

SPA: Society for Personality Assessment

THREE-YEAR
STRATEGIC GROWTH PLAN
2018 - 2021

SPA

Society for Personality Assessment
since 1938

ABOUT THE STRATEGIC PLANNING PROCESS

The Society for Personality Assessment (SPA) is keenly aware of the importance that strategic growth planning plays in our ability to chart a successful course for the future. The following plan is the product of a collaborative process that was undertaken by a designated Task Force composed of a diverse mix of SPA leadership and staff. The process was structured and facilitated by 2B Communications, a consulting firm whose principals have extensive experience working with professional associations to develop strategic growth plans.

The multi-step approach was designed to yield an actionable, three-year Strategic Growth Plan that leverages our assets, aligns to the overall mission and values, promotes organizational stability and fosters growth.

SPA staff and Board will share responsibility for establishing specific priorities and metrics each year, implementing the plan and measuring progress.

OUR MISSION

The plan is designed to help SPA fulfill its mission:

The Society for Personality Assessment is dedicated to the development of methods of personality assessment, the advancement of research on their effectiveness, the exchange of ideas about the theory and practice of assessment and the promotion of the applied practice of personality assessment.

Planning steps included:

- Interviews with key internal and external stakeholders including:
 - Staff
 - Current, incoming and immediate past SPA presidents
 - Members
 - Industry partners, convention presenters and exhibitors
- Online survey of current SPA Board Members
- Online membership survey
- Review of the organization's financials and membership trends
- A full-day facilitated session in December 2017 in Washington, DC, with the Strategic Planning Task Force, to gain a shared understanding of where the Society is today, envision potential scenarios for the future, and develop preliminary goals and topline strategies
- A series of follow-up actions to review and vet the plan's goals and key strategies
- Approval of the plan by the SPA Board of Directors

The planning process was facilitated by Elizabeth Bailey of 2B Communications.

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SPA: Three-Year Goals and Strategies

GOALS

KEY STRATEGIES

1 | ADVANCE PERSONALITY ASSESSMENT

Proactively advocate for personality assessment among policymakers and the profession

- Explore and maintain partnerships with APA and other organizations that share common policy and advocacy priorities, including revisiting the possibility of becoming a stand-alone Division of APA
- Invite policymakers and marketplace influencers to speak at Convention and via SPA webinars
- Create and implement a coordinated effort to raise awareness among a targeted list of graduate programs including Psi Chi (e.g., create a “Psychology 101 Summit,” curriculum supplements/readings)

2 | PROFESSIONAL DEVELOPMENT

Improve the quality of education, training and practice of personality assessment

- Establish and steward cooperative relationships with the authors of personality assessment instruments and APA, COA and BEA to enhance professional development offerings
- Evaluate and adjust the current business model for the Proficiency in Personality Assessment to achieve higher return on investment
- Expand continuing education offerings to include more online classes and face-to-face seminars
- Create a work group to develop guidelines and standards for ethical best-practice, with priority on the creation of multicultural assessment guidelines, personality assessment in diverse settings, and psychological assessment practice guidelines

3 | EXPERT RESOURCE

Serve as the top resource for timely and relevant information on personality assessment

- Become a hub for vetted information and resources by revamping the SPA website and *The Exchange* newsletter to include summaries and links to current articles on personality assessment, listings of authorized student and early-career publications and relevant workshops, continuing education and conventions
- Create a database of assessment information from diverse populations from local practitioners in order to provide researchers with foundations they can use to develop best practices
- Achieve a balance between psychometric presentations and qualitative/client- focus and professional development presentations at Convention, via webinars, and in the *Journal of Personality Assessment*
- Expand Convention programming to include multi-method, multi-test personality assessment sessions
- Increase the strategic use of social media to disseminate information

4 | MEMBER ENGAGEMENT

Build a larger, more diverse and inclusive membership

- Create and implement an “Early Career Initiative” that includes a designated membership tier and a program for pairing early career members with seasoned peers
- Strengthen the activities of interest groups and Chapters to serve all members
- Create and implement a Leadership Initiative dedicated to mentoring and preparing the future leaders of SPA
- Proactively reach out to members to make specific calls for diversity in research/abstract submissions
- Increase engagement opportunities at Convention (e.g., hold a social hour for first-time attendees and personally invite them to attend)

5 | GOVERNANCE

Streamline the governance structure and process to improve effectiveness and increase involvement

- Assess board composition/structure/responsibilities versus staff, identify effective and more inclusive board models and reorganize accordingly
- Provide orientation to new board members
- Revamp the committee structure with emphasis on short-term, focused task forces versus standing committees and approaches that ensure a fair representation of diversity and diverse points of view
- Reorganize the Board meeting agenda to align with the strategic plan and to help facilitate effective governance

6 | OPERATIONS AND COMMUNICATIONS

Improve SPA’s operational and technology infrastructure to better serve members

- Review and consider hiring a senior-level, experienced personality assessment professional to lead advocacy and professional development functions
- Create and implement a technology plan that includes updating software (e.g., abstracts, registration), website improvements, etc.
- Determine how best to increase revenues associated with the Annual Convention; close the cost/revenue gap
- Update and/or improve the Society’s central office to address needs associated with the implementation of the strategic plan
- Evaluate and rebuild the Foundation to achieve greater effectiveness and impact