

PAA Members – \$15 Fee Increase for 2019
You asked for more – We are working to serve you better!

What you can look forward to	Why fees were raised
Advocacy – Access for all Albertans, differentiating psychologists from counsellors, being at tables that matter & being nimble in responding to important issues that arise – we can do more	Time – this is the first fee increase in 12 years. This 5% fee increase pales in comparison to Alberta’s cost-of-living increases (21% over the same 12 years)! We can no longer do more with less.
Communications – Our website is getting a major overhaul, you’ve likely already noticed our revamped ENews, & benchmarks indicate that we are far behind in technology (such as easy online payments)	Reality – costs are rising, & member dues are falling as our cohort of life members (who don’t pay fees) increases
Referral Service – This very popular service (public, agencies, & media) desperately needs a facelift which will only boost its impressive usage	Benchmarks – This rate puts us 4 th in cost of membership in Canada, still far below other psychology associations our size plus this increase is far less than CAP’s yearly increase
Member Benefits – we know we can do more but great ideas (like extended health benefits) requires diligent research & HR investment	Reasonability -- rather than a large (>5% increase in the future, this small increase will make a big impact for your association.
Your friendly PAA staff – our HR needs outstrip our capacity – & we are committed to be a psychologically healthy workplace	What we aren’t doing -- most jurisdictions (including CAP) went with automatic yearly increases. This is one time & we will continue to assess needs.

Members are our top priority & deserve enhancements to services. We take fiscal responsibility very seriously & the board carefully deliberated this fee increase. We have been creative but know this is the time for investment. Members -- & the mission – is worth the investment. Questions? Don’t hesitate to speak to a PAA board member.