



# UK Society for Behaviour Analysis

## Strategic Priorities 2020/21

As we continue to deliver on our strategic objectives, The UK Society remains committed to: advancing the science and practice of behaviour analysis, 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.

Following recent changes to the international accreditation process, and with the successful launch of our professional register, we have carefully reviewed our plans and have identified our key priorities for the coming year.

### Guiding strategy statement for 2020/2021

*Using our existing capabilities, we will review and refine the field's infrastructure and bring in new and diverse practitioners to increase the scope, professionalism, accountability and sustainability of our field.*

Our revised committees and work groups will provide a robust structure to ensure we are successful in meeting our goals.

Committee		Primary Function	Working Groups
Strategic Planning Committee	SPC	Strategy development	Governance Finance Elections
Public Protection and Benefit Committee	PPBC	Public Protection and benefit	Register Complaints PSA task force
Membership Committee	MC	Recruitment and applications	Student Awards SIGs
Education Committee	EC	Education standards	Credentialing Task Force Events
Marketing & Comms Committee	MCC	Marketing, Comms, PR	Public education
Advisory Board (separated on structure chart)	AB	Feeds into Public Benefit and Protection Committee	

## Strategic Priorities 2020/2021

Priorities		Goals	Ownership
1	Pursue PSA accreditation	<p>Submit a PSA application</p> <p>Ensure protection of the public by identifying and mitigating risk</p> <p>Lay foundation for establishing an active public policy group, to build a reputation with political stakeholders and develop strategies aimed at public policy change</p>	<p>PPBC</p> <p>MCC</p>
2	Increase members on Voluntary Register	<p>Ensure there is an active strategy to engage new and diverse membership, and that there are sufficient benefits to retain members</p>	<p>MC</p> <p>MCC</p>
3	Create course standards and standards of professional conduct unique to the UK	<p>Establish high quality course, experience, and supervision standards that cover the breadth of behaviour analytic application, as well as ethics and professionalism skills</p> <p>Develop a credentialing system suited to behaviour analysts practicing in the UK</p>	<p>EC</p>
4	Ensure availability of high-quality ongoing professional development opportunities	<p>Review and expand availability of high-quality continuing education and training opportunities available to members, the public, and allied professions</p>	<p>PPBC</p> <p>EC</p>
5	Facilitate inclusion and diversity of practitioners, board members, and consumers of services	<p>Engage with current and future practitioners to develop a diversity strategy</p>	<p>SPC</p> <p>MC</p>
6	Increase revenue to levels necessary to sustain impactful performance as a professional body	<p>Establish sustainable revenue sources in addition to existing sources, which include membership fees and events</p>	<p>SPC</p> <p>EC</p>
7	Review internal structures, ensuring efficacy and benefit of the Board and its committees, administration, resources and processes, and SIGs	<p>Review structure, governance, and operation to ensure the Board is set up to achieve its goals</p> <p>Revise and update the strategy document to provide an accurate picture of the Board and its future direction</p> <p>Encourage a culture of psychological safety among colleagues, inspiring positive cultures with and across other organisations</p>	<p>SPC</p> <p>UK-SBA Board</p>
8	Review Communication Strategy	<p>Effectively communicate the Board's progress through relevant and regular feedback</p> <p>Facilitate collaborative working, dissemination, and exchange of information across organisations and independent practitioners</p>	<p>MCC</p> <p>SPC</p>

		Educate the public by disseminating accurate information and addressing misinformation	
--	--	--	--