

Strategic Treatment Plan

Focus

Sustaining and strengthening the science, practice, and professional viability of psychology in Texas.

Goal

Protect the profession, strengthen member engagement, and expand TPA's advocacy impact statewide.



TREATMENT AREA: MEMBERSHIP

We are stronger together. Increase Texas psychologists' engagement with TPA.

Objective 1: Who

Understand the current TPA member and nonmember.

Objective 2: Why

Clarify and communicate the "why" of TPA.

Objective 3: How

Innovate membership model and price points.

Objective 4: What

Determine new programs and resources needed to retain and attract members.



TREATMENT AREA: SUNSET

Treat sunset as a proactive opportunity to ensure Texas psychology training and regulation remain rigorous, recognizable, and relevant.

Objective 1

Build relationships with partner organizations.

Objective 2

Educate and motivate members around sunset.

Objective 3

Protect and promote doctoral licensure training requirements and scope of practice.

Objective 4

Ensure Texas complies with national requirements to remain a PSYPACT state.



TREATMENT AREA: CORE ADVOCACY

Expand the reach and effectiveness of TPA's legislative advocacy.

Objective 1

Deepen relationships with legislators.

Objective 2

Mobilize member ownership and involvement in advocacy.

Objective 3

Improve fundraising.

Objective 4

Build and maintain relationships with stakeholder groups.