

CPA'S 2025 - 2030 STRATEGIC PLAN



Vision

A society where understanding of diverse human needs and behaviours drives the betterment of individuals, organizations, communities, and populations.

Mission

A national organization that advances psychological science, practice, and education (through advocacy, support, and collaboration) in the service of our membership and the public.

GOAL 1

Be the national voice and thought leader for psychology.

GOAL 2

Support and grow an inclusive and representative profession, discipline and association.

GOAL 3

Advocate for the role and contribution of psychology to inform well-being, health, social, and economic issues.

GOAL 4

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

GOAL 5

Optimize the CPA's relationships and governance structure to sustain the CPA's status as a high functioning and collaborative organization.

FOCUS AREAS SPANNING ALL GOALS

Promoting equity, diversity, inclusion, and accessibility in all we do
Being accountable to Indigenous Peoples through the CPA's response to the Truth and Reconciliation Commission of Canada's report