

California Psychological Association

VISION

(Adopted March 3, 2001)

MISSION:

The Mission of the CPA is to strengthen, promote and sustain the discipline and practice of psychology.

CORE VALUES:

- Helping and empowering people to enrich their lives through the contribution of psychologists
 - Believing in psychology as an art and science that promotes knowledge, wisdom and healing
 - Respecting individual differences
 - Demonstrating the highest ethical standards and integrity
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CORE PURPOSE:

To enhance and improve the quality of people's lives.

LONG TERM GOAL:

To be so influential, knowledgeable, relevant and responsive that the public sees psychology as essential to their lives and psychologists see the California Psychological Association as an indispensable resource for their professional activities.

VIVID DESCRIPTION (of what our world will look like when we achieve the goal):

Psychologists actively seek out membership in CPA. More than 90% of all psychologists are members, including researchers, academics and other key groups. Clinicians and researchers communicate and collaborate regularly and everyone knows about the Council of California Departments of Psychology. CPA membership offers outstanding benefits including health and other types of insurance to its members at outstanding values. The CPA web site and job bank are dominant in the industry.

CPA membership and leadership are diverse and psychologists are competent to serve a pluralistic society. CPA is financially successful, and 90% of its revenue is from non-dues. CPA operates six offices in California, each with a full range of member services. CPA makes grants to fund important work related to psychology. CPA staff positions are coveted, due not only to compensation, but also the opportunity to be involved in the work of the Association.

Public awareness and respect for psychology are at an all time high, and growing. Psychology has become interwoven into the fabric of society and is an integral part of health care. Legislators, regulators and media call CPA first when needing information about issues related to psychology. CPA is the clear leader in legislation and public policy relating to psychology and is seen as the source of cutting edge information for the public, psychologists and other health care providers. Psychologists write prescriptions related to psychological treatment, psychological evaluations are a regular part of a physician's physical examination and all patients have point-of-service access to psychologists. The mentally ill have been decriminalized. Psychologists now hold key decision making positions in government agencies and private industry.