Strategic Planning Framework

Our Mission (Why We Exist): To advance the **science**, **teaching**, and **application** of personality & social psychology for the benefit of all people.

Our Vision (Who We Are Becoming): An inclusive and diverse organization that fosters the research and development of personality and social psychological science to improve society.

Core Values

- Innovation, rigor, transparency, and integrity in our science, education, and application
- Constructive scientific discourse
- Diversity and inclusiveness of people and ideas

Outcomes (What will be different?)

Guiding Principle: Monitor and dismantle inequitable systems affecting historically underrepresented communities in personality and social psychology in our organizational efforts

SPSP Outcome 1: Indispensable Resource

SPSP is a professional home and resource for scholars interested in personality and social psychology

Diversity
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Engagement
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Resources
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Strategies

What can we do to accomplish this outcome?

2023

- Address SPSP revenue and business model's sustainability
- Develop a membership recruitment and retention plan (establish our goals for membership diversity regarding a variety of backgrounds)
- Launch resources geared toward promoting equitable practices in mentoring and organizational decision making

2024

- Engage with members year-round and help them maximize the value of their membership
- Evaluate our current mentoring offerings and consider creating a mentoring program for members in all career stages

2025

- Develop systems to monitor membership, recognition, leadership, and committee demographics and gauge progress towards representation and engagement of those who have been historically underrepresented in the field

2026

- Provide value for all career stages and constituencies
- Determine what new programs should be created to serve the needs of our membership (e.g., digital classes and/or certifications)

Outcome 2: Advancing Personality and Social Psychology

Personality and social psychology is supported and research in the area is advanced

Research
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Exchange Knowledge
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Strategies

What can we do to accomplish this outcome?

2023

- Determine how to provide grants to support our members' research and professional growth

2024

- Address inequities and gaps in research topics, methods, samples, etc.

2025

- Evaluate adding an open-access journal to SPSP's portfolio

Outcome 3: Increasing Societal Awareness and Impact

Personality and social psychology is recognized, understood and valued as a science and can be used to improve the human condition

Promote ●●●●●　**Advocate** ●●●●●　**Apply** ●●●●●

Strategies

What can we do to accomplish this outcome?

2023

- Develop communication systems to broaden the visibility and impact of personality and social psychology
- Proactively communicate personality and social psychological research through more accessible language

2024

- Create programs to ensure and accelerate the impact of our research on society
- Evaluate SPSP's carbon footprint and environmental sustainability

2025

- Expand our inter-organizational and inter-disciplinary collaborations

2026

- Provide access to research support for time-sensitive and urgent social issues (e.g., seed grants, support for lobbying efforts, and training in grant writing)