



During this year's Strategic Planning Meeting on May 5th, 2018, the general membership was encouraged to attend the morning session during which the organizational structure of NPA was reviewed and the 2016-2019 Strategic Business Objectives (SBOs) were discussed. Members then separated into groups where they brainstormed specific methods and activities, called Translators, that would move NPA closer to achieving our SBOs. During the afternoon session, the Executive Board combined the new ideas generated from the morning session with the remaining translators and identified which ones required further action for 2018/19. Each SBO and the corresponding translators are identified below:

1. SBO: Improve Financial Stability

Translator for 2018/19: Increase CE revenue/ Decrease CE costs
Increase non-dues revenue

2. SBO: Provide High Quality Services to Members

Translator for 2018/19: Improve technology & quality access to members

3. SBO: Develop and Support Leadership

Translator for 2018/19: Increase pipeline into leadership

4. SBO: Advocate for Psychology as a Science and Profession:

Translator for 2018/19: Increase membership involvement in Legislative Committee

