

# American Association of Pesticide Safety Educators

## STRATEGIC PLAN

Approved by the AAPSE Board  
10 March 2002

### Vision

The *American Association of Pesticide Safety Educators* is an internationally recognized organization representing pesticide professionals at educational institutions and regulatory agencies responsible for developing or facilitating pesticide risk reduction programs.

### Mission

The *American Association of Pesticide Safety Educators* supports pesticide risk reduction programs and practices to protect human health and the environment. AAPSE provides a collective voice and a forum for cooperative extension services and state, territorial, provincial, tribal and federal agencies to work cooperatively on pesticide education needs, policies, and strategies. The Association provides professional development opportunities for its members through educational and training programs and by sharing resources and expertise. The Association cooperates with other organizations dedicated to developing and adopting sound pesticide user education and training policies and practical pesticide use standards to support certification/recertification programs.

### Time Frame

We envision this plan to hold for 3 - 5 years.

### Goals and Objectives

**Goal 1. Promote the protection of human health and the environment through high quality pesticide safety and risk mitigation education.**

**Objective 1.1:** Support membership in their educational efforts for all audiences.

**1.1.1:** Provide and support opportunities for professional education and training.

**1.1.2:** Support the sharing of pesticide safety and risk mitigation educational resources.

**1.1.3:** Inform members on current developments and issues related to pesticide safety and risk mitigation.

**Objective 1.2:** Support the membership in their applicator certification efforts.

**1.2.1:** Provide and support opportunities for professional development.

**1.2.2:** Support sharing of certification resources.

**1.2.3:** Strengthen linkages between certification and education.

**Objective 1.3:** Cooperate with foundations, organizations, associations, and government agencies that deal with pesticide safety and risk mitigation issues.

**1.3.1:** Identify key organizations.

**1.3.2:** Develop and maintain effective working relationships and communications.

**1.3.3:** Participate in meetings, conferences and related activities which support pesticide safety and risk mitigation.

**Goal 2.0: Liaise with foundations, organizations, associations, and government agencies on pesticide safety and risk mitigation issues.**

**Objective 2.1:** Provide expert advice.

**2.1.1:** Provide consultation.

**2.1.2:** Respond to requests for input.

**Objective 2.2:** Represent issues of importance to the membership.

**2.2.1:** Solicit issues from members.

**2.2.2:** Respond to issues identified by members.

**2.2.3:** Provide comment on issues in public policy forums.

**Goal 3. Promote the growth and development of AAPSE as a professional association.**

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

**3.1.1:** Provide and support opportunities for professional education and training.

**3.1.2:** Support efforts to exchange and provide access to pesticide safety training and educational materials and certification resources.

**3.1.3:** Maintain the Journal of Pesticide Safety Education to provide a venue for articles

addressing pesticide safety training, education and certification.

**3.1.4:** Establish a mechanism to recognize members and supporters for their contributions or achievement.

**3.1.5:** Maintain an AAPSE web site and listserv for member communication.

**3.1.6:** Keep membership informed of AAPSE's accomplishments and activities.

**Objective 3.2:** Expand membership.

**3.2.1:** Recruit members of state extension services, state lead agencies, provincial, federal, and tribal programs responsible for pesticide education, training and certification programs.

**3.2.2:** Recruit non-extension members who work for educational institutions and private industry or who are professional trainers.

**3.2.3:** Recruit members in foreign countries, particularly those who are members of NAFTA, or are in the Pacific Rim or Europe.

**3.2.4:** Maintain current informational and promotional materials for new and prospective members.

**Objective 3.3.** Create and maintain formal working relationships with foundations, organizations, associations, and government agencies interested in supporting pesticide safety programs to protect human health and the environment.

**3.3.1:** Identify key foundations, organizations, associations, and government agencies.

**3.3.2:** Develop effective working relationships and communications to support common goals and objectives.

**3.3.3:** Participate in meetings, symposia, conferences and related activities which support pesticide risk mitigation education.

**3.3.4:** Provide current informational and promotional materials to increase awareness and understanding of AAPSE.

**Objective 3.4.** Strengthen organizational and administrative structure.

**3.4.1:** Develop and maintain operational guidelines for officers, the Board of Directors, Committee chairs and liaisons.

**3.4.2:** Identify needs and opportunities for improving communication, organization, external relationships and operational efficiencies.

**3.4.3:** Archive important Association documents such as organizational papers, correspondence, memoranda of agreements, position papers, and financial records.

**3.4.4:** Ensure an orderly transition for new officers and committee members.