

2011-2015 STRATEGIC GOALS

The four strategic goals provide focus and strategic direction for AASP through 2015.

- 2011-2013 – The primary focus will be on Goals 1 and 2, as these goals build the foundation for future growth. Goals 3 and 4 will also commence with an expectation of continued and steady effort in the near-term.
- 2014-2015 – By 2015, AASP will have sufficiently strengthened its organizational and financial structure to further invest in Goals 2, 3 and 4. For example, by 2014 AASP will be positioned to expand member services and enhance branding/marketing. It is also expected that AASP will have achieved measurable gains in promoting the field and expanding the certification program.

GOAL 1: Create an organizational and financial structure that reflects the needs of the membership

Strategic Intent: AASP's entire governing structure and management function is streamlined and adaptable to support achievement of our goals.

Strategies:

- Implement decisions to hire executive management with delegated authorities to retain necessary back-office support for successful implementation in the first year of the strategic plan.
- Assess and update the current governing structure and documents.
- Create and implement a financial plan that identifies diverse revenue opportunities and supports achievement of goals.
- Finalize success measures and track performance annually.
- Assess progress in implementing the strategic plan. Adjust plan priorities as necessary.
- Restructure to foster a truly interdisciplinary organization.

GOAL 2: Increase the value of AASP for the membership

Strategic Intent: AASP offers and promotes a valued conference and suite of services. Members are recognized nationally and globally through renowned published papers and findings, and applied service delivery. AASP is the venue to share practices (scientific research and applied network) and advance careers. AASP provides a collaborative, interdisciplinary network for its membership.

Strategies:

- Increase and/or strengthen information and resources provided through AASP (via website).
- Increase the professional value and relevance of the annual conference.
- Increase the value of journals to the membership, subscribers and the public.
- Strengthen trainings and educational offerings.
- Build more effective networking opportunities for the membership.
- Strengthen collaborations with appropriate and relevant organizations in our field.
- Promote and strengthen access to mentors and mentoring opportunities to advance the careers of professionals in our field.
- Increase the level of participation and engagement of members in AASP activities, including SIGs, committees and board membership.

GOAL 3: Strengthen the certification program to enhance credibility of the industry and promote members to the general public

Strategic Intent: Certification is valued internally to peers, externally to the public and clients. It is an accessible, meaningful process with recognized standards. Annual goals are set for number of members to be certified each year.

Strategies:

- Review certification standards and publish broadly to members and related organizations.
- Streamline the certification process, using technology to provide access to certification.
- Broadly publish and promote AASP certification.
- Strengthen the mentoring component of certification.
- Increase the number of Certified Consultants (CC) annually.
- Increase the number of organizations that require Certified Consultants.
- Promote curricula that can prepare students for AASP certification.
- Create a brand for AASP certification that distinguishes the value to both the profession and the general public of being a consultant certified by AASP.
- Explore globalized certification through streamlined access and recognition of certification.

GOAL 4: Build AASP's presence and visibility and promote the field of sport and exercise psychology globally

Strategic Intent: Establish a baseline of AASP's current visibility among members and in the public, and the field's level of visibility to determine what we need to achieve in terms of increased recognition of applied sport and exercise psychology globally.

Strategies:

- Evaluate effectiveness of PR and media strategies. Determine what is important to continue and implement.
- Create a brand and marketing strategy that positions AASP as the primary source organization in our field. This includes resources for the media, for information about the latest developments in applied sport and exercise psychology, and for certification and standards in applied sport and exercise psychology.
- Increase overall visibility of AASP among key constituents (e.g., membership, media, the public).
- Explore and establish relationships, such as with other sports-related organizations, that will enhance the visibility and credibility of AASP and the field (e.g., the relationship between ACSM and AASP.)