NEW JERSEY PSYCHOLOGICAL ASSOCIATION

STRATEGIC PLAN

Q1 to Q2 2020
The mission of the New Jersey Psychological Association is the advancement of psychology as a science, as a profession, and as a means of promoting health and human welfare in an atmosphere that supports the diversity of its members and the society at large.
Strategic Plan

Goals

9/15/17 - 12/31/2022

Goal 1: Provide a professional community for all members of NJPA

Goal 2: Infuse and address diversity and inclusion issues into all areas of the association

Goal 3: Address issues related to social advocacy involving the application of psychological science and psychological services related to the mental health of the diverse populations of NJ
GOAL 1:

A. ADVOCATE FOR THE PROFESSIONAL INTERESTS OF MEMBERS - LEGISLATIVE ADVOCACY

1. Enhance the utilization of the Government Affairs Agent (GAA) to provide strategic consultation for professional advocacy efforts. (11/15/17 - 12/31/22)

2. Continue to enhance the Committee on Legislative Action's (COLA) efforts to a) monitor legislation that impacts psychology and/or psychologists; b) implement the positions of the association and COLA to propose, support, oppose, and/or amend legislation. (11/15/17 - 12/31/22)

3. Develop recruiting efforts for new members for COLA (9/15/17 - 9/15/18)

4. Develop a leadership pipeline for COLA (9/15/17 - 9/15/18)
**GOAL 1:**

**A. ADVOCATE FOR THE PROFESSIONAL INTERESTS OF MEMBERS - LEGISLATIVE ADVOCACY**

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<td>5.</td>
<td>Promote NJPA's legislative efforts to member and non-member psychologists. <em>(9/15/17 - 12/31/22)</em></td>
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<td>6.</td>
<td>Continue to make members aware of the importance of the NJP-PAC. <em>(9/15/17 - 12/31/22)</em></td>
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<td>7.</td>
<td>Train members in legislative advocacy for professional issues. <em>(11/15/17 - 12/31/22)</em></td>
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<td>8.</td>
<td>Appoint a Federal Advocacy Coordinator who will coordinate federal advocacy efforts with APA. <em>(annual appointment Nov. board meeting/service Jan - Dec)</em></td>
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GOAL 1:
A. ADVOCATE FOR THE PROFESSIONAL INTERESTS OF MEMBERS - LEGISLATIVE ADVOCACY

9. Use association resources to support and advocate for legislative initiatives as follows:  
a) Promote the inclusion of psychologists with healthcare providers who are permitted to define "medical necessity" for psychological services.

b) Facilitate access to single case agreement options.  
c) Work with the appropriate office within the APA to pursue Medicare advocacy.  
d) Advocate for reimbursement for supervised doctoral students, interns, and permit holders under Medicaid.

e) Advance the use of psychologists in Integrated Healthcare services.  
f) Promote access to Telepsychology/electronic delivery of psychological services.

g) Facilitate the inclusion of psychologists in financial incentives/assistance (e.g. the "physician definition" for psychologists) for implementing electronic health records (EHRs) through consultation with APA. (9/15/17 - 12/31/22)
GOAL 1:
A. ADVOCATE FOR THE PROFESSIONAL INTERESTS OF MEMBERS - LEGISLATIVE ADVOCACY

10. Advocate for fair reimbursement rates from insurance companies. (11/15/17 - 12/31/22)

11. Develop in-house Medicare and Medicaid expertise to facilitate member involvement in these plans. (9/15/17 - 9/15/22)

12. Form a task force to further research and consider prescriptive authority's (RxP) pros and cons to psychologists and educate the membership and public accordingly. (4/1/18 - 12/31/18)

13. Advocate for additional initiatives as legislative and situational changes occur. (9/15/17 - 9/15/22)
GOAL 1:

B. REGULATORY ADVOCACY

1. Continue to involve the GAA in regulatory issues affecting psychology and psychologists. (9/15/17 - 12/31/22)

2. Monitor and propose regulatory changes that will benefit psychology and psychologists, including regulatory proposals developed by Committee on Legislative Affairs (COLA) (9/15/17 - 12/31/22)

3. Maintain and enhance NJPA’s relationship with the BoPE. a) Continue to have an NJPA representative attend BoPE meetings b) Support NJPA members becoming BoPE members. (9/15/17 - 12/31/22)

c) Monitor the psychology licensing laws and regulations and propose changes that facilitate psychological practice. d) Monitor the Mandatory Continuing Education Law and propose changes as deemed necessary.
GOAL 1:  
C. MEMBERSHIP RECRUITMENT AND RETENTION

1. Prioritize and address membership recruitment and retention throughout all organizational components NJPA, e.g. affiliates, committees, special interest groups (SIGs) (9/15/17 - 12/31/22)

2. Develop and implement a membership marketing program aimed at recruiting new members inclusive of all career stages, specialties, and demographic categories. (9/15/17 - 9/15/18)

3. Prioritize the development and implementation of strategies to recruit and retain graduate students and early career psychologists, as well as members of all career stages, as NJPA members. (9/15/17 - 9/15/18)

4. Monitor membership retention. (9/15/17 - 12/31/22)

5. Develop and implement strategies to retain membership in all membership categories. (9/15/17 - 9/15/18)
GOAL 1:
C. MEMBERSHIP RECRUITMENT AND RETENTION

6. Research reasons for non-renewal of membership. (9/15/17 - 9/15/18)

7. Develop and implement strategies to return former members to active member status. (9/15/17 - 9/15/18)

8. Research alternative membership categories and dues structures. (9/15/17 - 9/15/18)

9. Evaluate the results of efforts to recruit and retain members on a regular basis and adjust such efforts as needed. (9/15/17 - 9/15/18)
## GOAL 1:
### D. PROVIDE PROFESSIONAL DEVELOPMENT OPPORTUNITIES FOR MEMBERS

1. Continue to provide professional consultations to respond to members’ specific inquiries (11/15/17 - 12/31/22)

2. Continue to provide and enhance online and printed materials on professional issues for members of different career stages, specialty areas, and theoretical orientations. (11/15/17 - 12/31/22)

3. Maintain APA approval for NJPA to offer approved Continuing Education (CE) credit for both in-person and home study CE. (11/15/17 - 12/31/22)

4. Educate members, affiliates, and outside groups on the requirements to obtain approval for NJPA CE co-sponsorship. (11/15/17 - 12/31/22)

5. Provide members with a range of affordable continuing education programs for approved CE credit.

   - a) Develop multimedia platforms for delivery of CE programs
   - b) Engage NJPA component groups (SIGs, committees etc.) in the development and presentation of programs.

6. Promote the professional development of graduate students through grants provided through the NJPA Foundation by enhancing support and collaboration between NJPA and NJPAF. (11/15/17 - 12/31/22)

7. Develop programs to address the professional development of Early Career Psychologists. (11/15/17 - 12/31/22)

8. Promote and enhance strategies/programs that foster leadership development for graduate students and early career psychologists. (11/15/17 - 12/31/22)

   - c) Encourage members to offer CE programs within their areas of expertise.
   - d) Offer in-person CE programs in various location, times, and days throughout NJ.
   - e) Support affiliates’ CE programs
   - f) Infuse issues of diversity and inclusion into CE programs.
   - g) Infuse issues of professional ethics into CE programs
   - h) Critically review program offerings to improve future programs
   - i) Explore partnering with other psychological associations and mental health association to offer joint programming (11/15/17 - 12/31/22)
GOAL 1: E. ASSESS MEMBERS’ NEEDS AND EVALUATE EFFORTS TO ADDRESS THESE ON AN ONGOING BASIS

1. Involve all organizational components of NJPA in needs assessment. (1/1/18 - 12/31/22)
2. Develop and implement needs assessment and member satisfaction instruments to be administered regularly to the membership. (1/1/18 - 12/31/22)
3. Implement strategies and policies to address identified needs. (1/1/18 - 12/31/22)
4. Evaluate the effectiveness of strategies and services at least annually. (1/1/18 - 12/31/22)
5. Revise strategies and services as needed in light of evaluation results. (1/1/18 - 12/31/22)
6. Explore the feasibility of developing a comprehensive colleague assistance program. (1/1/18 - 12/21/18)

GOAL 1: F. SUPPORT AND STRENGTHEN THE INTERRELATIONSHIP AMONG ALL ORGANIZATIONAL COMPONENTS OF NJPA

1. Support and enhance the efforts of affiliates, committees, SIGs, the Foundation, the Inter-Mental Health and Psychological Associations Coalition (IMPAC) and the NJPA Political Action Committee. (1/1/18 - 12/31/22)
2. Enable intercommunication among the association’s organizational components. (11/15/17 - 12/31/22)
3. Appoint a Task Force to develop a comprehensive communications policy to guide and direct internal and external communications issued by the association and implement the Task Force’s recommendations as approved by the executive board. (11/15/17 - 12/31/18)
4. Appoint a Task Force to review the organizational structure of NJPA and present its findings and recommendations to the board. (1/18 - 12/31/18)
**GOAL 1:**

**G. PUBLICIZE THE VALUE AND WORK OF NJPA AND OF ITS MEMBERS BOTH WITH THE ASSOCIATION AND WITH THE GENERAL PUBLIC**

1. Publicize the value of NJPA membership within the association and in outreach efforts to non-member psychologists. (11/15/17 - 12/31/22)
2. Implement the social media policy developed by the Social Media Task Force (11/15/17 - 12/31/22)
3. Utilize the services of the GAA and the Public Education Committee chair in leading public relations efforts for the association. (11/15/17 - 12/31/22)
4. Support and expand the Public Education Committee (PEC). (11/15/17 - 12/31/22)
5. Develop a procedure to allow for timely response to current events that involve or impact psychology and/or association members. (11/15/17 - 3/15/18)
6. Develop procedures to issue strategic press releases on NJPA initiatives. (11/15/17 - 12/31/22)
7. Utilize various media to inform the public about the value of psychology and the work of psychologists. (11/15/17 - 12/31/22)
8. Monitor the use of the NJPA website by members and non-members. (11/15/17 - 12/31/22)
9. Regularly update the NJPA website to reflect current needs and issues. (11/15/17 - 12/31/22)

**GOAL 1:**

**H. DEVELOP AND IMPROVE OPPORTUNITIES FOR MEMBER-TO-MEMBER PROFESSIONAL COMMUNICATION**

1. Monitor and enhance listserv use. (11/15/17 - 12/31/22)
2. Evaluate the use of forums on the NJPA website. (11/15/17 - 12/31/22)
3. Expand the use of social media. (11/15/17 - 12/31/22)
GOAL 2:
INFUSE AND ADDRESS DIVERSITY AND INCLUSION ISSUES INTO ALL AREAS OF THE ASSOCIATION

1. Incorporate issues of inclusion and diversity in the development and review of policies and procedures. (11/15/17 - 12/31/22)

2. Have the members of all NJPA organizational components include members from different career stages and different demographic categories. (11/15/17 - 12/31/22)

3. Infuse and address issues of diversity and inclusion in professional development opportunities and continuing education programs. (11/15/17 - 12/31/22)

4. Provide opportunities for education and training in diversity and inclusion issues including town halls and continuing education offerings. (11/15/17 - 12/31/22)
GOAL 3: ADDRESS ISSUES RELATED TO SOCIAL ADVOCACY INVOLVING THE APPLICATION OF PSYCHOLOGICAL SCIENCE AND PSYCHOLOGICAL SERVICES RELATED TO THE MENTAL HEALTH OF THE DIVERSE POPULATIONS OF NJ

1. Have the board vote on the recommendations of the Social Advocacy Task Force. (11/15/17 - 12/31/17)
2. Have the Social Advocacy Task Force act in accordance with the direction of the board vote. (11/15/17 - 12/31/17)

3. Create awareness of psychological science and promote use of and access to psychological services. (11/15/17 - 12/31/22)
4. Promote social advocacy input from the Ethics Committee, Foundation, COLA and Committee on Diversity and Inclusion (CODI). (11/15/17 - 12/31/22)

5. Promote and support the efforts of the Foundation. (11/15/17 - 12/31/22)
6. Educate members about the value of social advocacy and help members differentiate social advocacy from being political. (11/15/17 - 12/31/22)

7. Evaluate the effects of social advocacy efforts on the issues that were addressed through social advocacy efforts undertaken. (11/15/17 - 12/31/22)