

# Strategic Plan for the American Association of Pesticide Safety Educators

September 2021

## Vision Statement

The American Association of Pesticide Safety Educators (AAPSE) provides leadership as a membership-driven organization dedicated to promoting the development and facilitation of lifelong integrated learning related to pesticide safety and minimizing risks from pesticides 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 pesticide safety education.

## Goals: PPE

1. **Promote** and improve pesticide certification programs and pesticide safety education.
  - a. Promote and support connections, networking, resource sharing, professional development, and workshops among certification and pesticide safety programs.
  - b. Promote and support the development of public outreach materials and programs targeting non-certified pesticide users and others.
  - c. Advocate for the integrity of pesticide safety training and education.
2. **Partner** and collaborate with other foundations, organizations, associations, government agencies, and related industries to strengthen networks for further expansion and availability of resources for pesticide safety education.
  - a. Identify groups associated with pesticide safety education and create formal representation with those groups
  - b. Connect to underserved communities and utilize teaching methods that are culturally appropriate for diverse audiences.
  - c. Support program collaboration and regional/national efforts among AAPSE membership
3. **Expand** membership to include interested individuals and groups associated with pesticide safety.
  - a. Enhance promotion of AAPSE beyond traditional PSE programs and target new audiences.
  - b. Focus on enhancing how to reach diverse audiences, including those underrepresented in our discipline.
  - c. Form a student outreach committee to begin developing events, infrastructure, and a plan for enhancing student participation in AAPSE.