



TASK FORCE ON STRATEGIC PLANNING

Where are we going?

Where are you going as an international psychological organization, with a key role in the advocacy for the application of scientific psychological knowledge and the promotion of applied psychology? Until we can answer that question, we cannot say that any one route is better than another. Any road will get us to where we want to go.

Not having a direction, not having a goal, not knowing where we are going, it is all the same. We go nowhere. We can never get “there,” can never arrive anywhere, because we do not really have a destination. Without direction, without a destination, without a goal, how do we pick a direction, choose a road, or plot a course to get “there”?

The report from the IAAP Task Force on Strategic Goals submitted to the Board of Directors (Bod) for the Board meeting in Paris confirms that “There is indeed a desire for a strategic plan.” (p. 19). This conclusion is based on the item rankings viewed in conjunction with the interviews conducted by the members of the Task Force to identify potential strategic goals for IAAP.

The proposed task force is a logical sequel to the task force created in Cape Town to identify potential strategic goals for IAAP. It will build on the work of this earlier task force. Although no survey item garnered anywhere close to 50% agreement among the members of the Board of Directors, the Task Force concluded that the survey item rankings viewed in conjunction with the interviews suggested “a clear strategic and operational path forward” (p. 19). The mandate of this new task force will be to provide a road map that describes where IAAP is going over the next few years and how it is going to get there.

*If you don't know where you're going, any road will get you there.
(Lewis Carroll)*

*Janel Gauthier
President-Elect
June 2014*

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TERMS OF REFERENCE

Mandate

The task force will have a mandate to identify, operationalize and prioritize potential strategic goals for IAAP, which will provide the Association with the focus and direction needed to do a better job in fulfilling its mission as an international psychological organization and the international voice for applied psychology.

Tasks

To fulfill its mandate, the Task Force will:

1. Use the report from the IAAP Task Force on Strategic Goals as a starting point and analyze the responses to the survey and the interview questions with a special emphasis on the issues that address strategic planning;
2. Identify, operationalize and prioritize strategic goals that can help focus the energy, resources, and time of everyone in the Association in the same direction;
3. Submit recommendations for a strategic plan to the Board of Directors.

The IAAP Strategic Planning Task Force will be an iterative process that will engage all relevant groups in providing input about where to go as an international association of applied psychology and how to get there. If needed, the Task Force will survey EC and BoD members to gauge their thinking on specific issues or proposals.

Procedure

One face-to-face (in person) meeting;
Other deliberations by electronic means (email, teleconference, Skype, etc.).

Composition

Chair appointed by President plus two or three additional participants selected by the Chair of the Task Force in consultation with the President.

Timeline

Work to begin in October 2014;
Final report to be submitted by January 31st, 2016.
Proposed strategic plan to be considered for approval at the BoD meeting in Yokohama in 2016.