Consultations with PAP members suggest that PAP strengths are the growing number of psychologists, the existence of both the Licensure and certification of specialization, the presence of continuing educational programs, conventions, collegiality among members/hardworking Board, members quick to volunteer/respond to crisis and collaboration and linkages with other professions and international professional organizations and the continued professionalization of the organizations.

Yet, there is also a recognition on the areas we need to work on: the uneven distribution of psychologists in the country, lack of indigenous research, tools, frameworks, uneven productivity in research, a lack of regional representation in the PAP board, involvement/impact on policies and regulation related to mental health, a lack of recognition of extension work in certification and inconsistent division leadership.

Given these realities, the PAP Strategic Plan 2020 was crafted to serve as our roadmap for the coming years…
### MISSION:
We are a national organization that advances the professional development of Filipino psychologists in the areas of teaching, research, and practice; upholds the quality standards of the practice of psychology; facilitates the generation and dissemination of knowledge in Philippine psychology, promotes the public awareness of psychology as a scientific discipline; shapes public policy via providing psychological perspective and fosters collaboration and partnerships towards social transformation.

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<tr>
<th>GOALS</th>
<th>STRATEGIES</th>
<th>RESPONSIBLE</th>
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</table>
| At least 2 competency based workshops by PAP Divisions (and/or CPE providers) annually. | • Conduct training needs analysis (TNA) per division based on competencies for each specialty area by 2013  
• Find providers who can offer targeted competency-based workshops  
• Consolidate training plans for implementation | Division Chairs  
IRO |
| 50% of PAP members attend at least one CPE seminar/workshop per year | • Double the number of accredited CPE providers  
• Evaluate accredited CPE providers  
• PAP specialty divisions conduct/organize at least three workshops/year (i.e. convention, NCR and regional)  
• Sustained invitations and announcements of CPE workshops  
• Create a database and tracking system for CPE attendance | Accreditation Committee  
Division Chairs/IRO  
ERO  
Executive Director |
| An average of 70% attendance of PAP members in the PAP Annual Convention by 2020. | • Implement requirement to annual convention every 3 years for membership  
• Continue regional hosting of PAP; prepare criteria and guidelines for convention hosting | Membership  
Vice President |
## QUALITY ASSURANCE

<table>
<thead>
<tr>
<th>GOALS</th>
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<tbody>
<tr>
<td>At least 2 modalities of disseminating information about the PAP certification process and RA 10029</td>
<td>Upload accurate information regarding the IRR of the RA 10029 (includes condensed information packets and FAQ) At least 3 road shows (in Luzon, Visayas and Mindanao) discussing the IRR of the RA 10029 and PAP Certification Online articles clarifying the practice of psychology and how these are implicated in the licensure</td>
<td>RA 10029 Committee Media desk</td>
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<tr>
<td>PAP to form Accredited Prof Organization of PRB</td>
<td>Develop a viable model/structure in accommodating the APO as part of the PAP by 2014 Develop the constitution of the APO Formalize the creation of the APO</td>
<td>IRO</td>
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<tr>
<td>All members are aware of Code of Ethics</td>
<td>Ensure code of ethics are disseminated to all members Annual workshops on Ethics Create teaching modules on ethics Review Code of Ethics by 2019</td>
<td>Membership IRO Teaching Div Ethics Comm</td>
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## RESEARCH & PUBLICATIONS

<table>
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<tr>
<th>GOALS</th>
<th>STRATEGIES</th>
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<tr>
<td>Increase quality and number of articles per year to 24 by 2015</td>
<td>• Annual capability building workshops on publication and for faculty teaching research • Encourage schools to explore journal formats • Review allocation of points in certification for PJP • Assign special issues (2013 – LGBT; 2014 – ARUPS; 2016- AASP) • Solicit articles from best thesis/dissertation winners • Review/expand types of papers published (research notes)</td>
<td>Teaching Division Certification Comm PJP Editor</td>
</tr>
<tr>
<td>Increased no. of articles from outside MM</td>
<td>• Market PJP; Solicit manuscripts from other regions • Regional workshops for faculty teaching research</td>
<td>PJP Editor Teaching Division/COE Schools</td>
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<tr>
<td>PJP to be Scopus indexed by 2020</td>
<td>• Get international advisory board for PJP by 2013 • Hire editorial staff • Be more selective in the papers we publish, whether quantitative or qualitative (Publish more theory-driven quantitative studies which tend to be more well-cited and are picked up more easily in the psychology literature). • Request Filipinos who publish internationally to submit, cite PJP articles, to help improve its citations and visibility.</td>
<td>PJP Editors</td>
</tr>
</tbody>
</table>
### PAP Strategic Plan

**PAP to be represented in at least 3 international psychological conferences**
- Create a mechanism for the systematic sharing of information about international psychological conferences to PAP members, including information on resources/support for conference subsidies (e.g. CHED, PSSC)
- Create a mechanism for monitoring PAP members’ participation in international psychological conferences
- Encourage PAP members to participate in international psychological conferences (e.g., IUPsyS, AASP, ARUPS)
- Provide support to PAP members for international conference attendance

**Responsible:**
- PAP Secretariat
- PAP Secretariat
- PAP External Relations Officer
- PAP Board

### PAP to be involved in at least 3 international psychological associations
- Identify strategic international psychological associations (e.g., IUPsyS, AASP, ARUPS)
- Create a mechanism for PAP representation to international psychological associations (e.g. selection, monitoring, reporting)
- Assign a PAP representative for each strategic international psychological association
- Provide support/subsidy to the PAP representative to participate at every meeting/confERENCE of each strategic international psychological association
- Review and approval of PAP brochure

**Responsible:**
- PAP Board
- PAP Board
- PAP Board
- PAP Board
- External Relations Officer

### Host at least 2 international conventions/projects
- Host ARUPS 2013
- Host AASP 2015
- Initiate international projects (e.g. joint publication workshops)

**Responsible:**
- PAP Board

### Publish 1 article per month in an online news portal by 2014
- Create a Media Desk and assign point person
- Partner with news organizations
- Set themes for monthly articles
- Conduct training on writing for media and create a pool of writers
- Collaborate with journalists or comm. Arts students to translate research into articles
- Collaborate with journalists or comm. Arts students to translate research into articles
- Tap interns/practicum students to write articles
- Recruit writers from members; include in application form

**Responsible:**
- ERO
- Media & Advocacy group
- Secretary

### Revise PAP website to include information and education resources in psychology by 2015.
- Revise website

**Responsible:**
- ED/ERO

### Active participation in public discourse that shapes/crafts public policy
- Create a public policy agenda and protocols for addressing public issues and addressing media
- Create a media and advocacy committee
- Work with legislators/NPOs/institutions in shaping policy
- Publish position papers related to public policy
- Create internship mechanisms for interns to do research and write position papers
- Build directory of partners/network

**Responsible:**
- PIC Head
- Executive Director
### PARTNERHSIPS & EXTENSION

<table>
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<tr>
<th>GOAL</th>
<th>STRATEGIES/ACTIONS</th>
<th>RESPONSIBLE</th>
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| Increase partnership with institutions/organizations in providing outreach programs and social development services. | • Audit /create directory of partnership with institution/organizations (private, government & NGO) that provides outreach activities.  
• Network with institutions that are potential partners  
• Establish MOA with the prospective partners (DepEd) | President/ERO    |
| At least 10% of PAP members are involved in extension programs.     | • Audit of PAP members who are involved in extension programs by division  
• Identify key persons in the regions and provinces that will serve as coordinators for extension  
• Source out funding for the logistics and other expenses for the conduct of community extension  
• Monitor and evaluate the conduct of community extension programs.  
• Provide certificate of appreciation and CPE points for those who will conduct community extension programs.  
• Schedule institutional extension programs  
• Establish linkage with universities to involve psychology students on practicum/OJT in the outreach extension programs. | Division Chairs/IRO |

### INCLUSIVE GROWTH

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<th>GOAL</th>
<th>STRATEGIES</th>
<th>RESPONSIBLE</th>
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<tbody>
<tr>
<td>Increase membership to 1500 by 2018</td>
<td>• Review membership benefits and streamline processes</td>
<td>Membership/Accreditation</td>
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</table>
| Develop at least one regional chapter of PAP by 2014                 | • Identity existing regional groups (or unorganized individuals interested in organizing) of psychologists and/or students of psychology  
• Benchmark with other existing professional organizations (e.g., PGCA) on managing regional chapters  
• Initiate discussions with these groups about affiliating with PAP  
• Formalize relationships between regional groups and the PAP | Membership/Accreditation |
| Review ways of fostering Junior Affiliates of PAP by 2015            | • Review the current role of Junior Affiliates in the organization  
• Propose recommendations for this group of members | Membership Committee |

### ORGANIZATION DEVELOPMENT

<table>
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<tr>
<th>GOAL</th>
<th>STRATEGIES</th>
<th>RESPONSIBLE</th>
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| Strengthen Division Leadership                                       | • Review the scope/mandate of each of the divisions and job description of division chairs  
• Institute mechanisms for selection, succession and mentoring of Div chairs  
• Ensure representation from outside Metro Manila in division leadership  
• Review policies and practices related to multiple division membership | IRO Membership/Accreditation |
| Improve PAP facilities and equipments                               | • Improve PAP office, database and website  
• Finalize Operations Manual by 2013 | Executive Director |
| Ensure Financial viability                                          | • Create and monitor annual and project budgets  
• Invest idle funds  
• Source grants for programs | Treasurer/ ED President/ED |
## OUR MILESTONES

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<tr>
<td><strong>Prof. Dev't</strong></td>
<td>TNA CPE Guidelines 2 CPEs/div 100% in CPE Providers Guidelines in Hosting</td>
<td>2 CPEs/div Eval Tool and Database for CPEs PAP Convention in CDO</td>
<td>2 CPEs/div</td>
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<td><strong>QA</strong></td>
<td>Communicate Code of Ethics Revise Certification Guidelines Disseminate IRR</td>
<td>Creation of AIPO Teaching modules Work for Amendments to Psych Law Work for Amendments to Psych Law Work for Amendments to Psych Law Review Code of Ethics</td>
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<td><strong>Partnerships &amp; Extension</strong></td>
<td>Audit/Directory Existing Pilot DepEd program Mission Month and/or Annual Div. Outreach Include ext. in CPE</td>
<td>Roll out of Program with DepEd Mission Month and/or Annual Div. Outreach Mission Month and/or Annual Div. Outreach Mission Month and/or Annual Div. Outreach Mission Month and/or Annual Div. Outreach Mission Month and/or Annual Div. Outreach Mission Month and/or Annual Div. Outreach Mission Month and/or Annual Div. Outreach Mission Month and/or Annual Div. Outreach</td>
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<td><strong>Internationalization</strong></td>
<td>Host ARUPS Plan Int'l Conf/Hosting Monitoring international participation ID/assign reps to selected intl assoc</td>
<td>PAP Brochure Host Conference w/ AASP (Cebu)</td>
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<td><strong>Public Awareness &amp; Advocacy</strong></td>
<td>CreateMedia &amp; Advocacy Group Create Public Policy Agenda Training on Writing for Media Media article and position papers</td>
<td>Media Writing Training Media articles Position papers Media Writing Training Media articles Position papers Media Writing Training Media articles Position papers Media Writing Training Media articles Position papers Media Writing Training Media articles Position papers</td>
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<td><strong>Inclusive Growth</strong></td>
<td>Guidelines for Regional Chapters Involve student orgs in PAPJA</td>
<td>1 Regional Chapter Involve student orgs in PAPJA Review PAPJA Mandate 1500 members</td>
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<tr>
<td><strong>Organization Development</strong></td>
<td>Mechanisms for Succession Planning and Regional representation in Division leadership Operations Manual finalized</td>
<td>Revamp PAP website Source grants for extension Improve PAP office</td>
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