


ASSOCIATION *for* APPLIED
SPORT PSYCHOLOGYSM



ORGANIZATIONAL UPDATE: 2015

- Sport psychology consultants and professionals work with athletes, coaches, non-sport performers (dancers, musicians), business professionals, and high-risk occupations (military, firefighters, police).
- 2,300 members in 57 countries
- Two consecutive years with conference attendance over 1,000

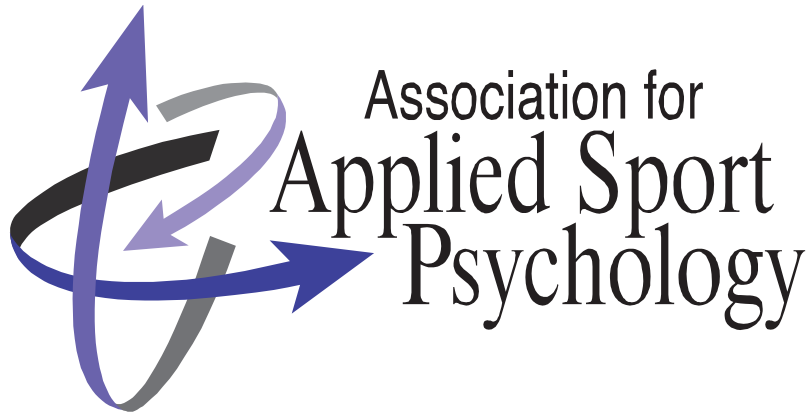
STRENGTHEN CERTIFICATION PROGRAM TO ENHANCE CREDIBILITY OF SPORT PSYCH PROFESSIONALS

- Moving from portfolio review (~25 years) to an exam-based assessment of competencies and knowledge
- Defined knowledge statements in 6 different professional domains through a comprehensive Job Task Analysis
- Next steps – item writing, create draft examination
- Target date for new exam: 2017 or 2018

INCREASE VALUE OF AASP TO MEMBERS

- Inaugural AASP Virtual Conference:
Transformative Advances in Youth Sport (with ACSM)
- New journal: *Case Studies in Sport and Exercise Psychology*
- Expanded educational and professional development offerings at Annual Conference
- Expanded AASP Regional Conferences to include international sites
- New logo usage guidelines to encourage members to help brand AASP in their own individual marketing





REBRANDING

Strengthen the connection and messaging to sport psychology professionals and those athletes, exercisers, and performers who utilize our services



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**Joint Commission
on Sports Medicine
and Science -
Memphis**

NCAA - Indianapolis

**Aspen Institute
Project Play
Summit
Washington DC**

**Leaders
Performance
Summit - NYC**

**MIT Sloan Sports
Analytics
Conference
Boston**

**SX Sports: South by
Southwest - Austin**

**BUILD AASP'S PRESENCE AND
VISIBILITY AND PROMOTE
THE FIELD GLOBALLY**

