

## Alberta Association for Behaviour Analysis Strategic Plan: 2021-2023



## Introduction and Context

The province of Alberta has long had a need to increase the awareness and availability of accurate and quality information and services in the science of Applied Behaviour Analysis (ABA). With this mission, a small group of Board Certified Behavior Analysts (BCBAs) and other individuals invested in behaviour analysis submitted an application to obtain status as a provincial chapter of the Association for Behavior Analysis International (ABAI) in September 2016. This status was granted by ABAI in November 2016. The group of individuals then set out to build an official Board of Directors and to develop their operations as an association.

In May 2018, the chapter established formal memberships through their website with an initial membership of 13 people. By November 2018, the elected Board of Directors received incorporation status as a non-profit society in the province of Alberta. For the past two years, the Board of Directors has been developing systems and policies to form a foundation for the future of the chapter. The Board has taken governance training and written documents including: terms of reference for committees, Board member role descriptions, and financial and operational policies and procedures. The Board continues to be a completely volunteer and grassroots organization and is proud of the current membership growth to 56 members as of October 2020.

In October 2019, the Board of Directors sought to develop the association's first strategic plan. The goals of this plan were developed based on input from the last membership survey completed in May 2019, the association's mission and vision statements, and discussion and feedback from the entire Board of Directors. Each goal and action in the following plan have a rationale for their selection tied to the mission and vision of AltaABA. The goals and actions in this plan are set for a 1 - 3-year timeline to keep the Board active and accountable to our membership and consumers in the province at-large.

**\*\*Please note that the following goals may be achieved with flexibility to be completed either virtually or in-person as per the ongoing COVID-19 pandemic public health guidelines\*\***

## Strategic Plan

Long Term Goal	Short-Term Actions	Rationale	Success Indicators	Timeline		
				2021	2022	2023
<b>Creating a Positive Public Image and Perception of ABA in Alberta</b>  Mission: Dissemination and Scientific Reference	Attend community events (e.g., conventions, university club fairs, fundraisers, etc.).	Increase the frequency of contacts and presence AltaABA has in the community.	Attend relevant event(s): <ul style="list-style-type: none"> <li>- One in 2021</li> <li>- Two in 2022</li> <li>- Three in 2023</li> </ul>			
	Create scripts for membership to use when asked by the public about ABA, what they do, and when confronted with myths.	Providing statements for members to use that show the positive work they do when confronted with controversial or provoking questions.	Social validity survey from membership on the usefulness of scripts depicts a high level of satisfaction.  Goal: Complete by end of 2021.			
	Create example paragraphs that can be used by psychologists and other professionals in reports when needing to recommend services from a BCBA.	Increase the presence of accurate recommendations and access to effective services. Create a relationship of referrals with other professionals.	Social validity survey from other professionals on the usefulness of scripts depicts a high level of satisfaction.  Goal: 2021 and 2022 information gathering, 2023 dissemination of content.			
	Provide education and training and information sessions about ABA and BCBA's to other professionals (e.g., teacher's PD).	Providing increased access to accurate information about ABA and its applications and available services.	Board executive and/or general membership under the direction of the Board will be actively presenting online and/or in person content to the public.			

			Goal: 2021 present to membership, 2022 present to another profession/outside audience, 2023 present to a general public audience.			
<b>Resource and Technology Expansion</b>  Mission: Dissemination	Develop website features to provide increased benefits to members and to further our mission.  a. Membership directory, proof of membership, and changing type of membership.  b. Resource access (e.g., CASP, ABAI, APBA, BACB, etc.)	To increase available resources for members to independently access from the website to help in with networking, practice, and other personal activities. Increase members' and public visits to the website to obtain accurate and quality documents and links that we have deemed appropriate to our society's mission and vision.	Members will be able to download membership status form/card at any time upon visiting their portal.  Goal: Complete by January 2021.			
			Members will be able to access and view a membership directory (and be able to opt out being listed in this directory or only parts of their information listed).  Goal: Complete by Spring 2021.			
			At least 5(five) documents and 5(five) links are listed and working on the resource page of the AltaABA website.  Goal: Complete by February 2021.			

			Tracking numbers on the website indicate at least 10 visits to this page per month in the first three active months, and at least 4 visits to this page per month thereafter for the rest of 2021.			
			Adding at least 1 additional document/link once every 4 months in 2022 and 2023.  Goal: At least 16 links/documents on the resource page by the end of 2023.			
	Donation and sponsorship capabilities for our society. Add a donation button onto the front page of the website.	To increase our capacity to raise funds to help meet our goals (i.e. CEU speaker events, promotions, etc.).	An active donation button is available and working on the website.  Goal: Complete by end of March 2021.			
			There will be at least 1 donation in 2021, at least 3 donations each year in 2022 and 2023.			
	Gain access to professional infographic and poster creation programs for Board use.	Develop infographics on a variety of commonly asked topics and questions for easy access to the public,	Independently create and post three AltaABA downloadable			

		professionals, and consumers.	infographics onto the AltaABA website.  Goal: Complete by June 2021.			
	Creation and addition of employment and services portal to the AltaABA website. The Portal will serve as a location for individuals seeking to hire someone and for individuals looking for work.	Access point for individuals seeking work in ABA and individuals seeking ABA services. Also serve as a source of revenue for AltaABA to further their mission and other goals.	Activate a website entry form for employers/consumers to post job positions that can be viewed by the membership.  Goal: Complete by end of June 2021.			
			At least 3 job postings for members to view.  Goal: Complete by end of 2021.			
<b>Enriching Member Benefits</b>  Mission: Professional Networking and Information Sharing	Become a registered ACE continuing education provider.	Providing high-quality professional learning opportunities as an additional membership benefit.	A board member gains ACE continuing education provider status. A minimum of 4 CEU events are offered yearly (can include online article reviews).  Goal: ACE certification 2021, 2 CEU events offered in 2022, 4 CEU events offered in 2023.			
	Continue to offer social events on a regular basis.	Offering members an opportunity to network with other locals who are interested in ABA.	Offer quarterly in-person or online social events (whichever option is in adherence with public health guidelines for covid-19).  Goal: 4 events each year.			

	Provide online events and increased streaming capabilities for events (social and CEU) to expand access to the entire province.	Providing increased access to accurate information about ABA to members throughout the entire province.	By the next AGM, the technology will be in place to stream the meeting and/or speaker events to online attendees.  Goal: Streaming technology available in 2021.			
	Expanding tangible benefits to membership (e.g., potential insurance discounts, retail discounts, online competitions with prizes, etc.)	To provide additional value to current members and increase new membership.	Social validity measure included in the survey.  Goal: Offer 2 new benefits in 2021, 2 additional new benefits in 2022, and another 2 additional benefits in 2023 (6 new total).			
	Provide an annual speaker event. Explore partnering with other Canadian provinces and/or Montana to combine resources for events.	To provide additional membership professional development opportunities in a cost-effective format.	Provide a speaker event to coincide with each year's AGM.			

## **Implementation**

- Each short-term action will be assigned to an individual or committee to be accountable for its completion in accordance with the timeline outlined in this strategic plan.
- If needed, each short-term action will be broken down into more specific and detailed actions that work towards achieving the full short-term action and the larger goal. If done so, each specific action will be given a timeline for completion.
- The AltaABA Board currently has monthly check-ins (at minimum), either in the form of an online video meeting and/or via email, to keep our action items on track. At every Board check-in, each short-term action will be reviewed and reported on by the individual or committee responsible for them.
- All details, including who is responsible, progress/status update, and timelines will be recorded in official AltaABA check-in and Board meeting minutes.

## **Review Process**

- The Board holds a formal Board meeting on a quarterly basis. Every goal and action item will be reviewed in full at each quarterly meeting and progress, actions, priorities, and timelines will be adjusted according to these reviews.
- A membership survey will be sent out prior to each Annual General Meeting (by May of each year). This survey will give the membership a chance to provide objective feedback and review of the progress of the strategic plan.
- If new information or developments within the province of Alberta become available or occur that are relevant to the goals in this strategic plan, the Board will use this information to adjust the goals and actions. Any adjustments and rationale for these adjustments will be communicated to the membership.