**Strategic Plan for the American Association of Pesticide Safety Educators**

**August 2, 2015**

**Vision Statement**

The American Association of Pesticide Safety Educators (AAPSE) will continue to provide leadership to be internationally recognized as a premier organization dedicated to promoting the development and facilitation of lifelong integrated learning related to pesticide use and minimizing risks to human health and the environment.

**Mission Statement**

The AAPSE mission is to provide a collective voice and forum for professional development, advocacy, and collaboration in the development, delivery, and advancement of pesticide applicator certification and safety education.

**Goals & Objectives**

**Goal 1: Promote the protection of human health and the environment through quality pesticide safety education and applicator certification.**

**Objective 1.1:** Foster and support membership networking, collaboration, and sharing of knowledge, skills, and resources that enhance safety education programs for pesticide users.

1.1.1: Provide and support opportunities for professional development by advancing knowledge and enhancing skills.

1.1.2: Encourage networking and capacity building.

1.1.3: Inform members about current developments, issues, and scientific advancements.

1.1.4: Foster the cooperation and sharing of educational resources.

1.1.5: Develop and maintain effective communication and working relationships.

1.1.6: Strengthen linkages between safety education and applicator certification.

**Objective 1.2:** Foster and support membership networking, collaboration, and sharing of knowledge, skill and resources that enhance applicator certification efforts.

1.2.1: Provide and support opportunities for professional development.

1.2.2: Share pesticide safety and applicator certification resources.

1.2.3: Strengthen linkages between safety education and applicator certification.

**Goal 2: Liaise with foundations, organizations, associations and government agencies concerning pesticide safety issues.**

**Objective 2.1:** Cooperate with foundations, organizations, associations, and government agencies that deal with pesticide safety and risk mitigation issues.

2.1.1: Identify key organizations for liaison efforts.

2.1.2: Develop and maintain effective communication and working relationships.

2.1.3: Participate in meetings, conferences, and related activities that support pesticide safety education and applicator certification.

**Objective 2.2:** Promote membership involvement in developing regulatory policies and management strategies that promote the safe use of pesticides.

2.2.1: Support leadership roles in national organizations, workshops, and initiatives that advance the quality and reach of pesticide safety education.

2.2.2: Support initiatives that advance the quality and outreach of pesticide safety education and applicator certification programs.

2.2.3: Support members in the continued assessment of pesticide certification and training-related laws, amendments, and sunset provisions to existing laws.

**Objective 2.3:** Address issues of importance to the membership.

2.3.1: Solicit issues from members.

2.3.2: Research and develop responses identified by members.

2.3.3: Seek out and share science-based information for pesticide stewardship.

**Goal 3: Promote the growth and development of AAPSE members**.

**Objective 3.1:** Meet the professional development needs of the membership.

3.1.1: Provide and support meeting opportunities for professional development.

3.1.2: Maintain the Journal of Pesticide Safety Education as a venue for articles addressing pesticide safety education and applicator certification.

3.1.3: Maintain an AAPSE website and listserv for member communication.

3.1.4: Inform membership of AAPSE accomplishments and activities.

**Objective 3.2:** Expand the membership and recognize members.

3.2.1: Recruit members involved in pesticide safety education and applicator certification.

3.2.2: Develop and maintain informational and promotional materials for members.

3.2.3: Recognize members and supporters for contributions and achievements.

**Objective 3.3:** Strengthen organizational and administrative structures.

3.3.1: Develop and maintain operational guidance for officers, the Board of Directors, liaisons, and committees.

3.3.2: Archive AAPSE documents, such as position papers, memoranda of agreements, and financial records.

3.3.3: Ensure orderly transition of leadership and membership.