

# **College of Organisational Psychologists 2008 Initiatives**

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Endorsed by the COP National Committee – December 2007

## Introduction

Our goal in 2008 is to transform ourselves. Through transformation, the College of Organisational Psychologists (COP) will become a more member-focused, value-adding professional association with a higher profile and greater influence with stakeholders.

Transformation takes many forms – both big changes and smaller ones are needed. While the National COP Committee takes responsibility for addressing the broader challenges facing COP, there are many opportunities for members to get involved in specific initiatives fundamental to the enhancement of the College and the profession of organisational psychology.

The initiatives described in this document are those identified for 2008. They were suggested by members and non-members through the COP Survey undertaken in early 2007, as well as gathered from brainstorming and many discussions held by the National COP Committee over the past few months. Thank you to those who contributed ideas and to those who have already indicated their willingness to get involved in implementing them.

In line with the COP Business Plan for 2008-2010, the 2008 initiatives are grouped according to their predominant strategic stream, drawn from the five streams of:

1. **Growth:** We attract members by being a thriving, forward thinking, and professional community.
2. **Reach:** We are a globally networked practitioner and academic profession.
3. **Influence:** We influence business, media and the government through our strong brand and value proposition.
4. **Innovation:** We strive to provide great services to our members, and we are disciplined and professional in our administration and governance of COP.
5. **Capability:** We support our member's growth through world class continuing professional development.

To be successful, we need a disciplined approach, clear timeframes and outputs, and appropriate resourcing. The National COP Committee will focus on this, as well as contributing to the development and implementation of the initiatives.

Ultimately, members of the College will need to take a more proactive role if the vision for the College and organisational psychology profession is to be realised.

## How you can help

On the next page you will see that for each Objective in our Business Plan we've listed the relevant Initiative and its details.

Headings on the tables are defined as follows:

- **Objective:** Taken from our Business Plan for 2008-2010
- **Initiative:** What we want to achieve/ put into place
- **National Committee accountability :** Who on the National Committee is responsible for seeing the initiative through. They may not be the Leader on the initiative necessarily, but they will need to report back on progress.
- **Measures:** Used to track progress and success, often including timelines.
- **Type of help requested:** The sorts of members that we'd love to put their hands up to help out, given their personal experience and/or interests.
- **Indicative time commitment:** A rough estimate as to what might be involved time-wise, probably more of a minimum than a maximum, and something that those working on the initiative would need to agree amongst themselves once the initiative got underway.
- **Comments:** Suggestions, ideas, comments provided through the survey and other means that can be considered food for thought in relation to that initiative.

**COP Members are encouraged to nominate one or more initiatives that they can contribute to in 2008. Register your interest in contributing to a particular initiative by emailing Gina McCredie at [ginaCOP@netspace.net.au](mailto:ginaCOP@netspace.net.au)**

## Stream 1 Initiatives

***Growth: We attract members by being a thriving, forward thinking professional community***

Objective	Initiative	National Committee Accountability	Measures	Type of help requested	Indicative time commitment	Comments/ Ideas for consideration
1.1 Develop and implement a marketing strategy to attract members	1.1.0 Develop a broad <b>membership strategy</b>	Membership Secretary	Strategy developed by March.	Members with experience or an interest in marketing &/or College membership are invited to join this project team.	Approximately 2 days of project work, done over 3 months (Jan - Mar 08)	Align with Stream 3 initiatives. Consider attractiveness to APS members, independent practitioners, corporates, universities, etc.
	1.1.1 Develop and implement a <b>student engagement strategy</b> which could include international students	Membership Secretary	Strategy developed by March, implementation begins April, progress review in December 08.  10% more student subscriptions than 2007 by next subscription cycle (May 2009).	Organisational Psychology Students and other Members interested in our profession's future generations are invited to join this project team. Project team leader also sought.	2 days of project work by March, and 2 days over subsequent 9 months	Awards for top students, practitioner visits to universities, run student-only conference, establish mentoring program, increase supervision support, incl group supervision
1.2 Build COP's financial position	1.2.1 Develop and implement a <b>sponsorship strategy</b> to build our financial position	National Chair	Potential A, B & C level sponsors identified by March 08, signed up by June 08	Members with sponsorship experience or connections are invited to join this project team.	Estimated at 3 days of project work over 12 months	Need to generate funding for high-cost initiatives e.g. international speakers

## Stream 2 Initiatives

***Reach: We are a globally networked practitioner and academic profession***

Objective	Initiative	National Committee Accountability	Measures	Type of help requested	Indicative time commitment	Comments/ Ideas for consideration
2.1 Build relationships with other APS Colleges	2.1.1 Develop <b>relationships with other APS Colleges</b> to review opportunities to share activities and information	National Chair	Cross-College collaboration on 6 opportunities by December	Members who are also members of other Colleges or interested in other areas of psychology are invited to join this project team.	1 day in total, over 12 months	Attend meetings held by other Colleges, present at those meetings, showcase COP at APS Conference, run business-oriented PD for other psychs eg management development
2.2 Build relationships with I/O Psychology Societies globally to learn from their strategies and insights and seek opportunities to collaborate with them.	2.2.1 Develop <b>relationships with other I/O Psychology Societies</b> globally developed to seek opportunities to connect and share opportunities.	Course Approvals Coordinator	International collaboration on 2 opportunities by December	Members who are also members of other International I/O Psych Societies or interested in regional or global networking are invited to join this project team.	1 day in total, over 12 months	Meet with international I/O Psych Society representatives (SIOP, BPS, etc) at conferences, represent COP, source high calibre international org psychologists to be speakers and ANZJOP contributors, establish exchange programs
2.3 Profile COP at national, regional and international conferences	2.3.1 Improve COP's <b>I/O Psych conference presence</b> internationally	Course Approvals Coordinator	Number of conferences where COP members are profiled/actively involved	Members presenting overseas to inform Course Approvals Coordinator of their plans	Variable – from ½ to 2 days over 2008	Attend conferences held by International I/O Psych Societies, represent COP, and lead or support COP activity at conference
2.4 Build relationships through national, regional and international business networks	2.4.1 Improve COP's <b>business conference presence</b>	Mktg & Comms Coordinator	Opportunities identified and acted on	Members interested in, or already, presenting to business groups to advise Mktg & Comms Coordinator	2 days, over 12 months	Speak at business seminars and conferences in order to profile our profession (e.g. Company Directors, industry seminars) Link in with AHRI, AITD, AIM.

## Stream 3 Initiatives

***Influence: We influence business, media and government through our strong brand and value position***

Objective	Initiative	National Committee Accountability	Measures	Type of help requested	Indicative time commitment	Comments/ Ideas for consideration
3.1 Define and communicate the COP Value Proposition	3.1.0 Develop <b>COP's value proposition</b>	Mktg & Comms Coordinator	Proposition developed by January, communicated by March and used by members	Members interested in participating in this project team to inform Marketing & Comms Coordinator by Dec 20	3 days over the initial 2 months, then 2 days during rest of 2008	Build on the value proposition developed recently for the profession by another project team
3.2 Develop and implement a communication strategy	3.2.1 Develop <b>communications documents</b> about COP and organisational psychology	Mktg & Comms Coordinator	Objective met	Members with good written communication skills are invited to join this project team	Approximately 1 day a month over 12 months	Identify key stakeholders and target them using a variety of mediums. Suggestions: Tip Sheets, brochures, web pages, newsletter articles, position papers, press materials, etc
	3.2.3 Build the College's <b>media profile</b>	Mktg & Comms Coordinator	Increase in exposure in key media each quarter	Members with media experience or contacts are invited to join this project team	Approximately 1 day a quarter over 12 months	Action in line with COP's external communication strategy, media register, involvement in media debates, press releases
3.5 Lobby targets to achieve outcomes	3.5.1 Provide organisational psychology input to formation of <b>new National Registration &amp; Accreditation Board</b>	National Chair	Organisational psychology representation on National Registration & Accreditation Board	Anyone interested in joining the working party on this issue, contact National Chair	Estimate of 2 days, over 12 months	Regular meetings with APS lobby team, working with Arthur Crook to develop strategy and implement it. Need to identify issues to lobby on well in advance

## Stream 4 Initiatives

***Innovation: We strive to provide great services to our members and are disciplined and professional in our administration and governance of COP***

Objective	Initiative	National Committee Accountability	Measures	Type of help requested	Indicative time commitment	Comments/ Ideas for consideration
4.1 Develop our website to provide effective communication to our members	4.1.1 Improve COP's <b>online presence</b>	Website Editor	Better infrastructure and content	Members with an interest in online environment invited to joining web team	Estimate 2 days over 12 months	Online PD, audio and video downloads of key events, webcasts, podcasts, access to online journals, consulting gateway, member profiles
4.2 Promote and contribute to the ANZ Journal of Organisational Psychology	4.2.1 Promote and source contributions to the <b>Journal</b>	Newsletter Editor	2 issues published in 2008	Members are invited to submit their articles to the Editors for consideration	Variable	The Managing Editor and Academic Editor jointly lead the preparation of each issue.
4.3 Develop and distribute 'The Organisational Psychologist' Newsletter	4.3.1 Promote and source contributions to the <b>Newsletter</b>	Newsletter Editor	Newsletter sent out on time, with quality content	Members interested in writing are invited to join this project team.	Estimate 2 days over 12 months	Ideas for stories, news and views welcome at any time.
4.4 Review and streamline internal processes	4.4.1 <b>Simplify membership application</b> process and ensure it is more supportive	Membership Secretary	Quicker, simpler, supportive membership application process by January 2008	Members interested in improving the membership process are invited to join this team.	1/2 day by end of January, 2 days over rest of 2008	Communicate any changes to process February 2008, consider application 'buddies'

## Stream 5 Initiatives

**Capability: We support members' growth through world class continuing professional development**

Objective	Initiative	National Committee Accountability	Measures	Type of help requested	Indicative time commitment	Comments/ Ideas for consideration
5.1 Develop and implement a National Continuing Professional Development (CPD) Framework	5.1.1 Build the <b>CPD Framework</b> so that it targets all members' needs using a variety of learning methodologies	National PD Coordinator	CPD framework document complete by March	Members with CPD/L&D experience are invited to join the CPD team	1 day by March, then 2 days over 12 months	Formal CPD program to link to post-grad qualifications, review of organisational psychologist competencies needed for the future
5.2 Provide high quality PD which target specific stakeholder groups	5.2.2 Provide <b>PD events</b> related to members' professional life cycle	National & State PD Coordinators	Quality PD activities scheduled	Members with ideas for PD events to contact National or State PD Coordinator as relevant	Variable	PD for different sectors, careers evenings, research updates for practitioners, master classes, work 'shadowing' by trainees, PD breakfasts, study groups, book club, case-based 'clinics'
5.4 Develop opportunities to bridge the science / practitioner gap	5.4.1 Establish methods which provide opportunities for <b>academic &amp; practitioner collaboration</b> on projects, PD activities, etc	Course Approvals Co-ordinator	Methods established by March 2008, launched in April, and by December, 3 opportunities identified and taken	Both practitioner and academic members of the College are encouraged to join this project team to generate ideas and actions for 2008	1 day by March, then 2 days by end of 2008	Academic-practitioner roundtables on good applied thesis topics, practitioners teaching at uni, matching of academics and practitioners in areas of interest
5.6 Secure a pipeline of future high quality organisational psychologists	5.6.1 Monitor and support <b>university I/O Programs</b> to ensure their 'health' and longevity	Course Approvals Coordinator	Annual funding for I/O Psych post grad programs secure	Academics and those interested in the future generations of I/O psychologists are invited to join this project team.	2 days over 12 months	Determine lobbying strategy, encourage consistency and depth in organisational psychology course offerings

## COP National Committee

December 2007

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Phone numbers for committee members are provided on the College website, at: <http://www.groups.psychology.org.au/cop/state/>