



State, Provincial & Territorial Affairs

DIVISION 31

Building Membership

Strategies for Growing
Small, Medium, and
Large SPTAs





Division 31 Town Hall

Facilitated by

Ann Marie Frakes, MPA

Executive Director

Pennsylvania Psychological
Association

Panelists

Raymond Folen, PhD

Hawaii Psychological Association
Executive Director

Federico “Felito” Aldarondo, PhD

Kentucky Psychological Association
President

Michael Changaris, PsyD

California Psychological Association
President-Elect

Elise Oehring, PhD

Tennessee Psychological
Association, Executive Director

The background of the slide is a close-up photograph of a hand placing a puzzle piece into a larger assembly. The puzzle pieces are light gray and feature stylized human silhouettes in various shades of blue. The piece being placed is a darker blue and shows a person in a suit. The text is overlaid on the right side of the image.

Kentucky Psychological Association Membership Successes and Tips

FEDERICO "FELITO" ALDARONDO, PH.D.
KPA PRESIDENT

Two Broad Areas of Focus



Back to Basics: Leaning
into Proven Strategies



How Masters-Level
Members Make KPA
Stronger

Back to Basics: Board of Directors Selection, Structure and Size

- KPA Board members are essentially KPA ambassadors
- Solicit nominations early, choose people who are engaged and have good energy
- Board size: Large enough so that if some members have to step away or drop out, there are plenty of other folks to do the work
- Be very intentional about listing out expectations before having someone accept a nomination



Back to Basics: Value, Value, Value

Great way to get referrals for your practice

Networking and consultation opportunities

Best continuing education in the state

Multiple in-person events – emphasis on connection

Opportunities to be mentored or to mentor students and/or ECPs

Strong advocacy

Back to Basics: Structure of Membership

KPA membership
categories and costs
– many levels,
including Gold and
Silver

Monthly payment
option

Lower costs for ECPs
for 5 years

Lower cost for
Masters-Level
members and similar
ECP discount

Affiliate Members:
Undergraduates are
free, Grad students
have a nominal cost
of \$10

Out-of-State option

Academic option,
Applied Option

Emeritus option

Right now, 14 free
memberships for 1st
or 2nd year ECP
memberships

Back to Basics: Practices

Membership committee reaches out quarterly to graced and lapsed members to encourage renewal or to check if there is an issue

Regular social events and communication with members

Not just recruiting members, growing them

Many opportunities for students with scholarships, grants and the annual Kentucky Psychology Student Conference

Outreach to clinical training directors of programs

Mentoring program for students

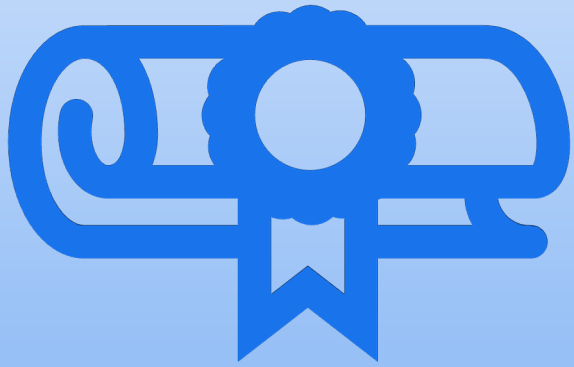
How Masters-Level Members Make KPA Stronger

Substantial
portion of our
overall
membership

Provide
opportunities for
revenue for
doctoral members

Current Board
Make-Up

Masters-Level: Details



- End of 2025
 - Total KPA membership: 1206
 - Doctoral: 428
 - Masters: 146
 - Total voting: 680
 - Overall licensed in Commonwealth of Kentucky:
 - Doctoral: 990
 - Masters: 418
 - Temporarily licensed: 112
 - Total: 1520
-

Masters-Level: Board Make-Up

- Total Board Members: 23
- Doctoral Board Members: 19
- Masters Board Members: 4
- No restrictions on KPA leadership regarding degree level



CALIFORNIA
PSYCHOLOGICAL
ASSOCIATION

Growing the Growth Frame

Meeting Today's Challenges,
Expanding CPA Membership





CPA Strength Across California

Regional differences in access, workforce distribution, needs, & service demand across CA



7

Regions



Regional differences in access, workforce distribution, needs, & service demand across CA.

7

Divisions



Support specialty practice, professional identity, and the development of clinical expertise.

16

Chapters



Create local networks that strengthen connection, collaboration, and member engagement.

12+

Committees



Drive advocacy, standards, and strategic initiatives that protect and advance the profession.

4

APA Initiatives



Extend CPA's reach through national advocacy, policy alignment, and coordinated action.



For California psychologists, CPA protects practice, increases income, & grows careers.



Conferences

CPA Conference
LACPA; BAPA



Events

Lobby Day; Pride; Quiz Night;
PAC Dinner



CEs

New Frontiers CE Calendar;
CE Library

Where We Are Growing

California Psychological Association | Challenges. Impacts. Strengths



CPA AT A GLANCE: STRENGTHS, CHALLENGES & IMPACT



ORGANIZATIONAL STRENGTHS

- **Scale & Reach:** Large, diverse statewide membership
- **Leadership Excellence:** High-functioning staff + engaged member leaders
- **Advocacy Power:** High-impact, effective government affairs team
- **Network Strength:** Distributed, community-based structure across California



CHALLENGES FOR GROWING MEMBERSHIP

- **Shifting Workforce:** 48% private practice → 52% system-based (healthcare, hospitals, community MH)
- **Fragmented State:** Large geography, diverse needs, multiple sub-groups
- **Economic Pressure:** Reimbursement, billing, and financial model changes
- **Education Shift:** CE → competency-based, career-linked development



IMPACTS OF GROWTH EFFORTS

- **Advocacy Growth:** Lobby Day more than doubled in 3 years (~90 attendees)
Expanded access via funded travel and lodging
- **Community Presence:** Growing Pride events through committee leadership
- **Member Engagement:** New Frontiers + Membership Committee expansion
- **Learning Infrastructure:** Expanding on-demand CE library
- **Policy Wins:** Intern billing progress; protecting therapy from misuse of AI



Strong foundations. Real impact.
Clear priorities for the future.



STRONGER
ADVOCACY



DEEPER
CONNECTIONS



SMARTER
LEARNING



GREATER
IMPACT

Serving California's Diverse Communities: Our Focus

Grounded in local chapters. Aligned with statewide priorities.



RURAL COUNTY CHAPTER

Rural Access • Local Support • Stronger Together

- ✓ Localized leadership and representation for rural counties
- ✓ Bringing resources, advocacy, and education closer to home
- ✓ Building connection and visibility in underserved areas



BIG PICTURE SHIFTS

Statewide Changes • Shared Impact • Future Ready

- ✓ Workforce shift: 48% private practice ➔ 52% system-based
- ✓ Economic pressure: reimbursement, billing, and financial changes
- ✓ Education shift: CE → competency-based, career-linked development
- ✓ Fragmented state: diverse needs across geography and subgroups



LOCAL ROOTS

Chapters that understand local needs



STATEWIDE VISION

Unified strategy to drive meaningful change



STRONGER TOGETHER

Local action aligned with statewide priorities



BETTER OUTCOMES

Stronger members.
Stronger communities.
Stronger profession.



Segmented Messaging: Tailoring 3 Core Packages

to different practice settings and career stages



1 PRACTICE TOOLS (Activate)
Immediate Value • Low Friction

- All-in-one practice resource hub
- CE for billing, IBH, and AI
- Monthly policy updates
- Clear membership value (ROI)

FOCUS: Immediate tools that support daily practice and income.

2 CONNECTION & GROWTH (Retain)
Engagement • Career Development

- Structured career pathways
- Mentorship + peer cohorts
- Peer cohorts by specialty and practice setting
- Member savings / ROI tools

FOCUS: Connection, retention, and career advancement.

3 FUTURE OF PRACTICE (Transform)
Leadership • System Impact

- Unlimited CE library (on-demand)
- CE to improve billing and care
- Advocacy alerts (1-click action)
- Policy to income dashboard

FOCUS: Leadership, advocacy, and system-level impact.

ACTIVATE
Get immediate value.

RETAIN
Build connection and grow.

TRANSFORM
Lead, influence, and shape the future of psychology.



Aligned messaging. Tailored value. Stronger members. Stronger profession.

Join us Saturday, January 24th from 9A-3P

CPA NEW FRONTIERS Summit

www.cpapsych.org/summit

Full year CPA
Membership
with your
registration!

EVENT SCHEDULE

- 9-9:30AM Battles Ahead: The State of Mental Health Legislation in 2026**
- 9:30-11:45AM Cross-Specialty Conversations: Hot Topics Across the Field**
- 11:45AM-12:15PM Panel Discussion: Looking to the Future of Psychology in California**
- 12:30-1:30PM - Selection of Breakouts**
- A.I. Chatbot Companions, Online Echo Chamber Influence(s), & Their Potential Risks
 - Mind, Brain, and Body in the Transformation of Trauma
 - Self-Care Principles in the Supervisory Relationship
 - Building Community Wellness and Collective Care Together
- 1:45-2:45PM - Selection of Breakouts**
- Pathways and Benefits of Becoming a Prescribing Psychologist
 - Emerging Populations: Neurodivergent- and Queer-Affirming Practices
 - BH-CONNECT: Transforming Behavioral Health Care in California
 - The Impact of Medical Weight Stigma in the Age of GLP-1s

JOIN US **LIVE**
SATURDAY, JAN 24TH
OR ON-DEMAND AFTER
THE EVENT

HIGHLIGHTED SPEAKERS



Shannon Curry, PsyD
Therapist, Forensic Expert,
Researcher



Don Grant, PhD
Awarded Media Psychologist,
Author, Researcher



Peter Levine, PhD
Renown Speaker, Developer of
Somatic Experiencing (SE™)



Harpreet Malla, PhD
Therapist, Speaker,
Advocate



Amber Landers, PhD
Integrated Behavioral
Health Program Director



Michael Zelman, PsyD
Community Mental Health
Expert



Stephanie Smith, PsyD
Health Psychologist,
CPA Board Member



Melodie Schaefer, PsyD
Therapist, Supervisor,
Co-Director, Advocate

CALIFORNIA PSYCHOLOGICAL ASSOCIATION

CPA NEW FRONTIERS Summit

SATURDAY, JAN 24TH, 9A-3P



“I CAN GET CONTINUING
EDUCATION ANYWHERE, BUT ONLY
CPA COULD GIVE ME THE
ADVOCACY VOICE I WANTED.”

Stephanie Smith, PsyD.

**A first of it's kind event that
is more than just CE...**

*Connect, learn, and discover how
your voice can make a difference!*

JOIN US **LIVE** SATURDAY, JAN 24TH
Or On-Demand after the event

www.cpapsych.org/summit

CALIFORNIA PSYCHOLOGICAL ASSOCIATION

New Frontier Summit – Goals, Successes



GOALS



Increase CPA membership, particularly among psychologists in large organizations (e.g., Kaiser) who already receive CEs through their employer, by positioning CPA as a voice for advocacy.



Rebrand CPA as the link/line between the psychology profession and Sacramento legislators, advocating for both professionals and patients.



Improve CPA's reputation and create a more inclusive, positive organizational culture



Help new members find their "home" within CPA through divisions or committees to foster belonging and long-term engagement.



SUCCESSSES



Attracted new psychologists and encouraged existing digital members to upgrade their membership level.



Exceeded financial expectations in revenue generated.



Surpassed attendance goals, both in total attendees and new participants.



Received strongly positive survey results and verbal feedback from attendees.



Divisions expressed enthusiasm about collaborating together under one event.



Successfully launched CPA's first social media campaign featuring videos, with strong audience engagement on at least one video.



For California psychologists, CPA protects practice, increases income, & grows careers.



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CONNECTIONS



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LEARNING



GREATER
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New Frontier Summit — Challenges & Results



CHALLENGES



Entire workload on one person (membership committee chair) — all copy, emails, video editing, and graphic design.



No budget for marketing/content, required a broad, specialized skill set.



Very short lead time (~2 months) during the holiday season to build & warm audience.



No year-round social media presence — start each year with a "cold audience."



Lack of targeted marketing limits reach to key groups (e.g., Kaiser psychologists).



Kaiser-focused video had high views but low conversion to new sign-ups.



Unclear if low conversion was due to targeting, brand recognition, or warm-up time.



Potential saturation risk from CPIA Foundation's separate December summit — opportunity to collaborate.



RESULTS

Through the Summit, we grew membership and generated **\$24,212** in new revenue.

Member Type	# of New Members	Annual Rate	Total Revenue
 Students	6	\$50.00	\$300
 Professional Members (all types)	54	\$395.00	\$21,330
 Upgraded Membership	14	\$184.00	\$2,582
TOTAL			\$24,212



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STRONGER
ADVOCACY



DEEPER
CONNECTIONS



SMARTER
LEARNING



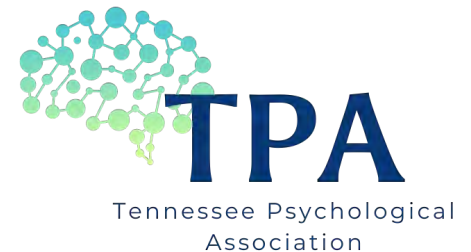
GREATER
IMPACT

Elise Oehring, PhD

Licensed Psychologist

TPA Executive Director and Strategic Planning Co-Chair

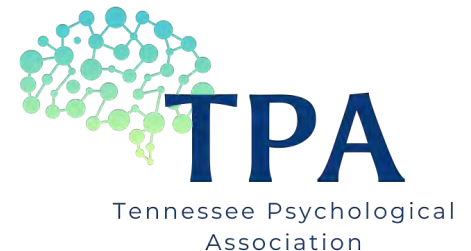
Chair-Elect of the Council of Executives of State and Provincial
Psychological Associations (CESPPA)



Broadening the Tent

Reaching psychologists across career stages, roles, and practice settings

- How many categories of psychologists can you identify?
 - Stage of career
 - Workplace setting
 - Area of specialization
 - Population served
 - Professional role
 - Training level
 - Practice model
 - Geographic context
 - Leadership role
- Members must be able to see themselves in the association
- Different audiences look for different value
- Diversified benefits and outreach make membership feel relevant, not generic



Membership by Design

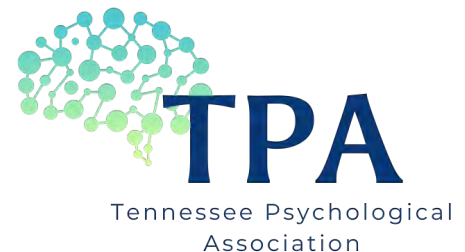
Strategic planning turns membership goals into organizational action

TPA Model of Strategic Planning

- 2019 survey of members and non-members informed the initial strategic plan
- A standing Strategic Planning Council (SPC) has met monthly since then
- Member feedback and emerging needs are continuously routed into planning priorities

Strategic Planning Built Around Member Needs

- When member feedback visibly shapes decisions, trust is built
- Membership should be embedded across the strategic plan, not isolated to one committee

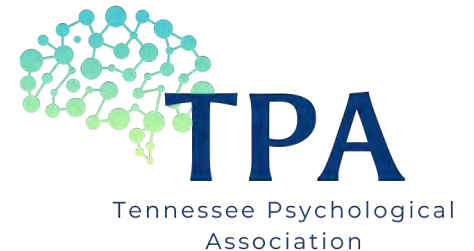


Lower the Barrier, Extend the Relationship

Use event registration as a built-in membership conversion point

How does your non-member event mark-up compare to the cost of one year of dues?

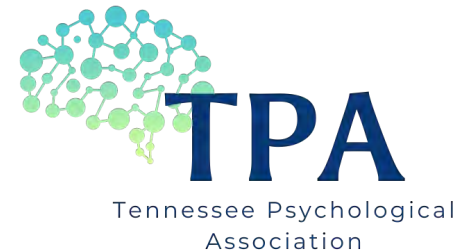
- Use non-member pricing as a membership conversion tool
- Price the difference to approximate one year of regular dues
- One purchase becomes both event registration and membership entry
- The goal is not just attendance, but a full year to demonstrate value



Remove Friction from Renewal

Shifting from a calendar-year dues cycle to an anniversary-year dues cycle

- Calendar-year dues can unintentionally penalize members who join or renew later in the year, especially around major events
- An anniversary-year model gives members a full 365 days of membership from the date they join or renew, which feels clearer and more reasonable
- The change improved member experience, reduced renewal friction, and spread revenue more evenly across the year



Hawaii Psychological Association, Executive Director

Raymond Folen, PhD

<https://youtu.be/ImeMpiO7U-U>



Raymond Folen, PhD
Hawaii Psychological Association, Executive Director

<https://youtu.be/ImeMpiO7U-U>