

PSYCHOLOGISTS' ASSOCIATION OF ALBERTA (PAA) STRATEGIC PLAN 2026-2030

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Executive Summary

The Psychologists' Association of Alberta (PAA) is guided by the vision of One PAA: the trusted home and leading voice of psychologists in Alberta. It is where psychologists belong, network, and shape the future of mental health care.

PAA's mission is to connect and empower psychologists in Alberta.

The Association's values integrate the ethical foundations and guiding principles of the Canadian Psychological Association with the collaborative value framework of the Council of Professional Associations of Psychologists. Respect for dignity and diversity underscores a commitment to equity, inclusion, accessibility, and the honouring of lived experience. Responsible caring guides efforts to advance psychological health, safety, quality of care, and sustainable professional practice. Integrity and accountability shape transparent, ethical, and evidence-informed leadership that is accountable to members, the public, and society. Collaboration and collective leadership emphasize strong partnerships within Alberta and nationally, recognizing that shared advocacy and system-level impact are essential to the profession's future. Innovation and stewardship reflect a commitment to learning, adaptability, and future-focused leadership that safeguards psychology for long-term public benefit.

PAA advances its mission through an integrated strategic framework consisting of five mutually reinforcing pillars. Professional Excellence and Ethical Leadership upholds psychology as a self-regulating, evidence-based profession grounded in ethical judgment and public trust. Member Value Across the Career Lifecycle strengthens professional belonging, relevance, and support from entry to practice through senior leadership and legacy. Advocacy, Public Impact, and Access to Care advances psychology's role within publicly funded systems and works to reduce barriers to accessing competent psychological services for Albertans. Universally Targeted, Reconciliation-Centered Approach to Equity and Social Responsibility demonstrates accountability to reconciliation with Indigenous Peoples while embedding equity and inclusion for all members facing barriers in the profession. Collective Leadership and National Collaboration ensures that Alberta psychology both contributes to and benefits from coordinated leadership with CPA, CPAP, and allied partners.

Together, this vision, values, and strategic framework position PAA as a principled, credible, and future-oriented professional association. By emphasizing integration rather

than silos, PAA strengthens professional identity, advances public trust, and amplifies psychology's impact in Alberta and beyond.

Visual Representation

VISUAL STRATEGIC MODEL 2026-2030



Looking to the Future

Vision

One PAA.

The trusted home and leading voice of psychologists in Alberta. It is where psychologists belong, network, and shape the future of mental health care.

Mission

To connect and empower psychologists in Alberta.

Values

PAA's values integrate CPA's ethical values, CPA's guiding principles, and CPAP's value framework.

1. Respect for Dignity and Diversity
 - Honour the dignity, rights, and lived experience of persons and peoples
 - Commit to equity, diversity, inclusion, and accessibility
2. Responsible Caring
 - Advance psychological health, safety, and quality of care
 - Support sustainable, competent professional practice
3. Integrity and Accountability
 - Act transparently, ethically, and evidence-informed
 - Be accountable to members, the public, and society
4. Collaboration and Collective Leadership
 - Strengthen partnerships within Alberta and nationally
 - Contribute to shared advocacy and systems-level impact
5. Innovation and Stewardship
 - Embrace learning, adaptation, and future-focused leadership
 - Steward the profession for long-term public benefit

Strategic Framework

Pillar 1: Professional Excellence and Ethical Leadership

Upholding psychology as a self regulating, evidence-based profession grounded in ethical judgment and public trust.

Pillar 2: Member Value Across the Career Lifecycle

Strengthening belonging, relevance, and support from entry-to-practice through senior leadership and legacy.

Pillar 3: Advocacy, Public Impact, and Access to Care

Advancing psychology's role in publicly funded systems and improving access to competent psychological services for Albertans.

Pillar 4: Universally Targeted, Reconciliation-Centred Approach to Equity and Social Responsibility

Demonstrating equitable participation, belonging, professional opportunity, and access to supports for Indigenous Peoples, racialized groups, 2SLGBTQIA+ people, persons with disabilities, rural and remote members, low-income members, and linguistically diverse members. This pillar centres truth and reconciliation and aims to remove barriers and support Albertans equitably.

Pillar 5: Collective Leadership and National Collaboration

Contributing to and benefiting from coordinated leadership through CPA, CPAP, and allied partners.

These pillars are mutually reinforcing and supported by shared values rather than siloed initiatives.

Key Stakeholders

Psychology Professionals

- Registered Psychologists (R.Psych.)
- Provisional Psychologists
- Psychology graduate students and trainees
- Clinical supervisors and practicum/internship supervisors
- Retired and non-practicing psychologists

- Academic and research psychologists

Regulatory and Professional Bodies

- College of Alberta Psychologists (CAP)
- Canadian Psychological Association (CPA)
- Council of Professional Associations of Psychologists (CPAP)
- Other provincial/territorial psychology associations
- Psychological associations in academia (e.g., APS, APA for collaboration)
- Global Psychology Alliance

Clients and the Public

- Albertans accessing psychological services
- First Nations, Metis, and Inuit (FNMI)
- Racialized groups, 2SLGBTQIA+, persons with disabilities, rural and remote members, low-income members, and linguistically diverse members
- Youth, seniors, and family caregivers
- Employers, schools, and community agencies
- General public (mental health literacy and stigma reduction efforts)

Health and Social Service Partners

- Primary care networks (PCNs) and family doctors
- Alberta Health/Shared Services (AHS)
- Addiction and mental health service providers
- Nonprofit and community mental health organizations
- Hospitals, long-term care, and rehabilitation facilities
- Indigenous health and wellness organizations
- Health Canada

Academic and Training Institutions

- Alberta universities with psychology programs (e.g., U of A, U of C, Athabasca, etc.)
- Colleges and training institutes offering counseling psychology programs
- National or online graduate psychology programs serving Alberta residents
- Accreditation bodies (e.g., CPA Accreditation Panel, ASPPB)

Government and Policymakers

- Alberta Ministry of Mental Health and Addiction
- Alberta Ministry of Advanced Education

- Alberta Ministry of Health
- Alberta Ministry of Children and Family Services
- Assembly of First Nation Treaty Chiefs
- Non-Insured Health Benefits (NIHB) for First Nations and Inuit
- Health Workforce Strategy branches
- MLAs and municipal leaders advocating for mental health resources
- Office of the Health Advocate / Mental Health Advocate
- Government of Canada

Legal, Insurance, and Administrative Partners

- Legal experts and ethics consultants
- Liability insurance providers (e.g., BMS Group or CPA insurance program)
- Employee Assistance Program (EAP) providers
- Private insurers and extended health benefit providers
- Workers' Compensation Board (WCB-Alberta)

PAA Stakeholder Map (Influence vs. Interest)

High Influence / High Interest

- Registered Psychologists
- College of Alberta Psychologists (CAP)
- Alberta Ministry of Mental Health and Addiction
- Canadian Psychological Association (CPA)

High Influence / Low Interest

- Ministry of Advanced Education
- Alberta Health Services (AHS)
- Private Insurers / Benefit Providers
- MLAs / Policymakers not focused on mental health

Low Influence / High Interest

- Provisional Psychologists
- Psychology Graduate Students
- Clients / Public Seeking Services
- Training Institutions (Universities & Colleges)

Low Influence / Low Interest

- Liability Insurance Providers
- Workers' Compensation Board
- General Public (unengaged)
- Other Allied Health Professionals