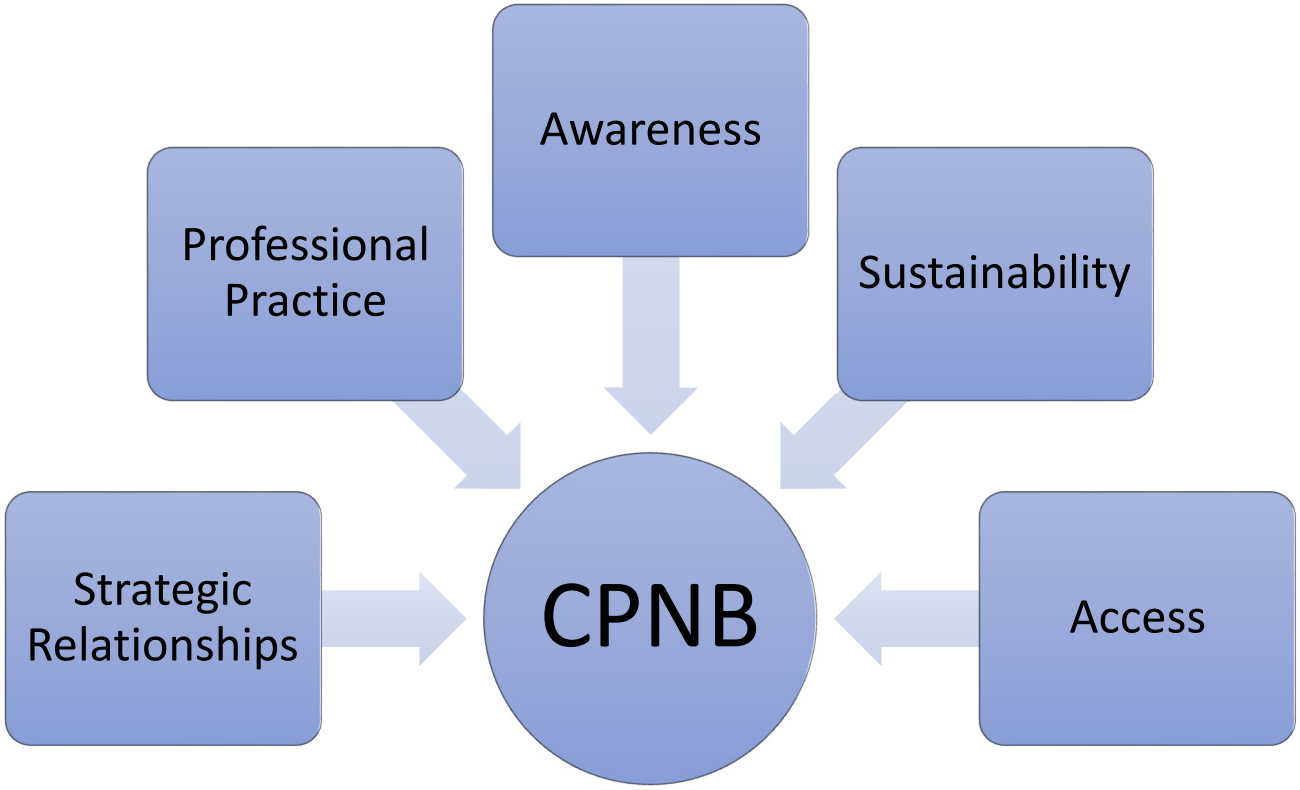
College of Psychologists of New Brunswick
Collège des psychologues du Nouveau-Brunswick

Strategic Plan – College of Psychologists of New Brunswick 2018 - 2020



Our Mission: To protect the public by regulating the professional practice of psychology. To advance the practice of psychology in New Brunswick.

Our Vision: To ensure all people in New Brunswick have access to high quality psychological services.

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Strategic Plan – CPNB 2018 - 2020

Area of Focus: Strategic Relationships
Goal(s): • Increase engagement and trust in CPNB's commitment to collaborate with the public, the government, critical stakeholders, and the membership
Priorities • Develop a strategy with action plans to increase the CPNB's influence with critical government departments and agencies including the Departments of Health, Education and Social Development as well as the Health Authorities. • Advocate for the CPNB to have a permanent position on the Provincial Mental Health Action Committee. • Develop a specific strategy with action plans related to CPNB's involvement with the implementation and evaluation of Integrated Service Delivery (ISD) model.

Area of Focus: Professional Practice
Goal(s): • Support members in the delivery of evidence-based, high quality psychological services and ethical practice
Priorities • Develop a strategy related to the development or provision of practice guidelines including the following activities: conduct a needs assessment, identify or source existing guidelines, develop an action plan for addressing gaps, communicate with members regarding practice guidelines. • Develop a strategy to support members in meeting continuing education requirements including the following activities: identify all activities that currently qualify for CE credits, explore other opportunities for CE credits, develop criteria for endorsing or supporting professional development opportunities, develop an action plan for providing professional development opportunities.

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Strategic Plan – CPNB 2018 - 2020

Area of Focus: Awareness
Goal(s): • Increase the awareness of the practice and value of psychological knowledge and services by the public, the government and critical stakeholders • Increase the awareness the membership has with regards to the activities of CPNB.
Priorities • Develop and implement a campaign targeted to the general public that has a goal of increasing awareness of the CPNB, the profession, and the value of psychological knowledge and services. • Develop and implement a campaign targeted to primary health care providers (family physicians, and nurse practitioners) that has a goal of increasing awareness of the CPNB, the profession, and the value of psychological knowledge and services. • Develop a communication plan to increase the awareness that members have regarding the CPNB.

Area of Focus: Sustainability
Goal(s): • Ensure financial sustainability • Increase membership • Increase participation by members and students • Develop a clear organizational structure
Priorities • Review the current organizational structure and clarify roles and responsibilities for staff, the Council and all committees including identifying the processes that support decision making and effective communication. • Develop and implement a strategy to increase the involvement and engagement of residents and students with the CPNB.

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Area of Focus: Access
Goal(s): • Improve access to psychological services and knowledge by people and systems in New Brunswick.
Priorities • Develop an action plan to address the outcomes of the Psychologists' Working Conditions Survey. • Develop an action plan to address issues related to internships.