

Strategic Priorities 2022-2025

As we continue to deliver on our strategic objectives, The UK Society for Behaviour Analysis 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.

Due to the forthcoming 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 next three years. Our committees and working groups will provide a robust structure to ensure we are successful in meeting our goals.

Strategic Priorities		Goals	Actions	Ownership
1	Public protection	<p>Achieving PSA accreditation</p> <p>Ensure protection of the public by identifying and mitigating risk</p> <p>Ensure an effective and robust complaints procedure</p>	<p>Continue PSA application process - PPBC</p> <p>Maintain risk register - PPBC</p> <p>Meet regularly with advisory board - PPBC</p> <p>Engage with consumer groups and other key stakeholders - MCC</p> <p>Ongoing review of the complaints procedure - PPBC</p>	<p>PPBC MCC</p>

		Building professional recognition	<p>Address complaints with oversight from panel of independent professionals with relevant experience - PPBC</p> <p>Monitor and review complaint data – PPBC</p> <p>Connect with independent professionals with knowledge of key consumer groups for input as relevant - PPBC</p>	
2	High standards for professional competence	<p>Ensure high-quality course standards and standards of professional conduct unique to the UK</p> <p>Ensure availability of high-quality ongoing professional development opportunities</p>	<p>Develop a credentialing system suited to behaviour analysts practicing in the UK - ET</p> <p>Set education standards for training in behaviour analysis - ET</p> <p>Develop experience and supervision standards that cover the breadth of behaviour analytic application - ET</p> <p>Set standards for ethical and professional practice - PPBC</p> <p>Create and signpost to high-quality continuing education and training opportunities available to registrants, the public, and allied professions - ET</p>	ET PPBC
3	Effective communication	<p>Engage effectively with consumers, registrants and other stakeholders to demonstrate the nature and impact of our work and to ensure consumers and the general public understand what we do and have access to useful information and resources.</p> <p>Engage effectively with our registrants to communicate best practice.</p> <p>Build a reputation with stakeholders and develop strategies aimed at public policy change.</p>	<p>Develop a marketing and communications strategy - MCC</p> <p>Effectively communicate the Board’s priorities and progress to registrants, consumers, and the wider public through our website, events, and social media - MCC</p> <p>Maintain and update website to ensure it is accessible and functioning optimally - MCC</p> <p>Provide website resources for consumers and registrants to promote good practice and to inform and protect the public - MCC</p> <p>Provide position statements and media response as required - MCC</p>	MCC MC

		<p>Facilitate collaborative working, dissemination, and exchange of information across organisations and independent practitioners.</p> <p>Lay foundation for establishing an active public policy group</p>	<p>Establish and monitor ongoing progress of special interest groups (SIGs) to facilitate networking and the sharing of resources and information, and to promote development in their sectors and contribute to the UK-SBA objectives. - MC</p>	
4	Diversity Equity and Inclusion	<p>Facilitate inclusion and diversity of practitioners, board members, consumers of services, and the wider public</p>	<p>Engage with current and future practitioners to develop a diversity strategy – EXEC, MCC</p> <p>Ensure appropriate training in DEI for Board members - EXEC</p> <p>Create and monitor policies and procedures that increase diversity on the Board - EXEC</p> <p>Engage with consumers to inform organisational strategy, policy and procedures – EXEC, MCC</p> <p>Engage with the wider public to ensure information about the Society and its activities is accessible and transparent - MCC</p> <p>Engage with the wider public to understand concerns to inform organisational strategy, policy, and procedures – EXEC. MCC</p>	<p>EXEC MCC</p>
5	Organisational sustainability	<p>Strengthen UK-SBA as a dynamic, sustainable, transparent, and accountable organisation</p> <p>Ensuring the UK-SBA has appropriate and effective governance and finance arrangements and conducts its business openly and is accountable for its actions</p>	<p>Review internal structures, governance, and operation to ensure the Board is set up to achieve its goals - SPC</p> <p>Ensure conflicts of interest are identified and appropriate actions taken - EXEC</p> <p>Ensure the board and the members are aware of their roles and responsibilities - EXEC</p>	<p>EXEC SPC ET MC</p>

		<p>Ensuring effective functioning and benefit of the Board and its committees, administration, resources and processes, and SIGs</p> <p>Increase revenue to levels necessary to sustain impactful performance as a professional body</p> <p>Establish a culture of psychological safety among colleagues, inspiring positive cultures with and across other organisations</p>	<p>Conduct proceedings of the Society in line with its governing document and other rules, policies and regulations - EXEC</p> <p>Regularly publish financial records and meeting minutes - EXEC</p> <p>Create a strategy to engage new and diverse registrants, ensuring there are sufficient benefits to retain registrants - MC</p> <p>Establish sustainable revenue sources in addition to existing sources, which include registrant fees and events – ET, MC, SPC</p> <p>Revise and update the strategy document to provide an accurate picture of the Board and its future direction - SPC</p>	
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Abbreviations:

EXEC – Executive Committee

MC – Membership Committee

MCC – Marketing and Communications Committee

PPBC – Public Protection and Benefit Committee

SPC – Strategic Planning Committee

ET – Events Team