

# SPA STRATEGIC FRAMEWORK 2022-2027

As the 2018-2021 SPA Strategic Growth Plan approached its end, SPA Leadership began evaluating how well it achieved the goals and planning for a future with the foundation this original plan created. With structure and facilitation provided by Cynthia Mills, Founder, President, and CEO of The Leaders' Haven, and the work of SPA members, Leaders, and Staff, the following 2022-2027 SPA Strategic Framework was developed.

This Strategic Framework identified SPA's overarching goal through the creation of a VISION, clarified the way that we will achieve this vision through the clarification of our MISSION, as well as defined how we will work towards the realization our vision and mission through the declaration of our VALUES. This Strategic Framework will evolve as we evolve, and we welcome your reactions and thoughts to what has been developed.

## VISION

SPA is the indispensable resource & advocate for personality assessment internationally.

## MISSION

To advance the evidence-based practice and impact of personality assessment (through research, education, training, and advocacy).

## VALUES

### PASSION FOR THE FIELD AND ITS ADVANCEMENT

SPA actively strives to demonstrate passion for the field of personality assessment and be the leading institution for its advancement. SPA members broadly advocate for the theory, practice and promotion of the field and its greater impact on society.

### COMMITMENT TO BUILDING AN INCLUSIVE COMMUNITY OF ETHICALLY SOUND, ENGAGED AND DIVERSE PROFESSIONALS

SPA prioritizes the building of an inclusive community of assessment professionals dedicated to fostering connections and promoting the research of others. SPA members dedicate themselves to uphold this community through conduct and connection with other professionals.

### DEDICATION TO MORE KNOWLEDGE AND THE PURSUIT OF CONTINUING EDUCATION

SPA supports and encourages the continuation of education and fosters opportunities for professional growth. SPA members conscientiously pursue further professional development opportunities to continue advancing their knowledge of assessment.

## PLANNING STEPS INCLUDED:

- Reflection on the 2018-2021 Strategic Growth Plan, including an analysis of what was accomplished and what remained to be done.
- Review of previous surveys and interviews of internal and external stakeholders .
- Online survey of over 50 members, non-members, and leaders of the organization, including staff, interest group chairs, Program Committee Members, Diversity and Social Justice Committee Members, and Board Members of SPAGS, SPA, and the SPA Foundation.
- A full-day facilitated session in October 2021 to gain a shared understanding of current and future trends for Societies, envision potential scenarios for the future, and develop preliminary outcomes, strategies, and tactics.
- A series of follow-up actions were initiated by SPA staff and the SPA Board to review and vet the plan's outcomes, strategies, and tactics related to the 2022 focus.
- Approval of the plan by the SPA Board of Directors in December 2021.

# OUTCOMES & STRATEGIES

## OUTCOME 1

LEAD THE FIELD: Contemporary PA research and its application are essential to evidence-based practice.

- Promote diversity-focused research for the advancement and application of personality assessment. (2023 Focus)
- Support funding for large scale research.
- Define evidence-based practices in the field.

## OUTCOME 2

GUIDE THE PROFESSION: Members are the diverse voice of a valued and influential profession.

- Define the utility and impact of personality assessment and communicate its value. (2022-2025 Focus)
- Design the external and internal marketing plans for the personality assessment profession.
- Build a diverse profession by increasing students & professionals interested in personality assessment. (2024-2025 Focus)
- Promote equitable compensation for the expertise in PA.
- DISJ Plan remains at the core of robust diversity lenses in all facets of the profession's focus. (2023 Focus)

## OUTCOME 3

GROW THE SOCIETY: SPA is the indispensable resource for personality assessment.

- Become a comprehensive resource for personality assessment. (2023-2025 Focus)
- Continue and improve the digitalization of the Society. (2022 Focus)
- Engage & collaborate with members and other Societies. (2024 Focus)
- Reconfigure governance to a representational model (research, education, practice) with diverse leaders.
- Develop a membership recruitment/retention plan. (2022 & 2025 Focus)