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

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

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<tr>
<th>Strategic Objectives</th>
<th>End Date</th>
<th>Strategic Objectives</th>
<th>Champions</th>
<th>Strategic Objectives Key Team Members</th>
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<td>Description:</td>
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#### Goal A Submit Accreditation Standards for Public Comment
- Goal Champions: Graduate Program Accreditation Committee, Gily Meir, GPA Chair, and Laura Finch, GPA Chair
- Due Date: 2/1/2023 - 8/31/2023

#### Goal B Develop program eligibility and application form
- Goal Champions: Graduate Program Accreditation Committee, Gily Meir, GPA Chair, and Laura Finch, GPA Chair
- Due Date: 4/1/2023 - 5/1/2023

#### Goal C Vet standards with community
- Goal Champions: Graduate Program Accreditation Committee, Gily Meir, GPA Chair, and Laura Finch, GPA Chair
- Due Date: 8/1/2023 - 9/1/2023

#### Goal D Publish Accreditation standards
- Goal Champions: Graduate Program Accreditation Committee, Gily Meir, GPA Chair, and Laura Finch, GPA Chair
- Due Date: 2/1/2023 - 2/2/2023

#### Goal E Develop policies for site visits
- Goal Champions: Graduate Program Accreditation Committee, Gily Meir, GPA Chair, and Laura Finch, GPA Chair
- Due Date: 7/1/2023 - 9/1/2023

#### Goal F Complete policies & procedures manual
- Goal Champions: Graduate Program
- Due Date: 7/1/2023 - 2/1/2024
Goal G  Launch accreditation program (i.e. accept first applications)

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

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

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

End Date: None

Champions: None

Team Members: None

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

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

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

- **Due Date:** 1/2/2023 - 12/31/2026

- **Goal Champions:** Graduate Program Directors Committee and Sarah Castillo, GPD Chair

**Strategic Objectives**

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

<table>
<thead>
<tr>
<th>Strategic Objectives Description</th>
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**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

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

- **Goal Champions:** Continuing Education Committee and Meghan Halbrook, Continuing Education Chair

**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.

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

- **Goal Champions:** Continuing Education Committee and Meghan Halbrook, Continuing Education Chair

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

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

- **Due Date:** 3/1/2023 - 11/1/2026

- **Goal Champions:** JASP Committee and Chris Wagstaff, JASP Chair

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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

**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

- **Due Date:**
  - 10/18/2023 - 12/31/2026

**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

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

**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

- **Due Date:**
  - 2/1/2023 - 12/31/2026

**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

- **Due Date:**
  - 8/31/2023 - 12/31/2026

**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

- **Due Date:**
  - None
Strategic Objectives

1.5 Maintain, enforce and provide training on AASP’s professional Ethics Code

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

- **Due Date:** 1/1/2023 - 12/31/2026
- **Goal Champions:** Ethics Committee and Mike Zito, Ethics Chair
- **Goal Key Team Members:** 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.

- **Due Date:** 1/1/2023 - 12/31/2023
- **Goal Champions:** Ethics Committee and Mike Zito, Ethics Chair
- **Goal Key Team Members:** 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.

- **Due Date:** 1/1/2023 - 12/31/2026
- **Goal Champions:** Ethics Committee and Mike Zito, Ethics Chair
- **Goal Key Team Members:** None

**Goal D** Publish 2 features annually from the Ethics Committee

- **Due Date:** 12/31/2023 - 12/31/2026
- **Goal Champions:** Newsletter Committee and Andrew Friesen, Newsletter Chair
- **Goal Key Team Members:** None

Initiative 2. Membership Investment, Retention, & Recruitment

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

**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).

- **Due Date:** 2/1/2023 - 2/1/2026
- **Goal Champions:** Nominations/Leadership Development
- **Goal Key Team Members:** None
Goal B: Develop and maintain a committee chair recognition program

Due Date: 2/1/2023 - 12/31/2026

Goal Champions: Nominations/Leadership Development Committee and Melanie Poudovigne

Goal Key Team Members: None

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

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

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

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)

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)

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

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

Goal Champions: Newsletter Committee and

Goal Key Team Members: None
Andrew Friesen, Newsletter Chair

**Strategic Objectives**

**2.3 Develop overarching initiatives to recruit and retain AASP members**

**Goal A** Secure a minimum net membership increase of at least 2% annually
- **Due Date:** 12/31/2023 - 12/31/2026
- **Goal Champions:** Membership Committee and Amber Shipherd, Membership Services Chair
- **Goal Key Team Members:** None

**Goal B** Identify non-member CMPCs and convert them to active members
- **Due Date:** 1/1/2024 - 6/30/2026
- **Goal Champions:** Membership Committee and Amber Shipherd, Membership Services Chair
- **Goal Key Team Members:** None

**Goal C** Create and implement a coordinated membership campaign annually to recruit professionals and students
- **Due Date:** 4/1/2023 - 4/1/2026
- **Goal Champions:** Membership Committee and Amber Shipherd, Membership Services Chair
- **Goal Key Team Members:** None

**Strategic Objectives**

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

**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.
- **Due Date:** 6/1/2023 - 6/1/2026
- **Goal Champions:** Conference Planning Committee and Stephen Gonzalez, Conference Planning Chair
- **Goal Key Team Members:** None

**Strategic Objectives**

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

**Goal A** None
- **Goal Champions:** None
- **Goal Key Team Members:** None
**Goal A** Increase the average number of applications from scholars based outside of North America to 2 submissions per year

**Due Date:**
- 6/1/2023 - 12/31/2024

**Goal Champions:**
- Dissertation Award Committee
- 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.

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

**Goal Champions:**
- Dissertation Award Committee
- Candace Hogue, Doctoral Dissertation Award Review Chair

**Goal Key Team Members:** None

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

**Due Date:**
- 1/31/2021 - 12/31/2023

**Goal Champions:**
- Distinguished Professional Practice Review Award Committee
- 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.

**Due Date:**
- 12/31/2024 - 12/31/2026

**Goal Champions:**
- Distinguished Professional Practice Review Award Committee
- 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, LGBQIA+ etc) with invites to applicants if they have not applied but meet the award requirements.

**Due Date:**
- 12/31/2022 - 12/31/2026

**Goal Champions:**
- Distinguished Professional Practice Review Award Committee
- 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

**Due Date:**
- 

**Goal Champions:**
- Distinguished

**Goal Key Team Members:** None
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

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

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

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

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

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

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

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

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

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

Goal Key Team Members: None

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

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

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.

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

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

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).

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

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

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

Strategic Objectives 3.2 Create resources that provide DEIBJ education and training for members

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

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

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

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.)
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.

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

Strategic Objectives: 3.3 Create strategic relationships with partners to expand international reach.

Initiative 4. Certification Program Maintenance & Promotion

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.

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.

Reported on 1/31/2023
**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.

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

- **Goal Champions:**
  - Jon Metzler, Certification Council Chair

- **Goal Champions:**
  - Certification Council Committee and Jon Metzler, Certification Council Chair

- **Goal Key Team Members:**
  - None

### Strategic Objectives

**Strategic Objective 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 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

- **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.

- **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 & liaison contacts

- **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 D: Provide an annual ROI report outlining outreach efforts and impact to Eboard & membership

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

Due Date: 6/30/2024 - 6/30/2026

Goal Champions: JASP Committee and Chris Wagsta, 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.)

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

Goal Champions: JASP Committee and Chris Wagsta, 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

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

Goal Champions: JASP Committee and Chris Wagsta, 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

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

Goal Champions: JASP Committee and Chris Wagsta, JASP Chair

Goal Key Team Members: None

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

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

Goal Champions: JASP Committee and Chris

Goal Key Team Members: None
Goal F  Maintain an average time to final decision on original manuscripts for JASP of less than 4 weeks  

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  

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  

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.  

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.  

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.  

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.  

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.  

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.  

Due Date:  

Goal Champions: JSPA Committee

Goal Key Team Members: None
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.

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).

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.

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.

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.

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.

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.

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)

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

Goal Champions: CSSEP Committee and Richard Thelwell, CSSEP Chair

Goal Key Team Members: None
Goal W: Publish two full issues of JASPR annually with three or more articles in each issue

- 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

- 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

- 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)

- 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

- 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

- 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.

- Due Date: 12/31/2023 - 12/31/2026
- Goal Champions: Newsletter Committee and
- Goal Key Team Members: None
**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

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<tr>
<th>Goal Champions: Newsletter Committee and Andrew Friesen, Newsletter Chair</th>
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<td>Due Date: 12/31/2023 - 12/31/2026</td>
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**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

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**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.

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<th>Goal Champions: Conference Planning Committee and Stephen Gonzalez, Conference Planning Chair</th>
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**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).

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**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.

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**Strategic Objectives** 5.3 Develop and support increased research opportunities

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**Goal A** Support more high-quality research by increasing the funding available for research grants to $35,000 per annum.
Goal B Develop 2 free webinars for AASP members that details how to apply for a research and collaborative grant.

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.

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.

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.

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

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

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

- **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

- **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

- **Due Date:** 6/1/2023 - 12/31/2026
- **Goal Champions:** Newsletter Committee and Andrew Friesen, Newsletter Chair
- **Goal Key Team Members:** None

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### Initiative 6. Financial Health

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

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**Goal A** Maintain a diversified AASP investment portfolio

- **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)

- **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).

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

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**Strategic Objectives**

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

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

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

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

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**Initiative 7. Brand Activation**

7.1 Increase visibility and credibility of AASP as an organization

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**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).

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<th>Goal Champions: Web Presence</th>
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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.

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.

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.

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.

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)

End Date: None

Strategic Objectives Champions: None

Strategic Objectives Key Team Members: None

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

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)

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 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)

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

**Goal Key Team Members:** None

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

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**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

**Goal Champions:** Community Outreach Committee and Stefanee Maurice, Community Outreach Chair

**Goal Key Team Members:** None

**Due Date:** 7/1/2023 - 12/31/2026

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**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.

**Goal Champions:** Community Outreach Committee and Stefanee Maurice, Community Outreach Chair

**Goal Key Team Members:** None

**Due Date:** 10/1/2023 - 12/31/2026

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**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

**Goal Champions:** Community Outreach Committee and Stefanee Maurice, Community Outreach Chair

**Goal Key Team Members:** None

**Due Date:** 11/1/2023 - 12/31/2026