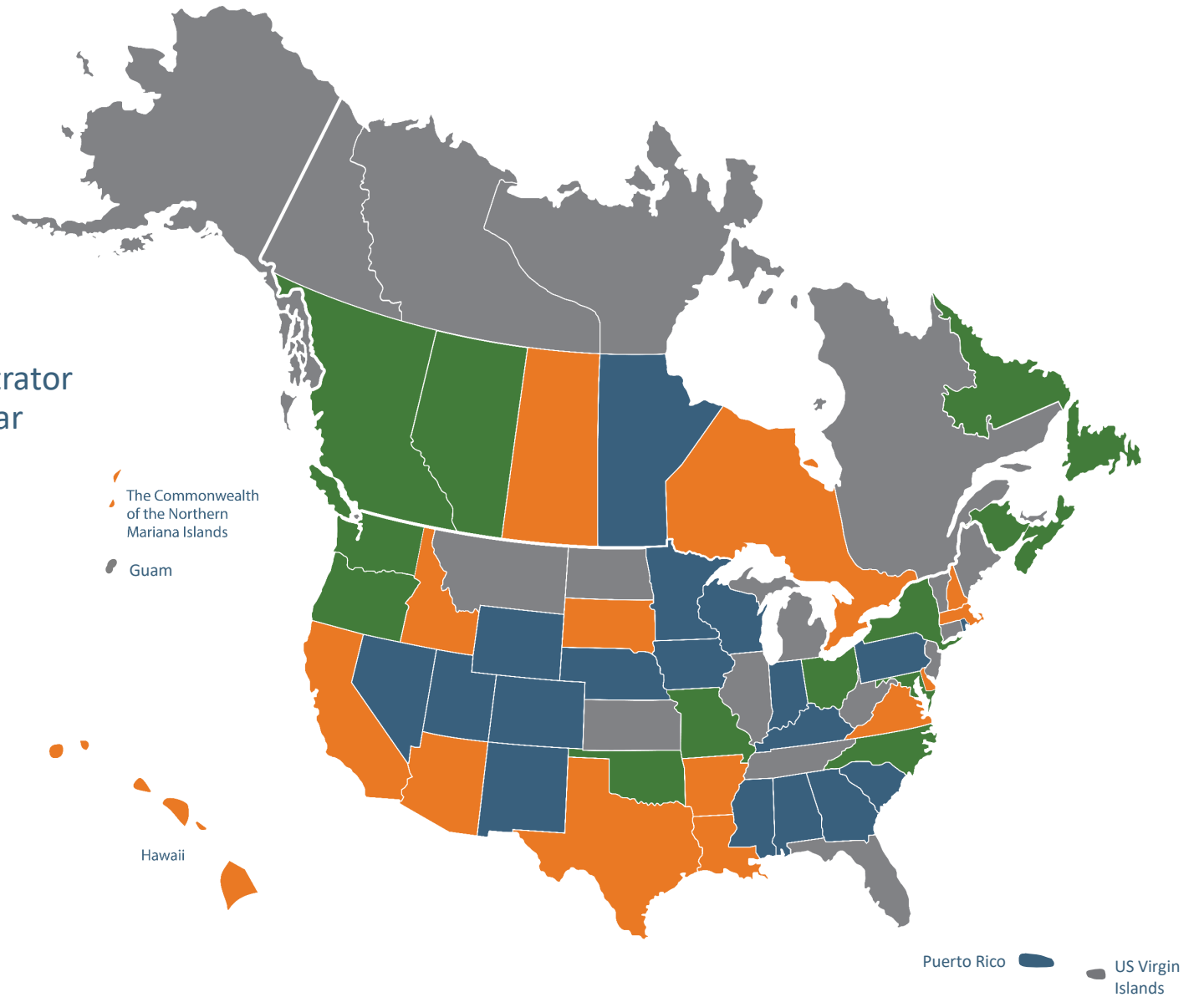
100 Hours of dialogue
with stakeholders



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By The Numbers

Jurisdictions included in the diagnostic conversations, and how the stakeholders were represented within them



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Engagements

How each stakeholder group was involved in the diagnostic

25
Initiatives
72
Tactics

ASPPB Membership

Chit Ballot
Diagnostic@ Email
In-depth Interviews
355 pages of Coded Feedback
2021-2022 Midyear and Annual
Presentations
2021 Annual Meeting Breakouts
Post-Meeting Surveys

ASPPB Board

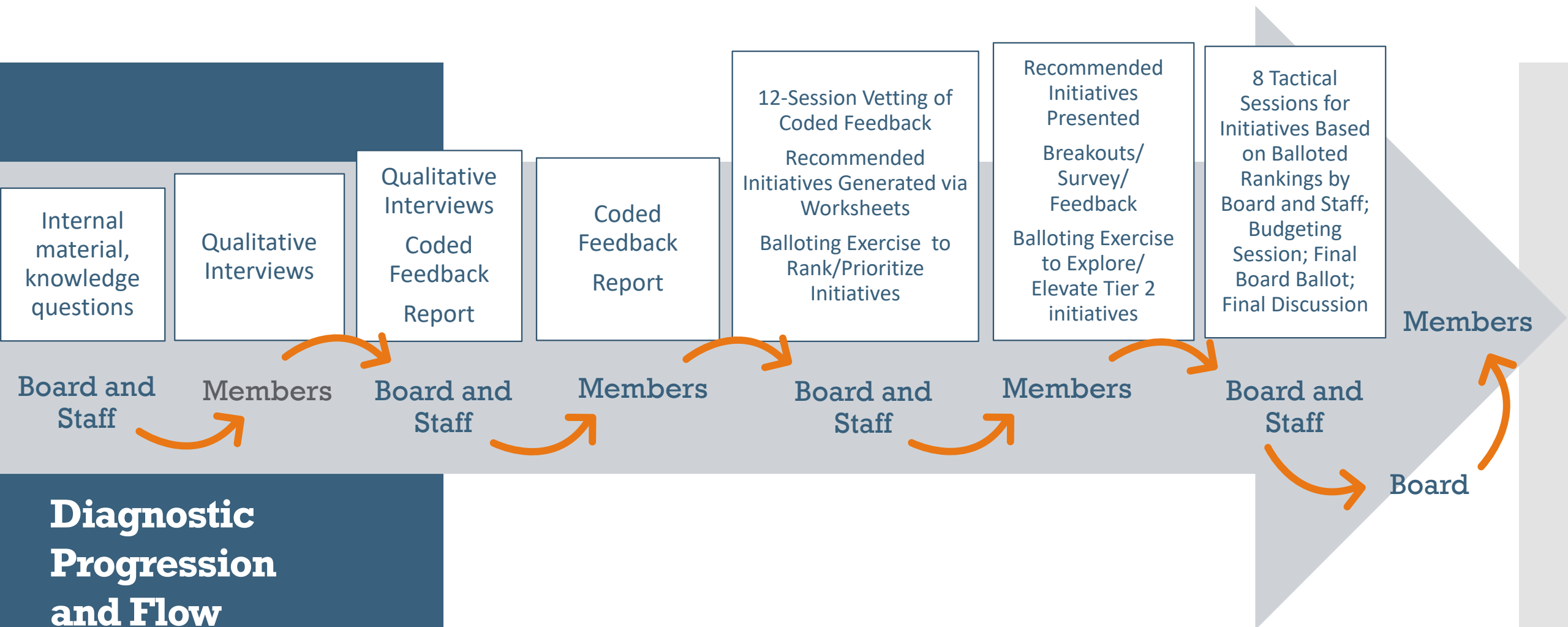
Chit Ballot
2020-2022 Board Presentations
In-depth Interviews
Ballot Rankings
6 Vetting Sessions
and Worksheets
4 Operationalization Sessions

Final Ballot and
Budget Session

ASPPB Staff

6 Vetting Sessions and Worksheets
4 Operationalization Sessions
Preliminary Knowledge Interviews
Ballot Rankings
In-depth Interviews
Chit Ballot





Diagnostic Progression and Flow

How stakeholders collaborated over the diagnostic period

STRATEGIC THEMES & INITIATIVES



ANTICIPATE

ASPPB's Commitment to Knowledge and Ideas

By engaging more fully with the issues and ideas that affect the current and future regulation of psychology, **ASPPB will become a go-to source of information, research, data, insights, and thought leadership** for its members and others involved in public protection.

ANTICIPATE Initiatives

Reimagine ASPPB's communications apparatus to improve engagement, relevancy, and the service of thought leadership between the association and its membership.

Rebrand ASPPB to reset/reestablish the association both internally and externally. This rebrand should combat the for-profit (mis)perception of the association, advance the larger goals of ASPPB as a thought leader, and reinvent the association's online platforms to improve navigability and feature content communications for greater relevancy, engagement, and top-of-mind status.

Create a series of virtual Town Halls on topics that will benefit the membership's work, help make ASPPB more effective as a convener and source of guidance, as well as enhance ASPPB's own awareness of what deserves research and insight for the sake of its constituents.

Increase diversity of speakers at events/in content.

[N.B.: Diversity in this context not only includes race/ethnicity/class/gender/LGBTQ+, but also stresses a greater range in expertise, career level, geography, small jurisdiction versus large, and those with experience beyond psychology who can speak on issues related to psychology.]

ANTICIPATE

Initiatives

Create Do/Don't documents that can be more readily adapted by jurisdictions.

Create attractive "information sheets" for ASPPB services and highlight them at events.

Produce a report/summary sheet with links to presentations at the end of each meeting.

Distribute an annual survey to membership that functions as a “report card” on ASPPB’s progress in the reinvention from this strategic plan.

COLLABORATE

ASPPB's Commitment to Stakeholders

By establishing integrated and reinforcing frameworks of collaboration with stakeholders on issues, projects, and proposed innovations, **ASPPB will become a more informed, sought, uniting, and effective apparatus for its members, a “fractured” profession, and overall public protection.**

COLLABORATE Initiatives

Envision and establish a new structure between ASPPB and membership that provides for closer engagement, grassroots touchpoints, institutional trust, awareness, and ASPPB's own clarity about those matters on which the association should serve the membership.

Build a permanent ambassadorial system of rotation for CEO visits to every jurisdiction (e.g. 16 jurisdictions each year, or 1 visit every four years).

Reevaluate, reinvest in, and intensify ASPPB's jurisdictional board training program for greater engagement with ASPPB and clarity of regulatory work.

Reach out to organizations that are connected to the BIPOC community and other groups who may not be adequately represented to enhance information-gathering and -providing.

Reset and redefine ASPPB's role with APA/CPA, in particular on the three pillars of regulation: education, exam, and experience.

PROTECT

ASPPB's Commitment to Public Protection

In building new structures that pursue and support the highest and best use of the association, **ASPPB will become a more impactful force for members**, for the public its members protect, and where appropriate with the profession on whose integrity and trust that public relies.

PROTECT Initiatives

Build a formal and rigorous governmental affairs apparatus to better serve jurisdictions on legislation that affects the regulation of the profession and, in turn, public protection.

Engage in the anti-regulation/anti-licensure fray to protect psychology and the public it serves.

Ensure better ASPPB elections and a better-informed electorate prior to electing candidates.

Hold a fact-finding series regarding race and standardized testing to clarify ASPPB's perspectives on/overarching commitment to both diversity and the exam as a vital aspect of competency.

ASPPB's Commitment to Itself as an Institution

In addressing issues at the core of ASPPB's institutional health and effectiveness, the association **will become a more functional environment and ensure the optimal stewardship of the three outward-facing initiatives previously described.**

PERPETUATE

PERPETUATE Initiatives

Identify and hire governance expert to conduct a process that addresses the following foci with the ASPPB board:

- ASPPB’s ideal governance structure—the number of board members, their proper term limits, how they are elected, committee placement—to achieve that ideal, improve representation, broaden perspectives, heighten efficiency, enfranchise strategic expertise.
- the proper role of the board and how to best be/adhere to being a policy board
- leadership training for greater efficacy as individual board members
- the definition and virtues of servant leadership
- how to understand the independence/ interdependence of the board/staff
- president-elect onboarding
- the viability of the board’s track system versus its potential to silo expertise

PERPETUATE Initiatives

Research the processes of peer organizations and establish a sound structure of stewardship for major public protection initiatives (such as an exam) that steers initiatives in an appropriate and collaborative way, generates awareness and buy-in, and helps repair the splintered nature of psychology across the guild, training, and regulator communities.

Explore what a “Uniform Psychology Act” similar to the exemplar Uniform Accountancy Act might entail and how it would benefit the professional and regulatory apparatus.

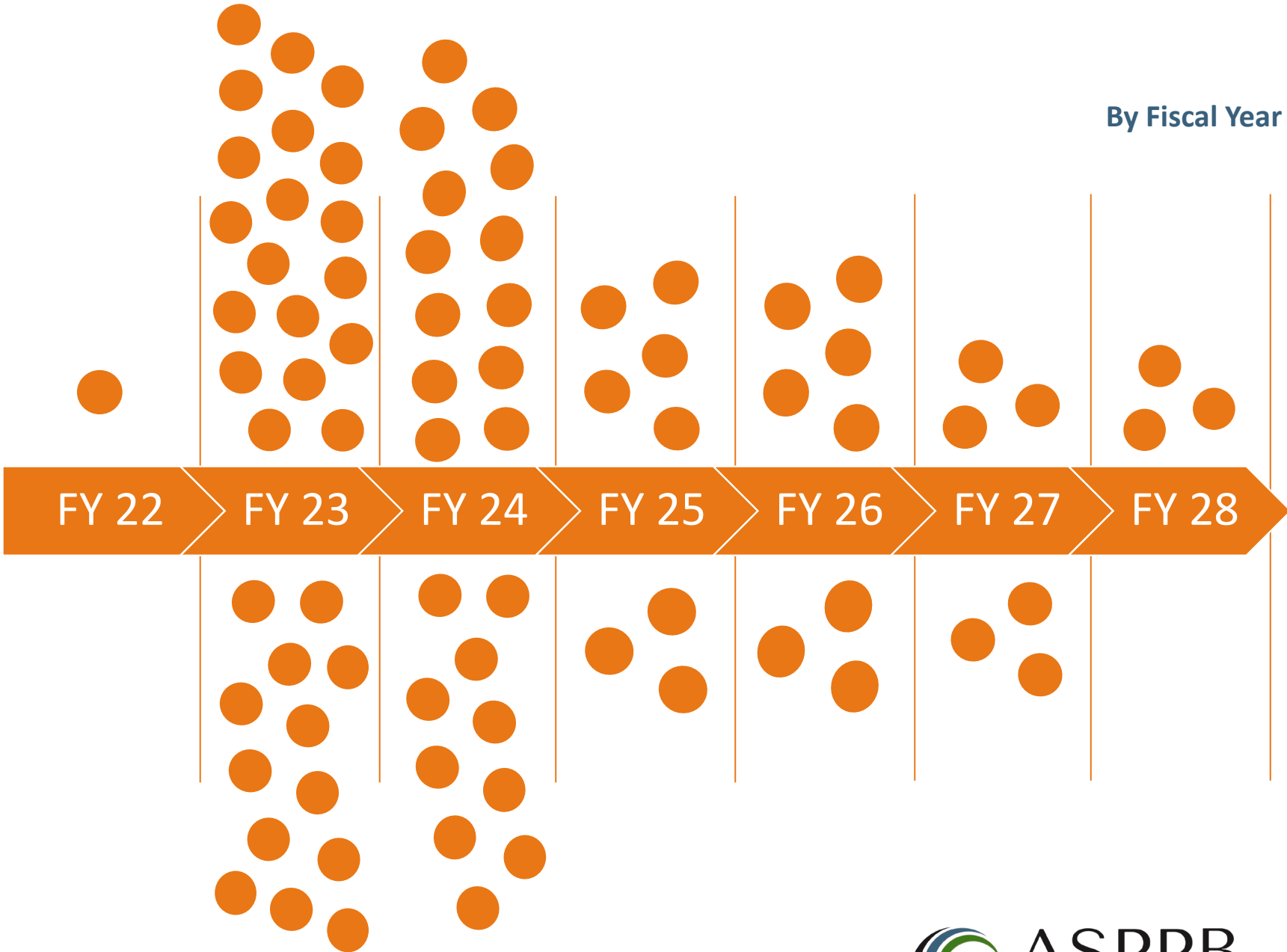
STRATEGIC PORTFOLIO

Breakdown of initiatives
by strategic theme



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By Fiscal Year



Strategic Plan Implementation Flow

How ASPPB will stage the work over the period of the strategic plan

To learn more about ASPPB's
strategic plan, please write to:
diagnostic@asppb.org

CONTACT US