

**Division 22 Executive Board Meeting  
February 25, 2011  
Omni  
Jacksonville, FL  
1:00 – 4:00pm  
Minutes**

**In attendance:**

- ***Voting members in attendance:***  
Erin Andrews (MAL), Susanne Bruyère (Secretary), John DeLuca (MAL), Dawn Ehde (MAL), Mary Hibbard (Past-President), Monica Kurylo (Treasurer), Elizabeth Letsch (MAL), Janet Neimeier (current President), Cheryl Shigaki (Section 2), Merry Sylvester (Student Representative), Jay Uomoto (President-Elect), Brent Van Dorsten (MAL),
- ***Non-voting persons in attendance:*** Stephanie Reid-Arndt, Theresa Ashman, Mark Barisa, Jacob, Bentley, Tom Kerkoff, Kate Kortte, Angela Kuemmel, Barry Nierenberg,\* Dan Rohe,\* Michele Rusin,\* Colleen Sheehan, William Stiers, Catherine Wilson

\*Came for short time to make a presentation.

The meeting started at 1:05pm and participants introduced themselves.

**Approval of agenda** -- Monica Kurylo motion for approval and Mary Hibbard seconded. Approved unanimously.

**Approval of August 2010 minutes** -- John DeLuca motion for approval; Mary Hibbard seconded. Approved unanimously.

**APA Council Report** - Kate Brown and Tim Elliott unable to attend. President Niemeier gave a brief update on the summary provided by Brown and Elliott of the most current APA COR meeting. Minutes below reflect the actual content of the meeting.

**COUNCIL OF REPRESENTATIVES  
February 17-20, 2011**

**AGENDA ITEMS**

***Thursday, February 17, 2011***

Plenary Session & Caucus Meetings

Candidates for APA President-elect 2012: Don Bersoff, James Bray, Doug Halderman, Robert McGrath, Steve Reisner

***Friday, February 18, 2011***

**I. Roll Call**

Division 22 Mid-Year meeting, 2-25-11

## II. President's Initiative Updates – Vasquez

- A. Good Governance Project – maximize organizational effectiveness via review of structure, process, etc.
- B. APA TF on Immigration – draft EB report of immigration experience across lifespan
- C. TF on Preventing Discrimination & Promoting Diversity
- D. TF Presidential TF on Educational Disparities
- E. Development of Guidelines for the Practice of Telepsychology Telepractice – collaborative w/ APA, ASPPB, APAIT
- F. Psychotherapy Effectiveness – psychotherapy is effective for a variety of interventions with an effect size of about .80; how to market it
- G. Self-Care Balance
- H. Contact Melba Vasquez if questions

## III. CEO's Update - Anderson

- A. Update on Strategic Planning
  - a. Mission Statement - advance the creation, communication, and application of psychological knowledge to benefit society and improve people's lives (2009)
    - i. To lead to fundamental decisions and actions
  - b. Vision Statement – aspires to excel as a valuable, effective and influential organization advancing psychology as a science, serving as:
    - i. unifying force for the discipline;
    - ii. major catalyst for the stimulation, growth and dissemination of psychological science and practice;
    - iii. primary resource for all psychologists;
    - iv. premier innovator in the education, development, and training of psychological scientists, practitioners, and educators;
    - v. leading advocate for psychological knowledge and practice, informing policy makers and the public to improve public policy and daily living;
    - vi. a principal leader and global partner promoting psychological knowledge and methods to facilitate the resolution of personal, societal and global challenges in diverse multicultural and international contexts; and
    - vii. an effective champion of the application of psychology to promote human rights, health, well-being and dignity.
  - c. Core values – continual pursuit of excellence, knowledge based on methods of science, ethical actions in all we do
  - d. Goals – maximize organizational effectiveness, expand psychology's role advancing health, psychology as science
    - i. Objectives – several for each of the 3 goals
    - ii. Strategic initiatives – 7 “scoped out”
      - 1. Forge strategic alliances w/ HC organizations to include psychologists in integrated HC
      - 2. Assess and restructure business models so member-centric
      - 3. Ongoing systematic analysis of psychology workforce
      - 4. Promote opportunities for interdisciplinary collaboration
      - 5. Expand public education campaign
        - a. Began 1996
        - b. Expanding health more broadly than mental health messages
      - 6. Develop and promulgate treatment guidelines
      - 7. Eliminate health disparities
  - e. Invest in APA's financial future
    - i. Licensing revenues leveling off
  - f. APF – psychology's philanthropy

## IV. Council Business

- A. Consent agenda – passed (items uniformly accepted w/o debate)
  - i. Principles for Quality Undergraduate Education in Psychology

- ii. BEA TF on Classroom Violence Directed Against K-12 Teachers
- iii. Guidelines for the Practice of Parenting Coordination
- iv. **Revised Guidelines for Psychological Practice in Health Care Delivery Systems**
- v. **Guidelines for Assessment of and Interventions with Persons with Disabilities**
- vi. Guidelines for Psychological Practice for LGB Clients
- B. Listing of ABAP Diplomate in APA Directory -
  - i. Substitute motion - CRSPPP as the governing body to vet certifying bodies - passed
- C. Presidential TF on Advancing Practice – Goodheart – accepted
  - i. PsychLINK: The Practice Wiki – by psychologists, for psychologists
  - ii. PsycOutcomes - a relational database – not yet live
- D. Presidential TF on Caregivers in America – across the lifespan
  - i. Family caregiver briefcase – 6 sections

#### **VI. Good Governance Project – Sandra Shullman & Ron Rozensky, Co-Chairs**

- A. Assure APAs governance practices, processes and structures are optimized and aligned with what's needed for success
- B. Council exercise for SWOT

#### **VII. Publications & Products – Tony Habash & Gary VandenBos - expand channels of delivery, optimize renewals for all electronic products, better platform for the market**

- A. New Products
  - a. PsycVideo – database useful for clinical trainers – 300 demonstrations of techniques
  - b. PsycTest – database of primary records of measures + citations of original psychometrics, reviews, etc; test finding database
  - c. PsycReference – database of reference books
  - d. PsycNETMobile – current platform to be available mobile to end-users, both consumers and professionals
  - e. PsycExtra – grey literature database – not formally peer reviewed but high quality technical reports, TF reports, etc.
- B. Marketing Enablement
  - a. Expand to customers better by expanding sales force, per customer requests
  - b. Licensing access to customer database
- C. Platform Capacity & Infrastructure
- D. Revenue Projections
  - a. Over next 5 years, a band range of 85 - 130% outcome dependent on release dates
  - b. Investment - significant for next 3 years then stabilizes

#### **VIII. Council Business**

- A. Revision of Guidelines for Psychological Evaluations on Child Protection Matters - approved
  - a. Archive 1991 guidelines; Approve 2021 sunset date
  - b. added to include child-child sexual abuse citations given increased incidence
- B. Resolution on Affirming Psychologists' Role in Addressing Global Climate Change
- C. Guidelines for Evaluation on Dementia and Age-Related Cognitive Change – approved
  - a. Approve 2021 sunset date
  - b. References added to strategic places in the document from reference list

**Saturday, February 19, 2011**

**Budget – Bonnie Markham, Treasurer & Archie Turner, CFO**

Division 22 Mid-Year meeting, 2-25-11

**Budgetary challenges** – Financial structure of APA: Net assets = LT investments, real estate & operating budget.

- A. Real Estate – 750 1<sup>st</sup> Street, 351K sq ft, APA occupies 56%; 2010 assessed value 141.6M, 69.6M debt; \$72M estimated equity; 10 G Street, 253K sq ft, 2010 assessed value \$110M, debt 37.5M; \$72.8M estimated equity. Buildings not affected by economy; fully leased, committed through 2017, no defaults; \$2.5M in cash flow. (Buildings have contributed \$40M since 2003). NOMA being developed; indicates increasing value of buildings.
- B. LT investment portfolio increased by 17.2% for 2010 - 54% Large-cap value, Small-cap 17%, International 13%, Fixed income bonds 11%, Mid-cap growth 5%. 11.5% annualized return since 1988 (including 2008 downturn). (Real estate functions as bonds as generate revenue.)
- C. Investments in financial future: OPD/ITS \$3.7M; personnel given retroactive 3% merit increase for staff and restoring 2% retirement contribution (\$1.3M to operating margin)
- D. Operations – 2011 year-end probable. – revenues 106,567M - expenses 99,908,458 = 6.659M operating margin. Publication revenues increased by \$2M over \$2M projected
- E. **2011 Final Budget**
  - 1. 2011 – operating margin \$20K (revenues \$106.877M – expenses \$106.857M)
  - 2. 2012 Investment plan funding model – Inflows: building cash from 2010 \$2.5M, BOD designated operating margin from 2010 \$6.6M + OPD R&D fund \$1.2M = \$10.3M – Outflows: OPD/ITS Investment \$3.7M = \$6.6M balance carried forward into 2012
  - 3. Future risks – Dues declining with declining membership, migration of print to electronic products. Institutional journal subscriptions declining; LT investment portfolio; fully depreciated assets.
  - 4. Discussion – COR request for 1-2% operating margin of total budget, aspirational vs. actual?

**II. Council Business**

- A. Working Group on Diversity Training – increase funding from \$3K to \$10K for speakers for COR and Consolidated Mtgs for organizational and leadership development
  - a. How to measure outcome of effectiveness?

**III. Working lunch - Convention TF Report**

TF examined APA Convention against benchmarked associations. Recommended changes:

- A. A Central Programming Group (CPG) be established consisting of 4 major boards (BAPPI, BEA, BPA, BSA), CAPP, CODAPAR, ECP, APAGS & BCA.
- B. A mechanism for divisional collaborative theme-based programming
- C. Presidential programming will be retained but coordinated with the CPG
- D. Improve quality of programming by training divisional President-elects & Program Chairs at DLC
- E. Increase visibility & number of high-quality poster sessions
- F. Increase number of hours dedicated to central and division theme-based programming & decrease total number of programming hours.

Also looked at two models for Divisions: the Proportional Model & the Primary Division Model. TF recommends adoption of the Proportional Model to best reflect the actual alliances of division attendees.

**IV. Diversity Training**

- A. Immigration & Intercultural Effectiveness – Van Oudenhoven

**V. Council Business**

- A. Reduction of Dues Costs – Intent: Simplify dues structure & collections process & invest in member recruitment and retention – 2 separate items
  - a. Reduce rate for all members by \$40; eliminate discounts; preserve ECP step-up (CPA not included as noted below) - passed
  - b. Relationship of CPA to APA and impact on partnership – postponed until Aug 2011
  - c. Bylaws change for changes in life status – passed
- B. Add new member to Committee on ECPs – passed

- C. Permit APA to forward e-mails of APA members residing in the state to COR member for communication (when that member is not a member of SPTA) – passed w/ re-evaluation of staff time involved in one year
- D. Seat four Ethnic Minority Associations to be postponed until Aug 11 – passed
- E. APAPO Annual Report to APA Council – Katherine Nordal
  - a. APA members 80% licensed; 50% independent practice (down from 62% 3 yrs ago)
  - b. 501(c)(6) – fewer tax benefits; unrestricted lobbying, advocacy
  - c. Same BOD
  - d. CAPP both c3 and c6 – plan & implement projects
  - e. AAP & PLAN
  - f. Lease employees from (c)(3); some completely (c)(6)
  - g. Apapracticentral.org
  - h. State Leadership Conference: Building a Leadership Culture

### **Sunday, February 20, 2011**

#### **I. Executive Session – legally privileged**

- A. CEO Evaluation
- B. APA v. APAIT Dispute - requesting judicial ruling re: sharing of proprietary information
- C. APA Assessment Fee Litigation – debate over the manner in which the Practice Assessment was billed  
(As B & C are in active litigation, all communications should be directed to Rhea Farberman (rfarberman@apa.org))
- D. APA as Amicus Curiae

#### **II. Presidential Citations**

Dr. Susan Krauss-Whitbourne  
 Dr. William Strickland  
 Dr. William Hill  
 Dr. Helen Coons  
 Dr. Terry Gock  
 Dr. Linda Campbell

#### **III. Open Agenda**

- A. Joint APA, ASPPB & APAIT Task Force on Development of Telepsychology Guidelines for Psychologists - passed
- B. Fund investment in APA P&C new product development and infrastructure support – passed
- C. Revised long-term investment policy - passed
- D. Approve net asset allocation plan - passed
- E. Final budget – receives the 2011 year-end probable surplus of \$20,000 – passed  
 Budget includes merit increases for staff & EDs, Education Leadership Conference (\$37,500); CEMRATT (\$100,000); APF (\$100,000); Interdivisional Grants Program (\$26,000)

#### **IV. Update on Archives of Psychology – David Baker**

The Archives of the History of American Psychology – University of Akron  
 2004 – affiliate of Smithsonian  
 \$60K as part of APA budget - passed

**Potential action item for Division 22:** Division materials should be donated and archived

***Thank you for allowing us to represent DIV 22 on Council***

***Kate Brown  
 Tim Elliott***

### **Update on Training Directors' Conference (William Stiers)**

- Bill reviewed the upcoming Training Directors' meeting in Baltimore in April;
- Confirmed successfully has secured funds from the Division \$37,5000; also from PVA and BEA;
- Reviewed conference goals for the Board (see agenda book);
- Town Hall presentation will be held at the RP 2011 conference to discuss plans for the conference, solicit input and incorporate feedback; gather input from those unable to attend the upcoming April;
- Appreciation was extended on behalf of the Board by President Niemeier for the significant planning work and successful fundraising on behalf of this significant milestone in the Division's procure of the CRSSPP recognition.

### **Member-at-Large Project (Dawn Ehde)**

- A definition of rehabilitation psychology was proposed to the Board for review, in the hopes that this definition will be the working Training Directors' conference;
- Review and comments by the Board and their feedback was requested with feedback provided to the MAL Ad-Hoc Committee.
- Discussion ensued encouraging review and incorporation of other definitions of rehabilitation psychology (e.g. from the website, ABPP, and the literature) to ensure continuity;
- There was a request for the entire MAL Board member group to be included in this effort, with timely response to the EC so that input can be provided in time for use for the April Training Directors' meeting.

### **Treasurer's Report (Monica Kurylo)**

- Treasurer's report was distributed and summarized by Treasurer Kurylo;
- The division is in overall very sound financial state at this time, with more than four years operating funds in reserve for future use, if needed.
- This positive balance also takes into account the strategic planning and commitment of \$37,500 by the division for the support of the upcoming Training Directors' meeting.

### **Nominations Committee (Mary Hibbard)**

- Past-President Hibbard presented the 2011 slate for the Division, as follows:
  - Drs. Hart and Kerkoff for President-Elect
  - Drs. Brenner and Turner for Secretary
  - Drs. Brownsberger, Bruyere, Harvey and Letsch for MAL
  - Drs. Kuemmel and Johnson for Early Career Professional
- Nominations will be electronic this year through APA's services in mid-April; electronic reminders and submissions of votes will be entirely online through APA's portal.

### **Ad-Hoc Committee VA Student Awards (VA and OSU) (Mary Hibbard)**

- Recent funding for student travel expenses for research presentations was offered by Dr. Gupta of the VA Office of Research and Development Administration (VA ORD) for seven students at RP 2011;
- This unexpected donation needed to be integrated with established and long-standing funding of student research activities by Ohio State University;
- An Ad Hoc Committee, at the request of President Niemeier was convened with the following decisions made:
  - OSU-sponsored funds will be used to provide two \$500 stipends, one for best student poster and one for best oral presentation; criteria for the OSU awards will continue, with criteria applied in the past to be continued;
  - VA ORD awards will be provided to seven student researchers who had posters or oral presentations already accepted for RP 2011. All four students doing oral presentations will receive a VA ORD award. Three student posters will receive these awards; one will be a graduate award, one a post-doctoral student award, and the third will be for a student working on a VA/military setting. One of these three students will be the recipient of the OSU award as well. Criteria for selection will be those used by the Division as well as by other sections of Division 22 to determine the quality of student posters and papers.

#### **SIG Psychologists with Disabilities (Erin Andrews)**

- Dr. Andrews thanked the Division for its support in approving the new SIG on Rehabilitation Psychologists with Disabilities, and acknowledged those involved in its development, including Drs. Goldberg, Mona, Williams and Karol;
- Mission and focused activities of the SIG were outlined in the materials provided in the agenda book and will be placed on the website shortly.

#### **Section 2 (Cheryl Shigaki)**

- Provided an overview of Section 2 activities, including webinars informational sessions, and planned RP 2011 presentations;
- Dr. Shigaki discussed the potential of stopping Section 2 dues payments because of difficulties in having a consistent mechanism for easily collecting annual dues; the Section had explored APA collection of dues, but found it cost prohibitive, given the low dues amount and therefore considered stopping dues entirely.
- The Board suggested they reconsider this option, since these monies are needed to provide support for future activities, including awards and other related activities that the Section 2 might consider in the future.
- Dr. Letsch volunteered to explore the electronic payment of dues through our website, as it becomes fully active under APA management oversight.

#### **Website Transition to APA and Communications Committee Report (Elizabeth Letsch)**

- As part of the National Multicultural Summit and conference Division 22 had placed in the conference brochure and distributed two different flyers about the Division's to

Conference attendees. Dr. Wall was thanked for the creation of the ad on our behalf, which demonstrated the commitment of Division 22 to disability as a diversity issue.

- *List serv transition* – the Division’s list serv will be transitioning to APA list serv system, after many years of service by Dr. John Corrigan as its List Serv Manager. Dr. Corrigan will step down when this transition occurs. All members of the Division will be asked to reregister for the list serv at that time.
- A new Division 22 List Serv Manager will be solicited from the membership via e-mail, within the coming month. It is hoped to have the new person in place by April 1<sup>st</sup>.
- *Website transition to APA* – website design and colors have been selected, with APA completing transition of Division 22 content to the current website on February 16<sup>th</sup>. While basic content is ready, there will be continued development of member only portals and special pages for committees, sections, and SIGs for online communication.
- *Division Newsletter* – will be reactivated as an electronic newsletter. Dr. Harvey has agreed to be newsletter editor, with first release of the new newsletter anticipated for spring, 2011.
- *Facebook* – the division Face book has been created and will be activated after RP 2011.

### **President’s Report (Janet Neimeier)**

President Neimeier presented a PowerPoint overview of her strategic plan and its execution for this year (below).

- ☐ APA Strategic Plan Core Values 2011
- ☐ Continue to promote excellence in psychology
- ☐ Knowledge and its application based on methods of science
- ☐ Outstanding service to members and society
- ☐ Social justice, diversity, and inclusion
- ☐ Ethical action in all that we do
- ☐ APA Strategic Plan 2010-2015
- Strategic Objectives
- ☐ Maximize organizational effectiveness
- ☐ Expand psychology’s role in advancing health
- ☐ Increase recognition of psychology as a science

How Are We Doing?

*Continue to promote excellence in psychology*

*Knowledge and its application based on methods of science*

- ☐ Training Directors’ Conference
- ☐ Student Research Awards and Criteria
- ☐ Conference presentations of highest quality and diversity of practice and research domains

How are we doing?

*Outstanding service to members and society*

*Social justice, diversity, and inclusion*

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*Ethical action in all that we do*

- ☐ Division 22 members active as members and reps in many APA committees, interest groups, Division sections
- ☐ Silver Sponsor MCC 2011
- ☐ New SIG-Psychologist with Disabilities
- ☐ Military collaboration
- ☐ APA Strategic Planning Goals – How are We Doing?

*Maximize organizational effectiveness*

*Expand psychology's role in advancing health*

*Increase recognition of psychology as a science*

- ☐ Increased involvement of MALs
- ☐ Working on recognition as a specialty with TD Conference
- ☐ VA and OSU both supporting excellence in research
- ☐ APA Website
- ☐ Mentoring model in both EC Board and Conference leadership

Revisiting SWOT of 2009

- ☐ Strengths
- ☐ Weaknesses
- ☐ Opportunities
- ☐ Threats

Strengths (Internal)

- ☐ History and tradition
- ☐ Talented and committed membership
- ☐ Stability of membership relative to APA
- ☐ Successful annual conference in 2<sup>nd</sup> decade
- ☐ Board certification process
- ☐ Expanded Student programming
- ☐ Expanded ECP programming/ECP voting member of board
- ☐ Division 22 Membership Trends

Addressing Identified Weaknesses

- ☐ Aging (and death) of members
- ☐ *Early flight of ECPs*
- ☐ Resignations of established members
- ☐ *Brand identity, coherence, and marketability (even with APA)*
- ☐ Developmental pathway for members and EC members
- ☐ *Financial Position—strategic use of funds*

Opportunities

- ☐ Expand/link/leverage RP conference-
  - *MOU—Accomplished and being revised*
  - *Military psychologist collaboration + VA awards*
  - *PVA (Paralyzed Veterans of America)*

- ☐ *Refocused strategic planning – TDC!; APA website transition*
- ☐ *Multicultural Conference –silver sponsor 2011!*
  - *Two ads in handouts*

#### Threats

- ☐ *Economy – still bad*
- ☐ *Healthcare reform and its ultimate impact on the field— continues as threat*
- ☐ *Other provider groups who are more nimble/organized— TDC, Expanded definition of RP*

#### 2010 Action Item

Goal: Maintain Budget Cuts of \$3000-\$5000 per year for next three years

Status: Ongoing

- ☐ We have strategically invested in Future
- ☐ Need to invest to be truly strategic with budget
- ☐ Many organizations only monitor year to year, no investments
- ☐ *RP response to TDC investment was \$37,000.00*

#### Budget Health

- ☐ Bill Stiers (BEA, PVA) grants have allowed strategic planning for Training Directors Conference to go forward, even before Div support
- ☐ Division will not have to touch LT reserves to pay TDC expenses
- ☐ In event of catastrophic situation monies in reserve will cover usual Division expenses for 4 or more years

#### 2010 Action Item

- ☐ Initiation of Planning for Training Director's Conference, April 2011
- ☐ Status: Achieved

#### 2010 Action Items

- ☐ Developing Alternative Communications Pathways
- ☐ Status:
  - Increased updates using RP Messenger
  - Transition of Listserv and Website to APA to come soon

#### 2010 Action Item

Focused Strategic Planning:

- ☐ Maintaining students and ECP involvement to ensure next generation members
- ☐ Monies for Transition to APA Website
- ☐ Monies for Training Directors' Conference
- ☐ Moving to Face book with transition of website and Listserv

#### Advantages of New Website Location

- ☐ Brings membership up-to-date in communication and social networking
- ☐ Many capabilities with management by APA

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- ☐ Costs little
- ☐ Needs: Appointment of List serve Manager

Many, many thanks to John Corrigan and OSU for untold hours and years of service!!!

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### **Orientation for Newly On Boarded**

*“As we look ahead into the next century, leaders will be those who empower others.”*  
 Bill Gates

*“You have to learn the rules of the game. And then you have to play it better than anyone else.”*  
 Albert Einstein

### How We Are Most Successful

- ☐ Reliance on time-honored organizational procedures
- ☐ By Laws
- ☐ Committees
- ☐ Parliamentary Procedures

### Process for presenting new initiatives

- ☐ Why in place?
- ☐ Parliamentary Procedures
- ☐ Majority Rule
- ☐ Protection of rights of minority
- ☐ Equality of members
- ☐ Freedom of discussion

*Keesey, 1971*

### Without Procedures to Follow ....

As the cowboy heroes in one of Stephen Leacock’s satirical stories, we would

*“jump on our horses and ride off in all directions.”*

Or, as he further is quoted:

*“In ancient times they had no statistics so they had to fall back on lies.”*

### Hallmarks of Successful Organizational Procedures

- ☐ Transparency
- ☐ Presentation to all members and discussion
- ☐ Approval by majority

### Hallmark’s of Successful Organizational Succession

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- ☐ Leadership starting with experienced persons
- ☐ Strong and consistent mentoring of junior persons to take over
- ☐ Strong and consistent sponsorship of junior persons
- ☐ Encouragement for junior leaders to think of themselves as being in line for senior position from the beginning of their appointments

The meeting was adjourned at 3:59pm. Motion to adjourn was unanimous.

Minutes by Susanne Bruyere (Secretary) and Mary Hibbard (Past-President)