

2021
2023



STRATEGIC PLAN

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The 2021-2023 Long Term Plan was developed in order to provide direction to the association as we fulfill our mission, to provide leadership for the advancement and promotion of the profession and science of psychology in the service of our membership and the people of British Columbia.

The goals for the British Columbia Psychological Association over this two-year period are:

1. Building Relationships

Through fostering meaningful and mutually beneficial partnerships, BCPA will strengthen relationships with politicians, key stakeholders, and our members.

2. Education Through Awareness

A focus on marketing and advocacy will further inform the government and public about the benefits and roles provided by psychology and psychologists in primary and mental healthcare. Additionally, a focus on continuing education and training in diversity and social advocacy will foster culturally competent and socially aware psychologists.

3. Strengthening Governance

Recruiting new members with particular skills and experiences and providing mandatory training will enhance Board diversity and competency.

Strategies to achieve these goals have been identified, and the process of implementing the strategies will be carried out by the staff, committees, and Board of Directors of BCPA through a series of annual short term plans. The ultimate result will be a robust and well-respected association that is instrumental in the advancement and promotion of the profession and science of psychology in the service of our membership and the people of British Columbia.

WHO WE ARE

BCPA provides professional development and networking activities for members, publishes the BC Psychologist journal, and operates a province-wide referral service. BCPA seeks to maintain relationships with the government with the goal of expanding the role of Registered Psychologists in BC's health care system and contributing to public policy.

MEMBERS

Our members consist of Registered Psychologists, retired Psychologists, Academic Psychologists or doctoral-level psychology students.

MISSION & MANDATES

BCPA provides leadership for the advancement and promotion of the profession and science of psychology in the service of our membership and the people of British Columbia.

1. To serve the science and profession of psychology and its applications throughout the Province of British Columbia.
2. To support and stimulate any activity which mutually enhances the interests of the public welfare and of Psychologists,
3. To support and enhance the continuing professional education of Psychologists,
4. To support and advance the interests of the science and profession of psychology throughout the Province of British Columbia.



ORGANIZATIONAL PROFILE AND HISTORY

Since 1938, the BC Psychological Association (BCPA) has represented psychologists in British Columbia. It is a voluntary body and is committed to advancing psychology and the psychological well-being of all British Columbians. Our administrative offices are in Vancouver, BC

In 1989 the Psychologists Act was amended, and the British Columbia Psychological Association was renamed the College of Psychologists of British Columbia. On January 1, 1993, the College of Psychologists' sole function became the regulation of the profession of psychology.

The professional interests of psychologists then became the purview of BCPA and a new organization was incorporated under the Society Act using the College's former name, the British Columbia Psychological Association. The Health Professions Act was introduced in the mid-1990s and psychology became a designated profession under the Health Professions Act on January 1, 2000.

BCPA provides professional development and networking activities for members, publishes the BC Psychologist, and operates a province-wide referral service. BCPA seeks to maintain relationships with the government with the goal of expanding the role of Registered Psychologists in BC's health care system and contributing to public policy.

The BC Psychological Association hopes to promote the value of psychological health and wellness not just in the workplace, but in every aspect of our lives.

The organization is composed of three distinct components: the membership, the Board of Directors, and staff. Each component has an integral and important part in the role and function of the British Columbia Psychological Association. The voluntary membership consists of approximately 800 of the 1400 Registered Psychologists in British Columbia.

THE BOARD OF DIRECTORS

The Board of Directors is given responsibility by the membership to develop policy and guide the organization. The Board is aided in its duties and initiatives by committees which are composed of members of the Board, volunteer members, and staff. There are currently eight committees each of which has a board liaison, staff liaison, and chair:

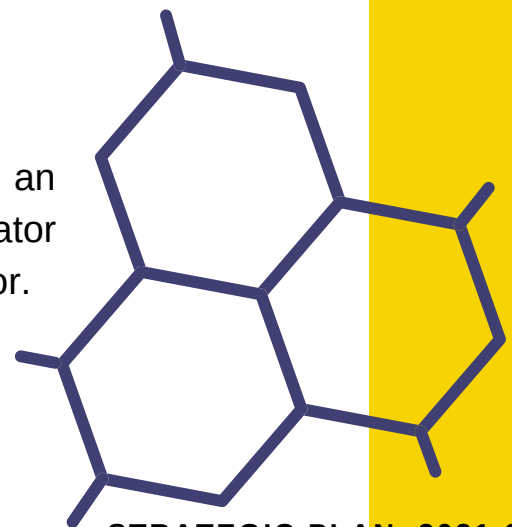
- Advocacy Committee
- Continuing Education Committee
- Journal Committee
- Community Engagement Committee
- Membership Committee
- Awards Committee
- Disaster Response Network
- Diversity & Social Advocacy Committee

THE MEMBERSHIP

The membership is kept informed of committee activities at the AGM, through the Annual Report and through the weekly e-blast. New members are always welcome to serve on these committees and new committees may be formed according to the expressed interests of the BCPA membership.

THE STAFF

The staff consists of the Executive Director, an Administrative Assistant, an Education Coordinator and a Communications and Advertising Coordinator.



VISION FOR MENTAL HEALTH IN BRITISH COLUMBIA

The BCPA holds that Psychologists are essential to a successful collaborative health care model. Much of the advancement in the theory, practice, and ethics of mental healthcare has historically been developed, and continues to be developed, by Psychologists. Particularly important to the advancement of mental health is the development of evidence-based interventions. Health systems are well served by the presence of Psychologists, who bring to their daily work their twofold training as both scientists and practitioners. Psychologists are well trained to provide essential testing and diagnosis to patients and to provide leadership and supervision of other professionals involved in the treatment of serious mental health issues.

Further, mental health and emotional well-being are the foundations of quality of life. Life events, illness and injury, socioeconomic pressures, and the stresses of work and daily life can challenge our mental health and lead to emotional disorders and behavioral problems that undermine our quality of life. The BCPA's vision for mental health in British Columbia is to work toward and participate with a mental-health system that promotes wellness and resiliency. Through increased understanding of psychological principles, we can provide leadership to facilitate and strengthen people's capacity to cope with adversity and maximize the quality of life and future potential for all British Columbians.

At BCPA, our top priority is equitable mental, behavioural and psychological healthcare - integrated, accessible and affordable. We strive to achieve this goal by advocating not only for the science and the profession of psychology but also for all residents of British Columbia, specifically those from marginalized or disadvantaged groups such as Indigenous peoples or low income individuals.

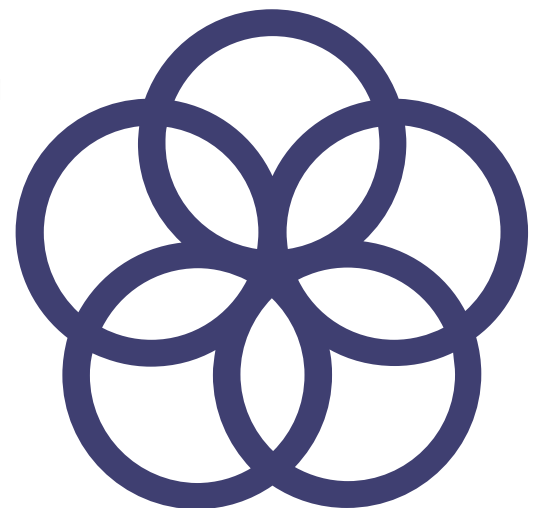
STRATEGIC GOALS AND OBJECTIVES

GOAL 1: Organizational Excellence

Through fostering meaningful and mutually beneficial partnerships, BCPA will strengthen relationships with politicians, key stakeholders, and our members.

Objectives:

- **Partner and coordinate with other mental health organizations, stakeholders and politicians involved in the mental health and primary healthcare of British Columbians.**
 - Partner with organizations involved with marginalized groups.
 - Partner with politicians.
 - Partner with primary care practitioner groups.
- **Partnering with organizations and services to offer discounts to BCPA members and add/improve our own membership benefits.**
 - Partner with companies and services to provide members with discounts on products and subscriptions.
 - Improve the referral service and/or website
 - Create a practice advisory program/free peer consultation.
 - Create a referral program (refer a colleague).
 - Create a mentorship program
 - Improve the forum.
 - Partner with universities/increasing student memberships (offering group rates, etc).
 - Student representatives at BC universities.



STRATEGIC GOALS AND OBJECTIVES

GOAL 2: Education Through Awareness

A focus on marketing and advocacy will further inform the government and public about the benefits and roles provided by psychology and psychologists in primary and mental healthcare. Additionally, a focus on continuing education and training in diversity and social advocacy will foster culturally competent and socially aware psychologists.

Objectives:

- **Inform the government and public about the benefits and roles provided by psychology and psychologists in primary and mental healthcare.**
 - Creation of infographics with CPAP.
 - Publish position statements/press releases.
 - Increase use of social media.
 - Host info session for government.
 - Election campaign.
 - Working with extended health benefits providers to increase psychological services coverage.
 - Working with MH and MMHA on securing increased government-funding for psychological services (increasing access).
 - Working with the Ministry of Education to provide educational resources and infographics.
- **Foster culturally competent and socially aware psychologists by providing continuing education opportunities.**
 - Providing ethics salons and workshops on diversity and social advocacy topics.
 - Create an on-demand CE program (selling pre-recorded workshops).

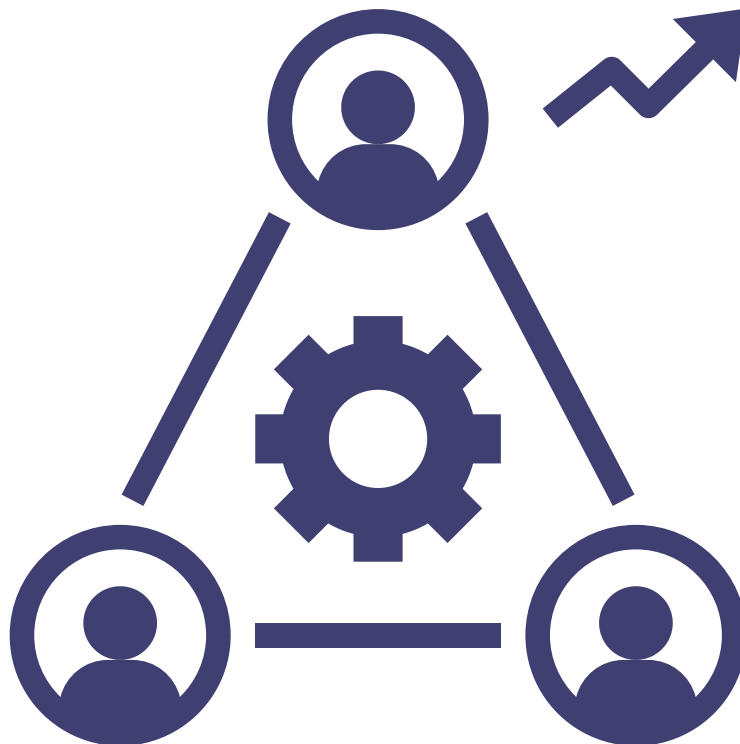
STRATEGIC GOALS AND OBJECTIVES

GOAL 3: Strengthening Governance

Recruiting new members with particular skills and experiences and providing mandatory training will enhance Board diversity and competency.

Objectives:

- **Recruit strong Board members & provide quality governance training.**
 - Attend governance training.
 - Create a Board member skills and experience matrix.
 - Recruit Board members with diverse backgrounds (race, geographic location, practice, age, gender, etc).
 - Update policies and procedures.
 - Media & GR training.





British
Columbia
Psychological
Association

TRAINED, PROFESSIONAL, CARING.

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