

# SIOP Strategic Goal 1

*Collaborate with organization leaders, communities, and policymakers to understand and confront relevant real-world problems and translate scientific knowledge to promote individual and organizational health and effectiveness.*

Objectives	Action Steps
1.1 Identify the most pressing real-world challenges related to the health, well-being, and effectiveness of organizations and workers, and create a process for updating and communicating this information as necessary.	1.1.A Develop a process for gathering formal and informal data about potential real-world problems addressable by I-O science and practice, including: - Conducting an external survey of the business community, including corporate partners, to understand their needs and concerns - Focusing on the United Nations Sustainable Development Goals most relevant to issues of work and workers
	1.1.B Survey SIOP workshop participants to identify their stakeholders needs and concerns.
1.2 Generate plain-language resources to ensure that SIOP's efforts and knowledge related to these real-world challenges are organized, communicated, and known by the public.	1.2.A Recruit a cross-committee working group of members to collaborate on content creation and develop a pipeline of members willing to author content, including multiple topic-specific briefs accessible to a general business reader.
	1.2.B Develop SmarterWorkplace.org for a public audience, organized by topic area, to explain I-O psychology, how its science and practice address real-world issues, and how to find an I-O for help, driving traffic to the site through multiple channels.
	1.2.C Review content currently available on the SIOP website (webinars, SHRM-SIOP white papers, other white papers) to determine what can be updated or repurposed.
	1.2.D Create CARMA-like I-O content sources for members/non-members to access and subscribe.
1.3 Equip members to communicate effectively with government, business leaders, media, and peers by providing training and resources.	1.3.A Develop a “how to communicate I-O” area of the website with quick prep videos, sample elevator pitches, talking points, media interview training, and a style guide for member-created resources.
	1.3.B Provide examples of cases where this has been done effectively already (i.e., a "Getting the Word Out" section of the website that contains links to examples from SIOP members).

1.4	Build relationships with relevant partners (e.g. government, business, community, students) that position SIOF as the authoritative source of knowledge about work and workers.	1.4.A	Identify the top 3 most relevant partners (or categories of partners) and create and implement a strategy and process for engaging each in productive dialogue (e.g., invite into multi-disciplinary projects, advisory panels, focus groups, etc.)
		1.4.B	Increase member placement in news stories about work and workers by developing media relationships and implementing a media relations strategy that aligns with our areas of focus.
		1.4.C	Benchmark with other associations/organizations about how they have tried to expand the visibility of the profession and their members' work.

## Strategic Goal 2

*Build a diverse, inclusive, and agile SIOF that maximizes our impact through effective people, process, technology, and data infrastructure.*

Objectives		Action Steps	
2.1	Implement a data infrastructure (systems, forms, processes) for enhanced recordkeeping and provision of business intelligence related to our members, our programs, and our performance.	2.1.A	Analyze and document data and intelligence requirements, including both regular reporting and ad hoc queries, to support the Society's operations and decision making.
		2.1.B	Develop and publish a data governance plan tying data collection to strategic business goals and assigning staff members responsibility for maintaining the integrity of the data related to their areas of work.
		2.1.C	Inspire members to actively populate the data in our systems, such as through required data fields, gamification, rewards, and demonstration of value of providing this data.
2.2	Develop and implement a talent plan for identifying, recruiting, and welcoming diverse talent for the next generation of SIOF leaders (both volunteers and staff).	2.2.A	Provide improved guidance regarding staffing and succession planning, including: - for volunteer leadership, identifying desirable and transferable skills for recruiting members into volunteer roles - for staff, pursuing new channels for advertising job openings and reviewing job postings to ensure inclusive language
		2.2.B	Identify ways to strengthen the link between serving as a committee chair and running for an Executive Board position (e.g., a formalized "volunteer career path").
		2.2.C	Identify and adapt learnings from organizations that are leading the way in their DEI initiatives.

2.3	Improve the visible and invisible diversity of our membership and encourage more diversity within our profession.	2.3.A	Identify barriers to entry and engagement in the SIOP community and create a plan for overcoming them, including reviewing membership criteria and addressing other organizational systems and structures that might be preventing or limiting participation by diverse audiences.
		2.3.B	Select champions in membership to recruit diverse people to the I-O field, including through outreach to minority groups supporting higher education and through relevant associations.
		2.3.C	Explore the creation of a diversity pipeline initiative targeting high potential under-represented under-graduate students, benchmarking with established pipeline initiatives like PhD Project.
2.4	Enhance SIOP's digital presence, especially our website(s), to improve internal and external communication, support diversity & inclusion, and effectively provide access to the resources our members use most often.	2.4.A.	Establish consensus on which materials properly belong only to members, which may be made available to nonmembers behind a log-in wall (paid or unpaid), and which should be publicly available.
		2.4.B.	Organize website resources to reflect user search and website traffic patterns, including implementing site wide and on-page SEO practices to improve site authority and SERP ranking, ensure search provides relevant results, and improve accessibility for site visitors of all abilities.
		2.4.C	Create a SIOP member user group to do an audit/evaluation of our current website, identifying strengths and weaknesses.
2.5	Reduce our fiscal dependence on in-person events by diversifying our revenue streams to ensure the society's long-term financial health.	2.5.A.	Establish guidelines and processes to permit educational content to be sponsored or presented by sponsors.
		2.5.B.	Create member-focused webinars, repurpose conference content, and identify other resources specifically for use within a subscription service.
		2.5.C.	Develop CE-eligible workshops tied to member areas of expertise and interest with popular topics, including gauging the true demand for continuing education credits for psychologists and HR professionals within SIOP.
		2.5.D	Explore the creation of an online I-O empirical reports journal that runs parallel to IOP, targeting short empirical inductive and deductive reports from practitioners and academics alike.

## Strategic Goal 3

*Use and strengthen our ability to gather, energize, and align all those invested in understanding and improving work and workplace issues in ways that inspire action and inclusive dialogue.*

Objectives	Action Steps
3.1 Develop a plan to enhance and strengthen SIOP's convening power to ensure our ability to bring together the right parties and compel action around the most pressing real world challenges of organizations and workers.	3.1.A Develop a "SIOP Advocacy Office" responsible to develop relationships with CEOs, government leaders, and business influencers, staffed by member volunteers or, when budget allows, by hiring a SIOP Advocacy Officer.
3.2 Create repeatable mechanisms (not limited to in-person meetings) for gathering, energizing, and aligning a broad spectrum of constituents around real-world problems.	3.2.A. Explore, evaluate, and implement alternative convening formats for bringing groups together outside the context of the Annual Conference.
	3.2.B Make logistical services available to public and private foundations, academic communities, and businesses for grant-funded workshops in tandem with SIOP events.
	3.2.C Host a series of member meetings that are an open forum to discuss topics of interest.
3.3 Develop relationships with key individuals and institutions that help expand SIOP's convening power and leverage those relationships to expand our reach and encourage action.	<i>No action steps identified.</i>
3.4 Share best practices and exchange knowledge related to understanding and improving work and workplace issues by encouraging and empowering cross-industry and cross-functional conversations.	3.4.A. Develop a TEDx-like online conference around a specific topic with expert presenters from within and without the I-O community.
	3.4.B Develop key research summaries and disseminate on a regular basis.

# Strategic Goal 4

*Create an ecosystem that generates future I-O psychology capabilities to advance and advocate for both science and practice by guiding education and lifelong learning.*

Objectives	Action Steps
4.1 Prioritize opportunities and develop a multi-year strategy for improving, expanding, and reimagining SIOP's offerings related to lifelong learning, inclusive of post-graduate education and professional development.	4.1.A. Inventory current learning assets, retiring those that are outdated or ineffective and adapting those that are quality and timely for new learning channels and formats.
4.2 Identify and engage with online and non-traditional I-O psychology programs to guide best practices and provide support that empowers students to succeed in their I-O psychology careers.	4.2.A. Survey existing and former online and non-traditional I-O psychology students to better understand their needs and how SIOP can augment the graduate school experience for students in these programs.
	4.2.B. Improve the presentation of existing resources and expand on recommendations for prospective students to consider when evaluating the quality of online I-O graduate programs, including guidance for faculty credentials, curriculum, project and internship opportunities, engagement with SIOP and other external professional development, etc.
	4.2.C. Create a list of best practices for online and non-traditional I-O programs to leverage.
4.3 Help traditional I-O psychology programs to meet the changing needs of students and the profession by understanding their challenges and issues, including considerations related to distance learning.	4.3.1 Convene routinely with I-O program chairs to learn about the challenges and issues they are facing and what role SIOP could play to improve I-O graduate training.
4.4 Build the pipeline in to I-O through earlier outreach to students in related high school, undergraduate and graduate programs, paying particular attention to programs that serve diverse populations.	4.4.A. Create an annual I-O one-pager to be sent to the media, lists of high school administrators, guidance counselors, and other relevant audiences, with criteria, guidelines, position examples, BLS salary info, etc.
	4.4.B. Enable and encourage grass roots outreach by providing instructions and materials to SIOP members for use at their local educational institutions, encouraging them to invite students to job shadowing opportunities at their organizations, etc.
	4.4.C. Partner with youth-focused STEM organizations in minority communities to provide I-O content for inclusion in their educational initiatives.