

2026-2028 Strategic Plan

Adopted by the PCC Board of Directors March 2, 2026

Background

In the fall of 2025, the PCC Board of Directors solicited feedback from the membership to inform a new three-year strategic plan. Using the responses, the board developed this plan as a blueprint to help address the concerns most frequently identified by members and enhance areas identified as organizational strengths.

This plan represents the vision of our members to enhance and strengthen our community.

It is a living document, and the ideas and actions identified may lead to unforeseen discoveries or unexpected challenges where the board may find it necessary to adjust the strategy to find success.

Strategic Plan Summary

**Throughout this plan, "Psychoanalysis" is used as a term to embody the study and practice of psychoanalysis and psychoanalytic psychotherapy - the theories, curiosities, and clinical values that drive our training and educational programs. It is the common thread that connects our trainees, members, and community.*

Goal One: Develop a comprehensive financial plan to meet the needs of the organization and its members, and maintain the future sustainability of the PCC

To reach this goal, we will conduct a financial audit of our budgeting and financial policies to find savings and identify potential earned revenue, without adding undue burden to our members. Campaigns focused on recruiting new members will increase membership revenue.

Fundraising will focus on increasing member participation in the PCC Annual Fund, hosting an annual community-sponsored lecture, cultivating relationships with potential grant sources, and continuing the campaign for the Fund for Psychoanalytic Education with a focus on initiatives to increase student diversity, compensation for faculty, and grants to students to reduce the financial burden of training.

To build a more sustainable center, we will conduct an organizational assessment to identify strengths and weaknesses, increase transparency, highlight the work of our committees, and develop crisis and succession plans for key leadership and staff.

Goal Two: Promote psychoanalysis and psychoanalytic psychotherapy, helping students, clinicians, and the community understand psychoanalytic thinking and share its relevance in and out of the consulting room

The PCC hopes to increase awareness by creating partnerships with a variety of professional communities, academic institutions, and arts and cultural organizations. Through targeted invitations and specialized programming, we can highlight the relevance of psychoanalytic thought and show its application to professional and cultural situations.

Strategies will include developing programs for health professionals that are not prevalent in the PCC, such as nurse practitioners or pastoral counselors, revising cultural partner programs like “MindPlay,” and connecting with relevant graduate programs to invite participation.

We will also improve engagement with PCC members through scheduled member forums to address concerns or share achievements. Through improved internal communications, we will provide consistent updates from PCC committees and the board of directors and actively promote our members’ publications, papers, and service.

Goal Three: Continue to provide high quality Psychoanalytic Training and Education programs for clinicians across the Carolinas.

The first cohort of the new curriculum will launch in the fall of 2026. PCC Faculty, in consultation with subject experts, are designing and implementing the new developmental courses and foundational integrative seminars, while the Training and Education Committee supports current students in completing training under the earlier graduation requirements. By 2029, the core curriculum will be fully integrated, and the revised advanced curriculum will begin.

To strengthen our faculty, the Training and Education Committee will host two faculty development meetings per year to hone teaching skills, discuss challenges, share successes, and build camaraderie and connection. Faculty recruitment and retention will be a focus, revisiting the path for advanced students and guest lecturers, and researching a shared-faculty network among other APsA-affiliated psychoanalytic training programs.

A new advising system will be adopted to provide greater support to our students during their training. Updates to the Student Handbook will feature FAQs, estimated training expenses, and outline pathways to graduation. As the Fund for Psychoanalytic Education grows, new scholarships and grants become available. The goal is to offer at least \$100,000 in student aid per year.

The COS Committee, in partnership with Lucy Daniels Center, will continue to introduce Circle of Security programs to systems, organizations, and schools to ensure sustainability. This includes co-hosting COS-Parenting facilitator training in South Carolina, expanding programs in Eastern NC, and increasing COS-Classroom facilitators/coaches in North Carolina.

Goal Four: Create a more diverse, equitable, and inclusive psychoanalytic community where all people feel welcome and accepted and are actively invited to participate at every level of the organization

The board of directors will establish a permanent board committee to focus on diversity, equity, and inclusion. Using resources and support from APsA's Social Issues Department, DEIBA+ Committee, and Psychoanalysis in the Community Committee, we aim to create a welcoming, safe space for members, with outreach to more diverse audiences and underrepresented mental health professionals.

To support the growth of our membership across the Carolinas, the Membership Committee will recruit geographic ambassadors to welcome and connect members in their area. We will continue to host member gatherings, including two outside of the Triangle, and host an annual in-person graduation/awards ceremony to celebrate our community and their accomplishments.

In response to member comments, we look to develop a member mentoring program for early career clinicians and new members, and develop lectures and guides addressing practical business topics that could benefit and enhance members' practice and/or career.

The growth of our continuing education programs offers an opportunity to recruit new members and introduce them to the PCC and psychoanalytic theory and practice. Annual PCC Open House events will continue to highlight our programs, introducing curious individuals to the benefits of membership and the value of our psychoanalytic education and training.

The following pages contain specific strategies and actions designed to help us achieve the goals outlined in the plan. The success of any strategic plan depends on engagement. If you see any item that touches on your interests, talents, or concerns, please reach out to a board member or Executive Director Vann Pearsall to discuss how you can contribute.