2025 – 2030 STRATEGIC PLAN

VISION

The CPA envisions a society that values and applies psychological science for the benefit of persons, communities, organizations, and peoples.

MISSION

Serve the public and the CPA's membership by advancing psychological science, practice, and education through research, advocacy, and collaboration.

STRATEGIC PRIORITIES

Be the national voice and thought leader for psychology.

Foster a profession, discipline, and association that, using calls to action and justice, supports Indigenous knowledge and practices, and is accountable to reconciliation with Indigenous Peoples.

WE WILL:

Advocate for the role, need, and contribution of psychology to improve our health, social, and economic well-being.

Support, promote, and grow a profession, discipline, and association that is diverse, equitable, inclusive, and accessible.

Promote psychology's value, unique role, and impact to the public.

