

Association for Applied Sport Psychology

STRATEGIC PLAN

Plan Name	Overall Plan Champion
2023-2026 Plan	None

Section 1: Compass

Mission Statement

AASP is the premier association working to ensure every performer has the resources to strengthen their inner edge through the advancement and application of excellence in mental performance and mental health. To do that we cultivate an inclusive field of Certified Mental Performance Consultants® (CMPCs), licensed mental health professionals, educators, and researchers. Because when we research, train, and serve performers' complete mental needs, we elevate their ability to perform and thrive.

Strategic Plan - Statement of Purpose

AASP is committed to meeting and exceeding the needs of its members. The decision to develop and launch our 2023-2026 plan is an important one as it will assist the Executive Board and committees in creating a "roadmap" of priorities over the next 4 years. The AASP membership comprises scientist-practitioners who recognize the value of data-based decision making. Thus, the AASP Executive Board and Committee Chairs reviewed a large amount of valuable data from members to identify current and future needs. These data were used to create this Strategic Plan. Diversity, Equity, Inclusion, Belonging and Justice (DEIBJ) initiatives were identified by members as a top priority; accordingly, associated goals can found throughout the entire plan. We look forward to a successful next 4 years for AASP and encourage all members to engage with us through many of the programs and initiatives we are planning for you.

Top Priorities / Initiatives: 2023-2026

1. Graduate Education & Professional Development

Accreditation of graduate programs; professional development, education, and training

Committees: Continuing Education, Ethics, Graduate Program Accreditation, Graduate Program Directors, Journals, Newsletter, Student Representatives (Science and Practice, Social Connections, and Student Development initiatives)

2. Membership Investment, Retention, & Recruitment

Enhancing value (service, support, funding); establish effective and strategic flow of communication with continuity that meets members where they are; inclusive and affirming language and messaging; reconciliation plan (re-engagement of past members); awards and recognition

Committees: Awards, Conference Planning, Fellow Review, Foundation, Hospitality, Membership, Nominations & Leadership Development, SIGs, Web Presence

3. Diversity, Equity, Inclusion, Belonging, & Justice (DEIBJ)

Foundation for actions and ideas across organization; serving all members and amplifying overall benefits; challenge the status quo; responsibility to cultivate and maintain safe (brave) places and spaces; response to broader impact of climate change

Committees: Advocacy, Diversity, International Relations, Student Representatives Social Justice Initiative

4. Certification Program Maintenance & Promotion

Continued investment and innovation; increasing value of credentials to stakeholders; creating partnerships and liaisons; broaden performance domains / professional roles where this takes place including internships; standard market value compensation and roles

Committees: Certification Council, CMPC Outreach

5. Scientific Practice Excellence & Industry Expert

Development, promotion, and dissemination of cutting-edge research, publications, and practice; deliberately welcoming, speaking, and seeking out diverse perspectives; go to organization / resource hub / clearinghouse / best in class

Committees: Conference Planning, Journals, Newsletter, Research Development, Science to Practice, Student Representatives Science and Practice Initiative

6. Financial Health

Responsible steward of resources; strategic program evaluation and development; maintain a diversified investment portfolio

Committees: Finance, Foundation

7. Brand Activation

Enhancing value and awareness; shared language around professional titles and definitions

Committees: Community Outreach, Public Relations, Web Presence

8. Organizational Structure and Communication

Transparency / feedback / collaboration (multi-directional); leadership structure, responsibility, and role clarity

Organization wide - no SMART goals in plan

Section 2: Actions

Initiative 1. Graduate Education & Professional Development

Strategic Objectives 1.1 Establish an accreditation process for graduate programs in sport and performance psychology

Strategic Objectives Description: None	End Date: None	Strategic Objectives Champions: None	Strategic Objectives Key Team Members: None
---	-------------------	---	--

Goal A Submit Accreditation Standards for Public Comment

Not Started	Due Date: 2/1/2023 - 8/31/2023	Goal Champions: Graduate Program Accreditation Committee, Gily Meir, GPA Chair, and Laura Finch, GPA Chair	Goal Key Team Members: None
-------------	--------------------------------------	---	--------------------------------

Goal B Develop program eligibility and application form

Not Started	Due Date: 4/1/2023 - 5/1/2023	Goal Champions: Graduate Program Accreditation Committee, Gily Meir, GPA Chair, and Laura Finch, GPA Chair	Goal Key Team Members: None
-------------	-------------------------------------	---	--------------------------------

Goal C Vet standards with community

Not Started	Due Date: 8/1/2023 - 9/1/2023	Goal Champions: Graduate Program Accreditation Committee, Gily Meir, GPA Chair, and Laura Finch, GPA Chair	Goal Key Team Members: None
-------------	-------------------------------------	---	--------------------------------

Goal D Publish Accreditation standards

Not Started	Due Date: 2/1/2023 - 2/2/2023	Goal Champions: Graduate Program Accreditation Committee, Gily Meir, GPA Chair, and Laura Finch, GPA Chair	Goal Key Team Members: None
-------------	-------------------------------------	---	--------------------------------

Goal E Develop policies for site visits

Not Started	Due Date: 7/1/2023 - 9/1/2023	Goal Champions: Graduate Program Accreditation Committee, Gily Meir, GPA Chair, and Laura Finch, GPA Chair	Goal Key Team Members: None
-------------	-------------------------------------	---	--------------------------------

Goal F Complete policies & procedures manual

Not Started	Due Date: 7/1/2023 - 2/1/2024	Goal Champions: Graduate Program	Goal Key Team Members: None
-------------	-------------------------------------	-------------------------------------	--------------------------------

Accreditation
Committee, Gily
Meir, GPA Chair,
and Laura Finch,
GPA Chair

Goal G Launch accreditation program (i.e. accept first applications)

Not Started	Due Date: 6/1/2024 - 6/2/2024	Goal Champions: Graduate Program Accreditation Committee, Gily Meir, GPA Chair, and Laura Finch, GPA Chair	Goal Key Team Members: None
-------------	-------------------------------------	---	--------------------------------

Goal H 1st accreditation decision

Not Started	Due Date: 12/1/2025 - 12/31/2025	Goal Champions: Graduate Program Accreditation Committee, Gily Meir, GPA Chair, and Laura Finch, GPA Chair	Goal Key Team Members: None
-------------	--	---	--------------------------------

Goal I Apply to CHEA for recognition

Not Started	Due Date: 6/1/2026 - 12/31/2026	Goal Champions: Graduate Program Accreditation Committee, Gily Meir, GPA Chair, and Laura Finch, GPA Chair	Goal Key Team Members: None
-------------	---------------------------------------	---	--------------------------------

Strategic Objectives 1.2 Provide resources to assist graduate programs in improving design, training and delivery of their curriculums

Strategic Objectives Description: None	End Date: None	Strategic Objectives Champions: None	Strategic Objectives Key Team Members: None
--	-------------------	--	---

Goal A Establish a quarterly virtual meeting to promote discussion and support among sport, exercise, and performance psychology academic program directors

Not Started	Due Date: 1/1/2023 - 12/31/2026	Goal Champions: Graduate Program Directors Committee and Sarah Castillo, GPD Chair	Goal Key Team Members: None
-------------	---------------------------------------	---	--------------------------------

Goal B Develop a minimum of 3 resources designed to aid graduate program directors with student-level (e.g., training), program-level (e.g., design and assessment), and systemic-level (e.g., accreditation) issues

Not Started	Due Date: 3/1/2023 - 6/1/2024	Goal Champions: Graduate Program Directors Committee and Sarah Castillo, GPD Chair	Goal Key Team Members: None
-------------	-------------------------------------	---	--------------------------------

Goal C Advocate on behalf of graduate program directors to entities within AASP to insure that issues impacting graduate training programs are understood and accounted for in policy decisions impacting student training

Not Started	Due Date: 1/2/2023 - 12/31/2026	Goal Champions: Graduate Program Directors Committee and Sarah Castillo, GPD Chair	Goal Key Team Members: None
-------------	---------------------------------------	---	--------------------------------

Strategic Objectives 1.3 Provide high-quality continuing education, professional development, and mentorship opportunities, whether in person, virtual or utilizing new technologies

Strategic Objectives Description: None	End Date: None	Strategic Objectives Champions: None	Strategic Objectives Key Team Members: None
--	-------------------	--	---

Goal A Curate one content module for continuing education (e.g., modules offered in the member area of the AASP website) related to the business of Sport Psychology (entrepreneurship and private practice) annually

Not Started	Due Date: 1/1/2023 - 12/31/2026	Goal Champions: Continuing Education Committee and Meghan Halbrook, Continuing Education Chair	Goal Key Team Members: None
-------------	---------------------------------------	---	--------------------------------

Goal B Increase collaboration between the CEC and other committees/SIGs when developing continuing education programming (e.g., AASP Webinars, Virtual Conference) through quarterly check-ins with the DEI Committee, the Advocacy Committee, the Webinar and VC Committee Supervision SIG, and the Pride SIG.

Not Started	Due Date: 1/1/2023 - 12/31/2026	Goal Champions: Continuing Education Committee and Meghan Halbrook, Continuing Education Chair	Goal Key Team Members: None
-------------	---------------------------------------	---	--------------------------------

Goal C Organize and deliver 4 webinars and 1 virtual conference each year

Not Started	Due Date: 1/1/2023 - 12/31/2026	Goal Champions: Webinars/VC Committee, Abby Keenan, Webinars/VC Chair, and Joanna Foss, Webinars/VC Chair	Goal Key Team Members: None
-------------	---------------------------------------	---	--------------------------------

Goal D Develop and deliver educational sessions (e.g., presentations, workshops, or webinars) to successfully publish in JASP that will count for continuing education credits

Not Started	Due Date: 3/1/2023 - 11/1/2026	Goal Champions: JASP Committee and Chris Wagstaff, JASP Chair	Goal Key Team Members: None
-------------	--------------------------------------	---	--------------------------------

Strategic Objectives 1.4 Provide resources to trainee members seeking career opportunities in the field, including student-focused education, mentorship and graduate school / internship information

Strategic Objectives	End Date:	Strategic Objectives	Strategic Objectives Key
Description:	None	Champions:	Team Members:
None		None	None

Goal A Host at least one virtual panel of professionals and graduate students to introduce prospective students to the field of sport psychology and answer questions during summer

Not Started	Due Date:	Goal Champions:	Goal Key Team Members:
	10/18/2023 -	Amanda Perkins-	None
	12/31/2026	Ball, Diversity	
		Chair and	
		Diversity	
		Committee	

Goal B Create and maintain a repository of professional resources focused on topics such as career opportunities, graduate programs, and certifications throughout the year that will be featured on AASP's Career Center webpage

Not Started	Due Date:	Goal Champions:	Goal Key Team Members:
	1/31/2023 -	Aidan Kraus,	None
	12/31/2026	Student	
		Representative,	
		Emily Murphy,	
		Student	
		Representative,	
		and Student	
		Representatives	
		Committee	

Goal C Offer a minimum of one workshop/panel/professional development event per year to support students' professional development (e.g., how to network at the conference, how to search for jobs/create CV, etc.) throughout the year

Not Started	Due Date:	Goal Champions:	Goal Key Team Members:
	2/1/2023 -	Aidan Kraus,	None
	12/31/2026	Student	
		Representative,	
		Emily Murphy,	
		Student	
		Representative,	
		and Student	
		Representatives	
		Committee	

Goal D Create Mentor Match Program aimed at students and early career professionals looking for professional development (not CMPC mentoring) with at least 10 matches representative of our membership

Not Started	Due Date:	Goal Champions:	Goal Key Team Members:
	8/31/2023 -	Student	None
	12/31/2026	Representatives	
		Committee, Aidan	
		Kraus, Student	
		Representative,	
		and Emily	
		Murphy, Student	
		Representative	

Goal E Offer a minimum of one workshop/panel/professional development event per year to introduce prospective students to the field of sport psychology and answer questions

Not Started	Due Date:	Goal Champions:	Goal Key Team Members:
	None	Aidan Kraus,	None

Student Representative, Emily Murphy, Student Representative, and Student Representatives Committee

Strategic Objectives 1.5 Maintain, enforce and provide training on AASP's professional Ethics Code

Strategic Objectives Description:	End Date:	Strategic Objectives Champions:	Strategic Objectives Key Team Members:
None	None	None	None

Goal A Produce a minimum of 2 ethics-focused resources (newsletter article, procedural document, workshop, webinar) for members annually.

Not Started	Due Date:	Goal Champions:	Goal Key Team Members:
	1/1/2023 - 12/31/2026	Ethics Committee and Mike Zito, Ethics Chair	None

Goal B Finalize updated Ethics Code (including approved revisions from Fellows and Web Presence Committee) and circulate to members. Monitor alignment with best practices and updated CMPC exam content (i.e., CMPC Essentials Guide) and make adjustments as needed.

Not Started	Due Date:	Goal Champions:	Goal Key Team Members:
	1/1/2023 - 12/31/2023	Ethics Committee and Mike Zito, Ethics Chair	None

Goal C Adjudicate Ethics Complaints, including advising parties to a complaint of the outcome, within 4 weeks of the committee's receipt of the complaint. Leverage the adjudication process for professional development opportunities for members.

Not Started	Due Date:	Goal Champions:	Goal Key Team Members:
	1/1/2023 - 12/31/2026	Ethics Committee and Mike Zito, Ethics Chair	None

Goal D Publish 2 features annually from the Ethics Committee

Not Started	Due Date:	Goal Champions:	Goal Key Team Members:
	12/31/2023 - 12/31/2026	Newsletter Committee and Andrew Friesen, Newsletter Chair	None

Initiative 2. Membership Investment, Retention, & Recruitment

Strategic Objectives 2.1 Maintain a dynamic organizational structure that promotes opportunities for members to volunteer, contribute to the success of the organization and ascend into leadership positions

Strategic Objectives Description:	End Date:	Strategic Objectives Champions:	Strategic Objectives Key Team Members:
None	None	None	None

Goal A Actively reach out to members from underrepresented to encourage them to apply for leadership positions as they become available (i.e. E-Board, committee chairs, journal EICs, AEs, Editorial Boards).

Not Started	Due Date:	Goal Champions:	Goal Key Team Members:
	2/1/2023 - 2/1/2026	Nominations/Leadership Development	None

Committee and
Melanie
Poudevigne

Goal B Develop and maintain a committee chair recognition program

Not Started	Due Date: 2/1/2023 - 12/31/2026	Goal Champions: Nominations/Leadership Development Committee and Melanie Poudevigne	Goal Key Team Members: None
--------------------	---------------------------------------	--	--------------------------------

Strategic Objectives 2.2 Enhance the value of AASP membership to individual members

Strategic Objectives Description: None	End Date: None	Strategic Objectives Champions: None	Strategic Objectives Key Team Members: None
--	-------------------	--	---

Goal A Work with AASP Staff to promote the New Member Meeting & Greet event at the conference to new members/first time attendees, including group and personal email contacts with the goal of 40% of new members/first time attendees attending the event.

Not Started	Due Date: 9/1/2023 - 11/1/2026	Goal Champions: Hospitality Committee and Sheila Alicea, Hospitality Chair	Goal Key Team Members: None
--------------------	--------------------------------------	--	--------------------------------

Goal B Add a minimum of (1) new member benefit or resource annually to enforce membership value

Not Started	Due Date: 11/1/2023 - 12/31/2026	Goal Champions: Membership Committee and Amber Shipherd, Membership Services Chair	Goal Key Team Members: None
--------------------	--	---	--------------------------------

Goal C 50% or more of the SIGs provide a minimum of 1 resource that can be shared with AASP members every two years (via website blog for athletes/coaches/parents, SM post, newsletter article, presentation at AASP annual conference or regional conference)

Not Started	Due Date: 11/30/2023 - 12/31/2026	Goal Champions: SIGs Committee and Amber Shipherd, Membership Services Chair	Goal Key Team Members: None
--------------------	---	---	--------------------------------

Goal D Identify and report position announcements of current job openings from listservs, job sites, and organizations to HP/the AASP Career Center (bi-monthly)

Not Started	Due Date: 1/1/2023 - 12/31/2026	Goal Champions: Web Presence Committee and Sarah Carson Sackett, Web Presence Chair	Goal Key Team Members: None
--------------------	---------------------------------------	--	--------------------------------

Goal E Publish 1 feature from the Web Presence Committee that highlights new or existing AASP membership benefits

Not Started	Due Date: 12/31/2023 - 12/31/2026	Goal Champions: Newsletter Committee and	Goal Key Team Members: None
--------------------	---	--	--------------------------------

Strategic Objectives 2.3 Develop overarching initiatives to recruit and retain AASP members

Strategic Objectives	End Date:	Strategic Objectives	Strategic Objectives Key
Description:	None	Champions:	Team Members:
None		None	None

Goal A Secure a minimum net membership increase of at least 2% annually

Not Started	Due Date:	Goal Champions:	Goal Key Team Members:
	12/31/2023 -	Membership	None
	12/31/2026	Committee and Amber Shipherd, Membership Services Chair	

Goal B Identify non-member CMPCs and convert them to active members

Not Started	Due Date:	Goal Champions:	Goal Key Team Members:
	1/1/2024 -	Membership	None
	6/30/2026	Committee and Amber Shipherd, Membership Services Chair	

Goal C Create and implement a coordinated membership campaign annually to recruit professionals and students

Not Started	Due Date:	Goal Champions:	Goal Key Team Members:
	4/1/2023 -	Membership	None
	4/1/2026	Committee and Amber Shipherd, Membership Services Chair	

Strategic Objectives 2.4 Enhance networking, professional connection and career advancement opportunities at conference for attendees at all levels

Strategic Objectives	End Date:	Strategic Objectives	Strategic Objectives Key
Description:	None	Champions:	Team Members:
None		None	None

Goal A Review the conference program to offer set opportunities for time and space around professional development (can be offered concurrently with the graduate student fair) surrounding jobs, research opportunities, and mentorship with dedicated space to allow for connection.

Not Started	Due Date:	Goal Champions:	Goal Key Team Members:
	6/1/2023 -	Conference	None
	6/1/2026	Planning Committee and Stephen Gonzalez, Conference Planning Chair	

Strategic Objectives 2.5 Provide recognition opportunities for achievement in the field, service to the association, or innovative delivery of mental performance services

Strategic Objectives	End Date:	Strategic Objectives	Strategic Objectives Key
Description:	None	Champions:	Team Members:
None		None	None

Goal A Increase the average number of applications from scholars based outside of North America to 2 submissions per year

Not Started	Due Date: 6/1/2023 - 12/31/2024	Goal Champions: Dissertation Award Committee and Candace Hogue, Doctoral Dissertation Award Review Chair	Goal Key Team Members: None
-------------	---------------------------------------	---	--------------------------------

Goal B Increase the average number of applications by 25% from 2022, to 10 submissions per year.

Not Started	Due Date: 1/3/2023 - 12/31/2026	Goal Champions: Dissertation Award Committee and Candace Hogue, Doctoral Dissertation Award Review Chair	Goal Key Team Members: None
-------------	---------------------------------------	---	--------------------------------

Goal C Expand the applicant base to a minimum of 5 annually

Not Started	Due Date: 1/31/2021 - 12/31/2023	Goal Champions: Distinguished Professional Practice Review Award Committee and Rob Owens, Distinguished Professional Practice Chair	Goal Key Team Members: None
-------------	--	---	--------------------------------

Goal D Increase the award from \$500 to \$1,000-\$1,500 commensurate with distinguished contributions, and to reflect all round cost increases. Current level is considered low.

Not Started	Due Date: 12/31/2024 - 12/31/2026	Goal Champions: Distinguished Professional Practice Review Award Committee and Rob Owens, Distinguished Professional Practice Chair	Goal Key Team Members: None
-------------	---	---	--------------------------------

Goal E Ensure that the applicant base is diverse (including cross-sectional considerations of gender, race, international, LGBTQIA+ etc) with invites to applicants if they have not applied but meet the award requirements.

Not Started	Due Date: 12/31/2022 - 12/31/2026	Goal Champions: Distinguished Professional Practice Review Award Committee and Rob Owens, Distinguished Professional Practice Chair	Goal Key Team Members: None
-------------	---	---	--------------------------------

Goal F Utilize newsletter and SM channels to promote award application the quarter prior to nomination and same channel to highlight recipient quarter post announcement

Not Started	Due Date:	Goal Champions: Distinguished	Goal Key Team Members: None
-------------	-----------	----------------------------------	--------------------------------

12/31/2022 -
12/31/2026

Professional
Practice Review
Award Committee
and Rob Owens,
Distinguished
Professional
Practice Chair

Goal G Increase the number of applicants to a minimum of 3 annually – besides working through the normal AASP channels to promote via digital means, committee will internally identify 3-5 potential candidates and encourage them to apply

Not Started

Due Date:
6/15/2023 -
12/31/2026

Goal Champions: Dorothy V. Harris
Award Committee and DeJeune Green,
Distinguished Master's Student
Practice Chair

Goal Key Team Members: None

Goal H Maintain the average number of Fellow applications at 10 submissions annually

Not Started

Due Date:
3/1/2023 -
9/1/2023

Goal Champions: Fellow Review Committee and Jasmin Hutchinson,
Fellows Review Chari

Goal Key Team Members: None

Goal I Increase the average number of applications based outside of North America to two submissions per year by the 2023 cycle

Not Started

Due Date:
1/3/2023 -
12/31/2026

Goal Champions: Fellow Review Committee and Jasmin Hutchinson,
Fellows Review Chari

Goal Key Team Members: None

Goal J Increase the diversity of Fellows to be more representative of AASP's global community, including individuals with a variety of backgrounds and different research and practice expertise by the 2024 cycle

Not Started

Due Date:
3/1/2023 -
3/1/2024

Goal Champions: Fellow Review Committee and Jasmin Hutchinson,
Fellows Review Chari

Goal Key Team Members: None

Goal K Increase the submissions for the Masters' Thesis award by 25% each year (baseline – 2022; 4 submissions).

Not Started

Due Date:
4/1/2023 -
12/31/2026

Goal Champions: Master's Thesis Award Committee and Kathleen Mellano, Master's Thesis Award Review Chair

Goal Key Team Members: None

Goal L Update award language to create fair qualifications for both Masters and Doctoral students, clarifying specific amount of hours providing applied sport psychology, reference to theory based

interventions, and highlighting applied sport psychology interventions used

Not Started	Due Date: 1/1/2023 - 2/1/2023	Goal Champions: Distinguished Student Practice Award Committee and DeJeune Green, Distinguished Master's Student Practice Chair	Goal Key Team Members: None
-------------	-------------------------------------	---	--------------------------------

Goal M Biannual committee review of award applicants (post award) to ensure that a student who exhibited quality applied sport psychology services are being highlighted in a fair and reasonable manner.

Not Started	Due Date: 6/1/2023 - 6/1/2025	Goal Champions: Distinguished Student Practice Award Committee and DeJeune Green, Distinguished Master's Student Practice Chair	Goal Key Team Members: None
-------------	-------------------------------------	---	--------------------------------

Goal N Identifying key awards that motivate and serve specific membership constituencies by 2023-24

Not Started	Due Date: 6/30/2023 - 6/30/2026	Goal Champions: Foundation Committee and Justine Vosloo, Foundation Chair	Goal Key Team Members: None
-------------	---------------------------------------	---	--------------------------------

Initiative 3. Diversity, Equity, Inclusion, Belonging, & Justice (DEIBJ)

Strategic Objectives 3.1. Develop and implement strategies to increase opportunities for and engagement of underrepresented professional and student members

Strategic Objectives	End Date:	Strategic Objectives	Strategic Objectives Key
Description:	None	Champions:	Team Members:
None		None	None

Goal A Meet at least 1x annually with the NLDC to develop strategies to increase the number of diverse applicants to leadership positions in the organization (e.g., E-Board, journal editors).

Not Started	Due Date: 6/30/2023 - 6/30/2026	Goal Champions: Diversity Committee and Amanda Perkins- Ball, Diversity Chair	Goal Key Team Members: None
-------------	---------------------------------------	--	--------------------------------

Goal B Develop and distribute a survey to international AASP members about interest, utility, in and barriers to the CMPC certification

Not Started	Due Date: 1/1/2024 - 8/31/2024	Goal Champions: International Relations Committee and Karen Lo, International Relations Chair	Goal Key Team Members: None
-------------	--------------------------------------	---	--------------------------------

Goal C Expand the demographic survey (member questions) to include international members living in the U.S. (by December 2024)

Not Started	Due Date:	Goal Champions:	Goal Key Team Members:
-------------	-----------	-----------------	------------------------

8/1/2023 -
12/1/2024

International
Relations
Committee and
Karen Lo,
International
Relations Chair

Goal D Meet at least 1x annually with the NLDC to develop strategies to increase the number of diverse applicants to leadership positions in the organization (e.g., E-Board, journal editors) to a number that is closer to the international membership percentage

Not Started

Due Date:
3/1/2023 -
12/31/2026

Goal Champions: International Relations Committee and Karen Lo, International Relations Chair
Goal Key Team Members: None

Goal E Add more members to the Media Response Team. Increase the spokesperson database by a minimum of 3 reps annually.

Not Started

Due Date:
1/1/2023 -
12/31/2023

Goal Champions: PR Committee and Shannon Baird, PR & Outreach Chair
Goal Key Team Members: None

Strategic Objectives

3.2 Create resources that provide DEIBJ education and training for members

Strategic Objectives
Description:
None

End Date:
None

Strategic Objectives
Champions:
None

Strategic Objectives Key
Team Members:
None

Goal A Implement a professional development program for LGBTQI identifying members in SEP by Dec. 2023.

Not Started

Due Date:
3/1/2023 -
12/31/2023

Goal Champions: Diversity Committee and Amanda Perkins-Ball, Diversity Chair
Goal Key Team Members: None

Goal B Develop an advocacy and equity training required of all AASP leadership (Board members, Committee and SIG chairs) to participate in and complete prior to their leadership tenure

Not Started

Due Date:
6/1/2023 -
6/1/2024

Goal Champions: Advocacy Committee and Stephany Coakley, Diversity & Inclusion
Goal Key Team Members: None

Goal C Host at least 1 CE webinar focusing on issues of diversity, inclusion, and/or social justice annually

Not Started

Due Date:
12/31/2023 -
12/31/2026

Goal Champions: Diversity Committee and Amanda Perkins-Ball, Diversity Chair
Goal Key Team Members: None

Goal D With the DC, create at least (3) social media posts per year (February, April, October) focused on diversity (e.g., Black History Month, Hispanic Heritage Month, Juneteenth, etc.)

Not Started

Due Date:
6/15/2023 -
12/31/2026

Goal Champions: Aidan Kraus, Student Representative and Emily Murphy, Student Representative
Goal Key Team Members: None

Goal E Host a one-day conference/event featuring speakers and panelists who are advocates in the field of sport as well as provide sessions for dialogue to assist members in embodying advocacy

Not Started

Due Date:
None

Goal Champion: Stephany Coakley, Diversity & Inclusion
Goal Key Team Members: None

Strategic Objectives

3.3 Create strategic relationships with partners to expand international reach

Strategic Objectives Description: None
End Date: None
Strategic Objectives Champions: None
Strategic Objectives Key Team Members: None

Goal A Collaborate with 1 international organization (e.g., ISSP, FEPSAC, BASES) to co-sponsor an international conference/congress

Not Started

Due Date:
1/1/2023 -
12/1/2026

Goal Champions: International Relations Committee and Karen Lo, International Relations Chair
Goal Key Team Members: None

Initiative 4. Certification Program Maintenance & Promotion

Strategic Objectives

4.1 Strengthen CMPC certification program and promote continued growth through increasing the number of certified consultants and implementing more modernized, efficient application review processes

Strategic Objectives Description: None
End Date: None
Strategic Objectives Champions: None
Strategic Objectives Key Team Members: None

Goal A Expand financial resources for Council to add 1) psychometric support from testing vendor and 2) certification management tool (e.g., Certemy) to a) expedite application review, b) provide application status transparency to applicants, and c) improve recertification efficiencies for CMPCs and reviewers.

Not Started

Due Date:
1/1/2023 -
12/31/2023

Goal Champions: Certification Council Committee and Jon Metzler, Certification Council Chair
Goal Key Team Members: None

Goal B Recruit additional committee members (number of members determined by swell of applications submitted) for the Application Review Committee (ARC) annually to help support the reviewers as the volume of applications increases over time.

Not Started

Due Date:
1/1/2023 -
12/31/2026

Goal Champions: Certification Council Committee and
Goal Key Team Members: None

Jon Metzler,
 Certification
 Council Chair

Goal C Communicate application decision to applicant no later than 8 weeks from initial receipt of CMPC application. Send decisions on CSPA MPC certification applications to the Staff Manager no later than 4 weeks from the time of upload to Dropbox.

Not Started	Due Date: 6/30/2023 - 6/30/2024	Goal Champions: Certification Council Committee and Jon Metzler, Certification Council Chair	Goal Key Team Members: None
-------------	---------------------------------------	--	--------------------------------

Goal D Publish study resources for the French version of the CMPC Exam by 2025.

Not Started	Due Date: 6/1/2024 - 12/31/2025	Goal Champions: Certification Council Committee and Jon Metzler, Certification Council Chair	Goal Key Team Members: None
-------------	---------------------------------------	--	--------------------------------

Strategic Objectives 4.2 Promote and market CMPC credential to potential consumers and key decision-makers to increase the demand for qualified professionals to provide mental performance services

Strategic Objectives Description: None	End Date: None	Strategic Objectives Champions: None	Strategic Objectives Key Team Members: None
--	-------------------	--	---

Goal A Conduct active engagement with a minimum of two (2) identified stakeholders within each performance domain area annually to educate, consult, and generate CMPC opportunities

Not Started	Due Date: 1/1/2023 - 1/31/2026	Goal Champions: Hillary Cauthen, CMPC Outreach Chair, Kensa Gunter, CMPC Outreach Chair, and CMPC Outreach Committee	Goal Key Team Members: None
-------------	--------------------------------------	--	--------------------------------

Goal B Create stakeholder tracking form of identifiable stakeholders/organizations to be reviewed and updated quarterly to inform education and outreach opportunities.

Not Started	Due Date: 1/1/2023 - 12/31/2026	Goal Champions: Hillary Cauthen, CMPC Outreach Chair, Kensa Gunter, CMPC Outreach Chair, and CMPC Outreach Committee	Goal Key Team Members: None
-------------	---------------------------------------	--	--------------------------------

Goal C Create (4) content shares for external partners & liason contacts

Not Started	Due Date: 1/1/2023 - 12/31/2026	Goal Champions: Hillary Cauthen, CMPC Outreach Chair, Kensa	Goal Key Team Members: None
-------------	---------------------------------------	--	--------------------------------

Gunter, CMPC
Outreach Chair,
and CMPC
Outreach
Committee

Goal D Provide an annual ROI report outlining outreach efforts and impact to Eboard & membership

Not Started	Due Date: 1/1/2023 - 1/31/2026	Goal Champions: Hillary Cauthen, CMPC Outreach Chair, Kensa Gunter, CMPC Outreach Chair, and CMPC Outreach Committee	Goal Key Team Members: None
--------------------	--------------------------------------	--	--------------------------------

Initiative 5. Scientific Practice Excellence & Industry Expert

Strategic Objectives and communications. 5.1 Improve the quality, value, impact, and readership of all AASP publications

Strategic Objectives Description: None	End Date: None	Strategic Objectives Champions: None	Strategic Objectives Key Team Members: None
--	-------------------	--	---

Goal A Replace a minimum of 25% of the JASP Editorial Board Members annually to promote & sustain journal diversity through composition of the editorial board

Not Started	Due Date: 6/30/2024 - 6/30/2026	Goal Champions: JASP Committee and Chris Wagstaff, JASP Chair	Goal Key Team Members: None
--------------------	---------------------------------------	---	--------------------------------

Goal B Annually publish a special issue in JASP that is representative of the interest areas as reported by the AASP membership (e.g., survey, conference abstracts, etc.)

Not Started	Due Date: 1/1/2023 - 12/31/2026	Goal Champions: JASP Committee and Chris Wagstaff, JASP Chair	Goal Key Team Members: None
--------------------	---------------------------------------	---	--------------------------------

Goal C Annually publish at least two invited author pieces in JASP that are representative of the interest areas as reported by the AASP membership

Not Started	Due Date: 1/1/2023 - 12/31/2026	Goal Champions: JASP Committee and Chris Wagstaff, JASP Chair	Goal Key Team Members: None
--------------------	---------------------------------------	---	--------------------------------

Goal D Maintain the steady state for the number of manuscript submissions to JASP at 350 +/- 10% annually

Not Started	Due Date: 12/31/2023 - 12/31/2026	Goal Champions: JASP Committee and Chris Wagstaff, JASP Chair	Goal Key Team Members: None
--------------------	---	---	--------------------------------

Goal E Increase the of submissions to JASP from non-North American countries by 20%

Not Started	Due Date: 1/1/2023 - 12/31/2026	Goal Champions: JASP Committee and Chris	Goal Key Team Members: None
--------------------	---------------------------------------	--	--------------------------------

Wagstaff, JASP
Chair

Goal F Maintain an average time to final decision on original manuscripts for JASP of less than 4 weeks

Not Started	Due Date: 12/31/2023 - 12/31/2026	Goal Champions: JASP Committee and Chris Wagstaff, JASP Chair	Goal Key Team Members: None
-------------	---	---	--------------------------------

Goal G Instigate and award annual "Reviewer of the Year" and "Paper of the Year" awards for JASP

Not Started	Due Date: 12/31/2023 - 12/31/2026	Goal Champions: JASP Committee and Chris Wagstaff, JASP Chair	Goal Key Team Members: None
-------------	---	---	--------------------------------

Goal H Increase the impact factor of JASP by 0.3 to 0.5 points

Not Started	Due Date: 1/1/2023 - 12/31/2026	Goal Champions: JASP Committee and Chris Wagstaff, JASP Chair	Goal Key Team Members: None
-------------	---------------------------------------	---	--------------------------------

Goal I Issue up to 3 "special invitations" annually for content experts to submit manuscripts to JSPA.

Not Started	Due Date: 6/1/2023 - 6/1/2026	Goal Champions: JSPA Committee and Rob Schinke, JSPA Chair	Goal Key Team Members: None
-------------	-------------------------------------	---	--------------------------------

Goal J Increase the number of manuscript submissions to JSPA by 10% annually.

Not Started	Due Date: 12/31/2023 - 12/31/2026	Goal Champions: JSPA Committee and Rob Schinke, JSPA Chair	Goal Key Team Members: None
-------------	---	---	--------------------------------

Goal K Increase the mock impact factor for JSPA by 10% annually.

Not Started	Due Date: 12/31/2023 - 12/31/2026	Goal Champions: JSPA Committee and Rob Schinke, JSPA Chair	Goal Key Team Members: None
-------------	---	---	--------------------------------

Goal L Increase JSPA citation score by a minimum of 10% annually through improved science to practice accepted manuscripts.

Not Started	Due Date: 12/31/2023 - 12/31/2026	Goal Champions: JSPA Committee and Rob Schinke, JSPA Chair	Goal Key Team Members: None
-------------	---	---	--------------------------------

Goal M Conduct a refresh of the JSPA Editorial Board, with any remaining founding members completing their terms by the end of 2024, a minimum of 4 new members added each year thereafter and 4 members past their term replaced annually.

Not Started	Due Date: 6/1/2024 - 9/30/2026	Goal Champions: JSPA Committee and Rob Schinke, JSPA Chair	Goal Key Team Members: None
-------------	--------------------------------------	---	--------------------------------

Goal N Increase international representation on the JSPA Editorial Board by adding 1 additional country annually.

Not Started	Due Date:	Goal Champions: JSPA Committee	Goal Key Team Members: None
-------------	-----------	-----------------------------------	--------------------------------

9/30/2023 -
12/31/2026

and Rob Schinke,
JSPA Chair

Goal O Create 1 video presentation/webinar annually to instruct prospective authors on how to author for JSPA and the merits of doing so for practitioners and academics seeking knowledge translation.

Not Started

Due Date:
3/1/2023 -
12/31/2026

Goal Champions:
JSPA Committee
and Rob Schinke,
JSPA Chair

Goal Key Team Members:
None

Goal P Position JSPA as the world's leading practical journal by 2026 (measured by increases in IF and citation scores).

Not Started

Due Date:
6/1/2024 -
12/31/2026

Goal Champions:
JSPA Committee
and Rob Schinke,
JSPA Chair

Goal Key Team Members:
None

Goal Q Increase the number of manuscript submissions to CSSEP by 10% annually.

Not Started

Due Date:
12/31/2023 -
12/31/2026

Goal Champions:
CSSEP
Committee and
Richard Thelwell,
CSSEP Chair

Goal Key Team Members:
None

Goal R Secure a recognized impact factor for CSSEP.

Not Started

Due Date:
6/30/2023 -
6/30/2024

Goal Champions:
CSSEP
Committee and
Richard Thelwell,
CSSEP Chair

Goal Key Team Members:
None

Goal S Conduct a refresh of the CSSEP Editorial Board, with any remaining founding members completing their terms by the end of 2024, a minimum of 4 new members added each year thereafter and 4 members past their term replaced annually.

Not Started

Due Date:
9/30/2023 -
9/30/2026

Goal Champions:
CSSEP
Committee and
Richard Thelwell,
CSSEP Chair

Goal Key Team Members:
None

Goal T Increase international representation on the CSSEP Editorial Board by adding 1 additional country annually

Not Started

Due Date:
9/30/2023 -
12/31/2026

Goal Champions:
CSSEP
Committee and
Richard Thelwell,
CSSEP Chair

Goal Key Team Members:
None

Goal U Create 1 video presentation/webinar annually to instruct prospective authors on how to author for CSSEP and the merits of doing so for practitioners and academics seeking knowledge translation.

Not Started

Due Date:
3/1/2023 -
12/31/2026

Goal Champions:
CSSEP
Committee and
Richard Thelwell,
CSSEP Chair

Goal Key Team Members:
None

Goal V Issue up to 2 "special invitations" annually for content experts to submit manuscripts to CSSEP to reflect on their case work throughout their career (to increase visibility and readership amongst the AASP membership)

Not Started

Due Date:

Goal Champions:

Goal Key Team Members:

6/1/2023 -
6/1/2026

CSSEP
Committee and
Richard Thelwell,
CSSEP Chair

None

Goal W Publish two full issues of JASPR annually with three or more articles in each issue

Not Started

Due Date:
1/1/2023 -
12/31/2026

Goal Champions:
JASPR
Committee and
Monna Arvinen-
Barrow, JASPR
Chair

Goal Key Team Members:
None

Goal X Publish four or more rigorous undergraduate and/or graduate student-led scholarly articles and one or more narrative history or narrative scholarship articles in JASPR annually

Not Started

Due Date:
1/1/2023 -
12/31/2026

Goal Champions:
JASPR
Committee and
Monna Arvinen-
Barrow, JASPR
Chair

Goal Key Team Members:
None

Goal Y Increase JASPR's public presence by developing and implementing a social media policy for the journal by July 2023

Not Started

Due Date:
1/1/2023 -
6/30/2023

Goal Champions:
JASPR
Committee and
Monna Arvinen-
Barrow, JASPR
Chair

Goal Key Team Members:
None

Goal Z Increase JASPR's Twitter followers (4-year target total N = 150)

Not Started

Due Date:
1/1/2023 -
12/31/2026

Goal Champions:
JASPR
Committee and
Monna Arvinen-
Barrow, JASPR
Chair

Goal Key Team Members:
None

Goal AA Develop and implement a best-practice peer-review feedback procedure for JASPR

Not Started

Due Date:
7/1/2023 -
12/31/2023

Goal Champions:
JASPR
Committee and
Monna Arvinen-
Barrow, JASPR
Chair

Goal Key Team Members:
None

Goal AB Develop and implement best-practice acknowledgement procedure for various "awards of the year" for JASPR with a goal to highlight outstanding standards for competent and ethical practice

Not Started

Due Date:
1/1/2024 -
12/31/2024

Goal Champions:
JASPR
Committee and
Monna Arvinen-
Barrow, JASPR
Chair

Goal Key Team Members:
None

Goal AC Publish 4 features annually from AASP's Special Interest Groups (SIGs) that promote activities, achievements, topics of interest, etc.

Not Started

Due Date:
12/31/2023 -
12/31/2026

Goal Champions:
Newsletter
Committee and

Goal Key Team Members:
None

Andrew Friesen,
Newsletter Chair

Goal AD Create 1 new feature annually, including: "The worst time I bombed"—tales of mistakes in the field, "My first interview from a coach", Interview with an AASP Fellow, How I teach_____ in class

Not Started	Due Date: 12/31/2023 - 12/31/2026	Goal Champions: Newsletter Committee and Andrew Friesen, Newsletter Chair	Goal Key Team Members: None
-------------	---	---	--------------------------------

Strategic Objectives 5.2 Produce AASP's signature annual event with presentations highlighting best practices and innovative delivery of sport and performance psychology services, science to practice and research applications

Strategic Objectives Description: None	End Date: None	Strategic Objectives Champions: None	Strategic Objectives Key Team Members: None
--	-------------------	--	---

Goal A Solidify best practices around virtual, hybrid, and conference programming over the next three years resulting in a report to explore conference formatting and policies.

Not Started	Due Date: 1/1/2023 - 12/31/2024	Goal Champions: Conference Planning Committee and Stephen Gonzalez, Conference Planning Chair	Goal Key Team Members: None
-------------	---------------------------------------	--	--------------------------------

Goal B Create two total invited sessions over the next three years involving organizations that regularly interface with mental performance consultants (nutrition, strength and conditioning, etc).

Not Started	Due Date: 1/1/2024 - 11/1/2026	Goal Champions: Conference Planning Committee and Stephen Gonzalez, Conference Planning Chair	Goal Key Team Members: None
-------------	--------------------------------------	--	--------------------------------

Goal C Review and develop clear labels for conference presentations and submissions through a member survey or focus group to best accommodate member needs over the next three years.

Not Started	Due Date: 1/1/2025 - 12/31/2025	Goal Champions: Conference Planning Committee and Stephen Gonzalez, Conference Planning Chair	Goal Key Team Members: None
-------------	---------------------------------------	--	--------------------------------

Strategic Objectives 5.3 Develop and support increased research opportunities

Strategic Objectives Description: None	End Date: None	Strategic Objectives Champions: None	Strategic Objectives Key Team Members: None
--	-------------------	--	---

Goal A Support more high-quality research by increasing the funding available for research grants to \$35,000 per annum.

Not Started	Due Date: 6/30/2023 - 4/1/2024	Goal Champions: Research Development Committee and Maribeth Jorgensen, Research Development Chair	Goal Key Team Members: None
-------------	--------------------------------------	---	--------------------------------

Goal B Develop 2 free webinars for AASP members that details how to apply for a research and collaborative grant.

Not Started	Due Date: 3/1/2023 - 10/1/2023	Goal Champions: Research Development Committee and Maribeth Jorgensen, Research Development Chair	Goal Key Team Members: None
-------------	--------------------------------------	---	--------------------------------

Goal C Update the research grant call information that is available on the AASP website to redefine the call as an applied research grant opportunity.

Not Started	Due Date: 2/1/2023 - 3/1/2023	Goal Champions: Research Development Committee and Maribeth Jorgensen, Research Development Chair	Goal Key Team Members: None
-------------	-------------------------------------	---	--------------------------------

Goal D Develop a process that encourages grant recipients to publish their funded work in two forms: (1) in one of AASP's peer-reviewed journals and (2) in a research-practice short report that can be dissemination to AASP members.

Not Started	Due Date: 6/1/2023 - 10/1/2023	Goal Champions: Research Development Committee and Maribeth Jorgensen, Research Development Chair	Goal Key Team Members: None
-------------	--------------------------------------	---	--------------------------------

Goal E Circulate one high level summary of the research/work presented in each AASP journal (4 total per year) to members in various formats (newsletter, SM, infographic) quarterly

Not Started	Due Date: 6/1/2023 - 12/31/2026	Goal Champions: Science to Practice Committee and Sarah Forsyth, Science to Practice Chair	Goal Key Team Members: None
-------------	---------------------------------------	--	--------------------------------

Goal F Share content from SG1 via AASP's YouTube channel on Science to Practice topics.

Not Started	Due Date: 6/1/2023 - 12/31/2026	Goal Champions: Science to Practice Committee and	Goal Key Team Members: None
-------------	---------------------------------------	--	--------------------------------

Sarah Forsyth,
Science to
Practice Chair

Strategic Objectives 5.4 Provide valuable research to practice content, highlighting the work AASP members have published

Strategic Objectives Description: None	End Date: None	Strategic Objectives Champions: None	Strategic Objectives Key Team Members: None
---	-------------------	---	--

Goal A Create and share (via social media) 2 infographics per year (in March, November) highlighting THEME connecting research and practice

Not Started	Due Date: 3/31/2023 - 12/31/2026	Goal Champions: Sarah Forsyth, Science to Practice Chair and Science to Practice Committee	Goal Key Team Members: None
--------------------	--	--	--------------------------------

Goal B Create AASP Journal Highlights column to provide the implication for practice of the latest articles in JASP, JSPA, CSSEP and JASPR

Not Started	Due Date: 3/1/2023 - 9/1/2023	Goal Champions: Newsletter Committee and Andrew Friesen, Newsletter Chair	Goal Key Team Members: None
--------------------	-------------------------------------	---	--------------------------------

Goal C Incorporate 1 infographic per issue on the most read journal article from previous 2 months

Not Started	Due Date: 6/1/2023 - 12/31/2026	Goal Champions: Newsletter Committee and Andrew Friesen, Newsletter Chair	Goal Key Team Members: None
--------------------	---------------------------------------	---	--------------------------------

Initiative 6. Financial Health

Strategic Objectives 6.1 Maintain a financial reserve and infrastructure that supports the operations and membership objectives of the association

Strategic Objectives Description: None	End Date: None	Strategic Objectives Champions: None	Strategic Objectives Key Team Members: None
---	-------------------	---	--

Goal A Maintain a diversified AASP investment portfolio

Not Started	Due Date: 1/9/2023 - 3/1/2026	Goal Champions: Finance Committee and Ash Patel, Finance Committee	Goal Key Team Members: None
--------------------	-------------------------------------	---	--------------------------------

Goal B Fund key AASP initiatives that support certification and education (e.g., Graduate Program Accreditation, Job Analysis/CMPC)

Not Started	Due Date: 1/3/2023 - 12/31/2026	Goal Champions: Finance Committee and Ash Patel, Finance Committee	Goal Key Team Members: None
--------------------	---------------------------------------	---	--------------------------------

Goal C Provide funding for increased conference support (e.g., virtual technology, community engagement).

Not Started	Due Date: 1/1/2023 - 9/1/2023	Goal Champions: Finance Committee and Ash Patel, Finance Committee	Goal Key Team Members: None
-------------	-------------------------------------	---	--------------------------------

Goal D Provide funding for continued branding identity work in 2023.

Not Started	Due Date: 3/1/2023 - 10/1/2026	Goal Champions: Finance Committee and Ash Patel, Finance Committee	Goal Key Team Members: None
-------------	--------------------------------------	---	--------------------------------

Strategic Objectives 6.2 Encourage continued development of the AASP Foundation and identify new projects/initiatives to be funded by AASP Foundation

Strategic Objectives Description: None	End Date: None	Strategic Objectives Champions: None	Strategic Objectives Key Team Members: None
--	-------------------	--	---

Goal A Provide financial support to early professionals and historically underserved populations to attend AASP conferences

Not Started	Due Date: 1/3/2023 - 12/31/2026	Goal Champions: Finance Committee and Ash Patel, Finance Committee	Goal Key Team Members: None
-------------	---------------------------------------	---	--------------------------------

Goal B Identify strategic fundraising initiatives that target specific priorities of the membership.

Not Started	Due Date: 1/1/2023 - 6/30/2023	Goal Champions: Foundation Committee and Ash Patel, Finance Committee	Goal Key Team Members: None
-------------	--------------------------------------	--	--------------------------------

Goal C Develop the infrastructure to establish endowments. Specifically the structural elements needed to develop and sustain this into the future.

Not Started	Due Date: 1/1/2023 - 12/31/2023	Goal Champions: Foundation Committee and Justine Vosloo, Foundation Chair	Goal Key Team Members: None
-------------	---------------------------------------	---	--------------------------------

Initiative 7. Brand Activation

Strategic Objectives 7.1 Increase visibility and credibility of AASP as an organization

Strategic Objectives Description: None	End Date: None	Strategic Objectives Champions: None	Strategic Objectives Key Team Members: None
--	-------------------	--	---

Goal A Review and update the AASP website for inclusive language and Sport and Exercise Psychology/Sport and Performance Psychology terminology (broken into quarterly assignment to-do sections).

Not Started	Due Date:	Goal Champions: Web Presence	Goal Key Team Members: None
-------------	-----------	---------------------------------	--------------------------------

6/1/2023 -
12/31/2024

Committee and
Sarah Carson
Sackett, Web
Presence Chair

Goal B Revive the AASP LinkedIn account and post 2-4 times per week on business days with morning hours (ET) being best. Re-establish an online community where followers may network with career-focused individuals and share industry related news and accomplishments as well as connect with coaches, leagues and organizations, colleges/schools, tactical/military, and performance support staff.

Not Started

Due Date:
1/31/2023 -
12/31/2026

Goal Champions:
PR Committee
and Shannon
Baird, PR &
Outreach Chair

Goal Key Team Members:
None

Goal C Grow AASP Instagram page by 20%, targeting student members and early career professionals. Focus on increasing video content by producing 1-2 Reels per month.

Not Started

Due Date:
1/1/2023 -
12/31/2026

Goal Champions:
PR Committee
and Shannon
Baird, PR &
Outreach Chair

Goal Key Team Members:
None

Goal D Get the CMPC credential listed on the official LinkedIn dropdown list of certifications so CMPCs can add this to their profile. It will show the CMPC logo and further legitimize the program.

Not Started

Due Date:
1/1/2023 -
1/31/2023

Goal Champions:
PR Committee
and Shannon
Baird, PR &
Outreach Chair

Goal Key Team Members:
None

Goal E Increase the number of organizational statements and news that AASP releases by sharing 1-2 press releases per quarter.

Not Started

Due Date:
1/1/2023 -
12/31/2023

Goal Champions:
PR Committee
and Shannon
Baird, PR &
Outreach Chair

Goal Key Team Members:
None

Strategic Objectives 7.2 Highlight the work our professionals do and the performance domains in which we work to those who should know us (e.g., coaches, performers, leagues, organizations)

Strategic Objectives
Description:
None

End Date:
None

Strategic Objectives
Champions:
None

Strategic Objectives Key
Team Members:
None

Goal A Publish two AASP Memeber blogs (quarterly) from diverse perspectives and covering a range of content

Not Started

Due Date:
1/1/2023 -
12/31/2026

Goal Champions:
Web Presence
Committee and
Sarah Carson
Sackett, Web
Presence Chair

Goal Key Team Members:
None

Goal B Identify and disseminate three SPP podcasts to AASP's website that feature AASP members (monthly)

Not Started

Due Date:
1/1/2023 -
12/31/2026

Goal Champions:
Web Presence
Committee and

Goal Key Team Members:
None

Sarah Carson
Sackett, Web
Presence Chair

Goal C Recruit and publish (or re-publish) one SPP video to AASP's webpage and social media accounts (YouTube, FaceBook, Instagram, Twitter as appropriate) that features AASP members and reviews relevant diverse SPP content (monthly)

Not Started	Due Date: 1/1/2023 - 12/31/2026	Goal Champions: Web Presence Committee and Sarah Carson Sackett, Web Presence Chair	Goal Key Team Members: None
-------------	---------------------------------------	--	--------------------------------

Goal D Create a 3 min video highlighting each grant recipient's project at the end of each annual grant cycle to be posted on social media with accompanying infographics

Not Started	Due Date: 7/1/2023 - 12/31/2026	Goal Champions: Community Outreach Committee and Stefanee Maurice, Community Outreach Chair	Goal Key Team Members: None
-------------	---------------------------------------	---	--------------------------------

Goal E Use videos of past recipients to promote the CO grant on AASP Instagram account at two time points annually : 1 month ahead of grant deadline and 2 months ahead of grant deadline.

Not Started	Due Date: 10/1/2023 - 12/31/2026	Goal Champions: Community Outreach Committee and Stefanee Maurice, Community Outreach Chair	Goal Key Team Members: None
-------------	--	---	--------------------------------

Goal F Collect best practices and lessons learned from the community outreach conducted during that year's conference (no later than 1 month after each AASP conference) in order to create a system for future out-reach opportunities

Not Started	Due Date: 11/1/2023 - 12/31/2026	Goal Champions: Community Outreach Committee and Stefanee Maurice, Community Outreach Chair	Goal Key Team Members: None
-------------	--	---	--------------------------------