



Strategic Plan 2024-2026

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Letter From the President

— **Dr. Erika Horwitz**



Our new strategic plan will serve as a guiding compass for our association over the next few years, thoughtfully crafted through the collaborative efforts of our Board of Directors, Directors of Advocacy, and staff. We invested time and care to explore, discuss, and identify the priorities that matter most to psychologists across the province.

This plan is more than a document—it's a dynamic roadmap that will steer us through the challenges and opportunities ahead. It's designed to empower each of us to play an active role in our collective success, with a focused commitment to three core areas:

1. Enhancing Advocacy and Cultivating Collaboration
2. Elevating Services and Support
3. Improving Operations

Letter From the President

Dr. Erika Horwitz

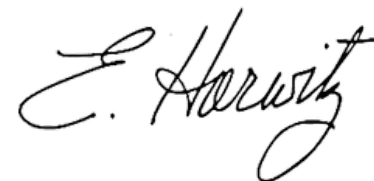
Our top priority remains advancing the profession of psychology in British Columbia and ensuring our members have the support they need to succeed. Building strong relationships with the College, government, partner organizations and key stakeholders is vital as we navigate periods of change and advocate for our profession in ways that foster unity and collaboration.

I want to take this opportunity to thank our Board of Directors, Directors of Advocacy, staff, and our colleagues who volunteer their time on our committees. Your dedication and unwavering commitment has a profound impact on our profession, services to members, and the public at large. We could not achieve our goals without your invaluable contributions.

I encourage all psychologists in the province to get involved. Your voice matters, we are here to listen, and your participation is essential as we work together to shape the future of our profession.

Thank you for your ongoing trust and support. Together, we will continue to advance our profession and provide the highest level of care to those we serve.

Sincerely,



Dr. Erika Horwitz,
Registered Psychologist
President, BCPA

Mission

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.

Mandate

The mandate of the British Columbia Psychological Association (BCPA) encompasses several objectives which are spelled out in section two of the Association's Constitution:

- To serve, support, and advance the science and profession of psychology and its applications throughout the Province of British Columbia;
- To support and stimulate any activity which mutually enhances the interests of the public welfare and of psychologists;
- To support and enhance the continuing professional education of psychologists.



GOAL 1: PROFESSIONAL EXCELLENCE

Raise awareness about the diverse and unique expertise of psychologists, including assessment, diagnosis, evidence-based intervention and treatment, consultation, supervision, and program evaluation. Cultivate collaboration among psychologists, policymakers, and various sectors to integrate psychological principles into healthcare, education, criminal justice, and workplace environments, fostering a more psychologically informed society that prioritizes health and well-being for all.

Objective 1: Elevate the profile of psychologists in British Columbia.

Objective 2: Enhance our influence and collaboration with government, health authorities, crown corporations, other provincial and national psychological associations, and strategic partners to advocate for the psychology profession.

Objective 3: Develop interprofessional relationships with non-psychological organizations to collaborate and support an integrated approach to advocacy and mental health supports.

GOAL 2: COMMUNITY STRENGTH

Enhance the professional growth, well-being, effectiveness, and sense of community of psychologists. Offer a comprehensive range of services and support – tailored to members’ evolving needs – to foster a thriving community of psychologists, equipped to navigate challenges and seize opportunities in their practice, research, and advocacy efforts.

Objective 1: Foster community and inclusivity, share science-based research, and facilitate a platform for knowledge exchange.

Objective 2: Provide valuable professional development opportunities, including education and training, relevant to membership needs.

Objective 3: Provide benefits that enhance psychologist practice, linking members to referral services, practice support, and organizational liaison services.



GOAL 3: ORGANIZATIONAL GROWTH

Enhance internal capacity and infrastructure to support organizational growth, sustainability, and resilience. Invest in Board, staff, and volunteer development, technology upgrades, and organizational systems to improve efficiency, effectiveness, and scalability. Nurture a culture of continuous improvement, accountability, and adaptability and strive to unlock new avenues for growth, as we navigate the journey toward a more resilient future for our organization and the profession of psychology in BC.

Objective 1: Enhance and sustain a high-performing organizational culture that nurtures engagement, fosters innovation, promotes inclusivity, and aligns with our core values and strategic objectives.

Objective 2: Review board governance, internal communication processes, and organizational, operational, and financial infrastructure against best practices and continuously evaluate and improve effectiveness.

Objective 3: Diversify and grow revenue streams to increase funding in support of mission and mandate.



TRAINED, PROFESSIONAL, CARING.