



**UK Society for  
Behaviour Analysis**

## **Strategic Plan**

Committee responsible: Strategic Planning Committee  
Approved by: UK-SBA Board  
Date approved: January 2017

Date of last review: N/A  
Date of next review: January 2018  
Version number: 1

## **MISSION STATEMENT**

The UK society seeks to contribute to public wellbeing both through the application of Behaviour Analysis and by ensuring that behaviour analysts practice safely, competently and ethically. The Society is committed to advancing the science and practice of behaviour analysis, to broadening public awareness of the discipline, promoting and disseminating relevant research studies and serving as an advocate body in public debate on issues relating to behaviour analysis.

### **Objectives**

The key purpose of the Society is to act in the Public interest to keep the public safe and to enable proper and public accountability for the behaviour analysts who work to prevent and relieve the needs of children, young people and adults suffering disadvantage or disability because of behavioural difficulties.

## OBJECTIVES

- › Setting up, publishing and maintaining a voluntary register of members, which will include their qualifications, appointments and experience.
- › Formulating standards of professional conduct and competence for those engaged in behaviour analysis services in the UK.
- › Developing, improving, and disseminating best practices in the recruitment, training, and professional development of behaviour analysts.
- › Promoting the recognition of behaviour analysis as a science and in its various applications
- › Advocating for and facilitating research.
- › Communicating about behaviour analysis to consumers of its services.
- › Providing a library of existing research on behaviour analysis
- › Acting as a central body for the purpose of consultation and information in matters of educational or public interest concerning behaviour analysis in the UK
- › Promoting standards in education, training and experience in the principles, practice and skills of behaviour analysis.
- › Promoting and facilitating the dissemination and exchange of information on matters of professional competence by the holding of conferences, meetings or seminars.
- › Encouraging the study of behaviour analysis by establishing and promoting training courses.



## **VALUES**

- Ethical action in the promotion of human rights, health, well-being, and dignity
- Outstanding service to Society and to its members
- Continual pursuit of excellence for the practice of behaviour analysis
- The data-driven application of behaviour analysis

## STRATEGIC GOALS

Strategic Goal	Strategic Initiative	Measures	Ownership
<p><b>Voluntary Register</b></p> <p>The society will establish a voluntary register of members. This register will include details of each member's qualifications, experience and professional status. The UK-SBA Voluntary Register is a key initiative of helping members of the public find qualified Behaviour Analysts and check the qualifications, professional status and experience of any individual they are considering employing or working with.</p> <p>UK-SBA will work with key stakeholders to support the practice of behaviour analysis and to develop the case for the regulation and professional recognition of Behaviour Analysts as a professional group.</p>	<ul style="list-style-type: none"> <li>• Establish voluntary register</li> <li>• Professional Recognition: Prepare case for risk of unregulated practice</li> <li>• Work with identified key stakeholders to lobby for professional recognition of behaviour analysts</li> </ul>	<ul style="list-style-type: none"> <li>• Process for voluntary registration defined with key stages identified</li> <li>• Spread sheet circulated to collect data</li> <li>• Voluntary register established</li> </ul>	<p>Voluntary Register Committee. Consumer Committee &amp; Full Board</p>
<p><b>Education &amp; Training</b></p> <p>UK-SBA* will promote, encourage and develop training and educational opportunities for the general public and professional behaviour analysts, those pursuing certification, allied health professions interested in and supporting practising behaviour analysts. The main aim is to ensure the highest standard of service, therapy and professionalism to provide the best possible service for those who require the skills of practising behaviour analysts.</p>	<ul style="list-style-type: none"> <li>• Organise a series of events with invited speakers to provide continuing education and information for consumers</li> <li>• Organise workshops to provide BACB supervisor training in the UK</li> <li>• Develop a 3 year training strategy for members</li> <li>• Develop and Maintain a register of available courses and training opportunities</li> <li>• Provide opportunities for continuing professional development and CEU</li> </ul>	<p>Event Data</p> <ul style="list-style-type: none"> <li>• No of events run</li> <li>• No of events planned 1 – 3 Year</li> <li>• Attendance data for invited speaker series</li> <li>• Feedback data</li> </ul> <p>Workshops</p> <ul style="list-style-type: none"> <li>• Training plan</li> <li>• No of workshops</li> </ul> <p>Training Strategy</p> <ul style="list-style-type: none"> <li>• Planning complete and shared with Board</li> </ul>	<p>Events Committee &amp; Full Board</p>

<p><b>Marketing and Communication</b></p> <p>SBA will establish a coherent marketing and communications strategy to help achieve the overall organisational objectives.</p> <p>Plans to engage effectively with consumers, members and other stakeholders to demonstrate the success of our work and to inform consumers and the general public. We will ensure we have access to all relevant information and resources.</p> <p>UK-SBA will provide website resources for consumers and members providing up to date accurate information aimed at educating and protecting the public.</p>	<ul style="list-style-type: none"> <li>• Establish a coherent marketing and communications strategy to help achieve the overall organisational objectives</li> <li>• Communicate with consumers, members and stakeholders on topics relevant to the UK-SBA's strategic objectives via: <ul style="list-style-type: none"> <li>○ Email</li> <li>○ Social media</li> <li>○ Members' newsletter</li> <li>○ Conference</li> <li>○ Website</li> </ul> </li> <li>• Provide position statements and media response as required</li> <li>• Continue to develop website resources to provide consumers and members with up to date information</li> </ul>	<ul style="list-style-type: none"> <li>• Coms strategy complete with timelines</li> <li>• No of newsletters/coms produced</li> <li>• Website social media data data</li> <li>• Position statements published on website and social media</li> <li>• Schedule for website development complete with timeline and costs</li> </ul>	<p>PR/Communications Committee Website Committee &amp; Full Board</p>
<p><b>Research</b></p> <p>Advocate and facilitate the dissemination of research findings to Consumers, behaviour analysts, as well as other scientists, professionals via its website, conferences, training workshops, and newsletters</p> <p>Research Award: To support, promote and recognize scholarly work by early career Behaviour Analysts</p>	<ul style="list-style-type: none"> <li>• Create a bibliography of books and research references for consumers and members</li> <li>• Provide information regarding potential research funding opportunities</li> <li>• To recognize and reinforce the research of outstanding new researchers through thesis and dissertation awards</li> <li>• Increase submissions year-on-year from the 2015 baseline.</li> <li>• Raise the visibility of Student Award within student body throughout UK</li> <li>• Promote the work the recipients of the Award.</li> </ul>	<ul style="list-style-type: none"> <li>• Full bibliography completed and approved</li> <li>• Links on website</li> <li>• Number of eligible submissions received year-on-year.</li> <li>• Confirmed Agreement by course leaders to advertise the award</li> </ul>	<p>Website Committee</p> <p>Student award committee</p>

<p><b>Sources &amp; Special Interest Groups</b></p> <p>of UK-SBA's overarching aims is to provide information resource on all aspects of behaviour analytic practice and research. In with this aim, UK-SBA will state its commitment to ensuring that all the disciplines in behaviour analysis are fully represented, describe one of the ways in which this will be demonstrated: namely, through the development of special interest groups (SIGs).</p> <p>Board: To provide an online resource via the website for employers and individuals seeking to recruit Behaviour Analysts</p>	<ul style="list-style-type: none"> <li>Effectively implement procedures and policies for the development of Special Interest Groups (SIGs)</li> <li>Support the development of SIGs to represent consumers of behaviour analytic services, and represent the scope of behaviour analytic practice across the UK</li> <li>Enable SIGs to share useful resources and information with the public and members</li> <li>Launch job board online.</li> <li>Establish and increase the use of the job board by relevant employers and UK-SBA membership.</li> </ul>	<ul style="list-style-type: none"> <li>Procedures finalised and communicated to members</li> <li>Forums established for SIGs on website</li> </ul> <p>SIG Data</p> <ul style="list-style-type: none"> <li>No of SIG applications</li> <li>No of members in SIGS</li> </ul> <ul style="list-style-type: none"> <li>Launch job board online.</li> <li>Number of monthly job submissions/ website page hits</li> </ul>	<p>SIG Committee</p> <p>Consumer Committee</p> <p>Job Board committee</p>
<p><b>Consumer Reference Group &amp; Membership</b></p> <p>SBA will establish a consumer committee and its own consumer advisory group to coordinate communications with all consumers of behaviour analytic services to ensure the public interest is understood and communicated.</p> <p>SBA aims to develop and engage a more personal and diverse membership and to maintain and regulate a voluntary register of members</p> <p>SBA will follow due process for Board elections and communicate clearly with its membership.</p>	<ul style="list-style-type: none"> <li>Recruit consumers and set up advisory group</li> <li>Prepare terms of reference for the group and set up reporting mechanisms</li> <li>Develop a clear strategy to recruit and maintain members</li> <li>Develop policy and procedure to verify membership and voluntary register information re qualifications, DBS and insurance etc</li> <li>Establish clear procedures/protocols for elections according to the rules stated in the Society's Governance documentation</li> <li>Student Prize Draw</li> </ul>	<ul style="list-style-type: none"> <li>Advisory group established <ul style="list-style-type: none"> <li>Terms of reference</li> <li>Membership No's</li> <li>Strategy created</li> </ul> </li> </ul> <p>Membership data</p> <ul style="list-style-type: none"> <li>No of members</li> <li>Demographics</li> <li>Retention data</li> <li>Election participation Nomination/voting</li> <li>Membership Survey</li> </ul> <p>Annual Elections</p> <ul style="list-style-type: none"> <li>Results</li> <li>Reporting nominations and # participation in elections to membership</li> </ul>	<p>Consumer Committee</p> <p>Membership Committee</p> <p>Election Committee</p>

<p><b>Governance &amp; Finance</b></p> <p>Ensure that the UK-SBA has appropriate and effective governance arrangements, conducts its business openly and is accountable for its actions.</p> <p>Strengthen UK-SBA as a dynamic and sustainable national charitable organisation</p>	<ul style="list-style-type: none"> <li>• Introduce formal induction for new board members</li> <li>• Ensure conflicts of interest are identified and appropriate actions taken</li> <li>• Ensure the board and the members are aware of their roles and responsibilities</li> <li>• Conduct proceedings of the Society in line with its governing document and other rules, policies and regulations</li> <li>• Define accounting and reporting policy and procedures</li> <li>• KPI framework - Quarterly reports</li> </ul>	<ul style="list-style-type: none"> <li>• Minutes of meetings</li> <li>• Formal policies and procedures written up and communicated</li> <li>• Regular communications to members</li> <li>• Key governance documents on website and regularly updated.</li> <li>• Balanced budgets</li> <li>• Funds in reserve</li> <li>• Policy and procedures clarified and communicated</li> <li>• Charity returns and reports to funders</li> </ul>	<p>Strategic Planning Committee, Secretary &amp; Full Board</p> <p>Treasurer &amp; Secretary</p>
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