

New York State Association for Behavior Analysis (NYSABA) Strategic Plan 2007-2011

Summary of NYSABA's Five Year Strategy

NYSABA will assume a higher level of influence and recognition in the field of behavior analysis in New York State by focusing on supporting professionals and students, educating families and consumers, and advocating for the highest standards in the application of behavior analysis. NYSABA envisions itself as the leading advocate for principled behavior analysis in New York State, and the Association will achieve this by augmenting its existing core services of communications, conferences and workshops with new and enhanced member services over the five year period. A more focused vision and these current and planned services will form the basis of an aggressive membership campaign that can provide NYSABA with the strength in numbers and financial resources necessary for pursuing effective advocacy and providing quality services for practitioners and families.

Our Vision of NYSABA in Ten Years (2017)

NYSABA is a respected and influential organization that is dedicated to the responsible application of ethical, humane, and effective principles of behavior analysis in New York State. The Association's programs and services are designed to:

- Advocate for the principled application of behavior analysis by educated, trained and certified professionals.
- Increase public awareness of the proper application of behavior analysis in a wide range of disciplines, from psychology to education to treatment of developmental disabilities.
- Support professional practitioners of behavior analysis through continuing professional education, training programs, identifying and disseminating best practices, and developing standards and guidelines.
- Develop linkages and improved communications between the experimental and applied fields of behavior analysis.
- Provide mentoring, counseling and encouragement for students of behavior analysis to complement their formal training and make them aware of the moral and ethical principles of behavior analysis.
- Serve as a resource for families and consumers who are seeking to better understand or to discuss the proper use of behavior analysis in treatment and counseling programs for family members or themselves.
- Intervene in legislative activity and regulatory proceedings to advocate that practitioners of behavior analysis are properly trained, certified and recognized; that ethical and humane principles and standards are established and maintained; and that families and consumers have avenues of recourse.

NYSABA's broad-based membership consists of professional practitioners in behavior analysis, researchers, professors and students, families and consumers, and individuals concerned with the appropriate application of behavior analysis. The Association makes a concerted effort to engage the membership in programs, services and governance and cultivates its future vitality by identifying and mentoring future leaders.

The Association maintains strong linkages and partnerships with other professional associations that share an interest in behavior analysis, such as the NYS Association of Community & Residential Agencies (NYSACRA). NYSABA meets and communicates regularly with New York State Departments and Agencies that regulate or provide funding for behavior analysis, including the Office of Mental Retardation and Developmental Disabilities (OMRDD), Office of Mental Health, Developmental Disabilities Planning Council, Department of Health, Insurance Department, and the Commission on Quality of Care and Advocacy for Persons with Disabilities.

NYSABA is the New York State Chapter of the Association for Behavior Analysis (ABA), an international organization devoted to the study of the experimental analysis of behavior. NYSABA respects and supports the basic research orientation of ABA's mission and seeks to complement ABA's work through a strong emphasis on how behavior analysis is used and applied in clinical and institutional settings in New York.

The NYSABA Mission

NYSABA's mission is to ensure that behavior analysis in New York State is provided in accordance with the highest ethical and moral standards. NYSABA achieves this by:

- Raising public awareness of the issues and ethics of behavior analysis
- Supporting professional practitioners and enhancing their credentials through training, education and certification
- Mentoring and counseling students of behavior analysis
- Serving as an educational and information resource for families and consumers
- Advocating for effective laws, regulations, principles and standards for the mutual benefit of practitioners and consumers
- Supporting consumers and consumer rights
- Maintaining a sound working relationship with the Association for Behavior Analysis International (ABA)

Strategic Goals for 2007-2008

NYSABA is embarking upon a five year strategic plan that will start the Association on the path to the envisioned level of influence and service. The Association starts from a position of modest membership and resources, so the first two years of the plan (2007 and 2008) are oriented toward building upon core member services as a means of stabilizing the existing membership base and beginning to attract new members. The financial resources needed to move to the next level of service and advocacy will come from new membership dues and from a concerted effort to secure sponsorships for NYSABA events and to sell advertising in the newsletter and on the website.

Strategic Goal #1 – Communications: Enhance existing core member communications services to broaden appeal to existing members and to help attract new members.

- Newsletter: Develop and roll out a new design; strengthen content with pages dedicated to core audiences (e.g. "The Practitioners Page", "The Families Page", "The Student Page"); sell advertising.

- Website: Develop and roll out a new look; revise web content to mirror newsletter “pages”; ensure regular updating with current developments; sell advertising.
- E-mail and E-blasts: Develop a more aggressive e-mail program to update members on breaking news and critical developments.
- “Out years” Planning: Begin to map out communications enhancements for years three through five of the strategic plan. (speakers bureau, on-line forum, research summaries)

Strategic Goal #2 – Education and Training: Enhance existing core member services in education and training by hosting first-rate annual conferences and expanding the regional and statewide workshop program.

- Annual conference: Develop a conference revenue and expense budget; streamline registration and venue logistics; create a blockbuster program; set a sponsorship goal and meet it; set up a membership booth; have participants evaluate the conference.
- Regional workshops: Select timely topics and worthwhile NYSABA presenters; hold in “underrepresented” areas of the State; secure sponsorships; make NYSABA membership part of the program.
- Statewide Workshop Day: Select an exciting and timely topic; secure dynamic NYSABA presenters; publicize aggressively and pursue membership and sponsorships.
- “Out years” Planning: Begin to map out education and strategy enhancements for years three through five of the strategic plan. (continuing education, BCBA exam training, training clearinghouse)

Strategic Goal #3 – Advocacy: Strengthen the NYSABA advocacy efforts and focus on making measurable progress in gaining New York State recognition of applied behavior analysis as an approved field of practice.

- Develop formal position statement: Outline the license and certification issue and arguments in support of recognition by State Education Department.
- Determine advocacy approach: Ascertain roles and responsibilities of New York State Education Department, Legislature, and others and prepare communications and advocacy plan.
- Collaborations and coalitions: Reach out to other associations and organizations for support on advocacy effort.
- Policy statements: Monitor regulatory and legislative activity and prepare and disseminate policy statements as needed to advocate for positions beneficial to NYSABA interests.
- Professional assistance: Explore options for retaining legislative counsel or other professional assistance.

Strategic Goal #4 – Membership: Execute a successful membership campaign, with the “package” of the new vision and mission and enhanced member services as the basis of outreach and communications.

- Practitioners: Create a target data base of in-state practitioners; make a special effort to secure membership from all leading proponents and practitioners in the State; each member get a new member.

- Researchers: Create a target data base of researchers at in-state institutions.
- Parents and families: Have the NYSABA membership brochure distributed in clinics and institutions; consider a parent and family network or advisory group.
- Students: Hold mini-campaigns at appropriate colleges and universities.
- Regional pockets: Target underrepresented areas of the state for holding regional workshops and conducting concurrent membership outreach.
- “Must have” institutions: Identify the leading institutions and organizations whose key personnel should be NYSABA members and effect direct contact from the officers.

Strategic Goal #5 – Nominations: Focus on expanding the number of members actively involved in Association activities and cultivate interested and active members to be leaders of committees and board members going forward. Broaden the involvement of the membership by inviting their participation as members of committees and the Board; as contributors to newsletter and website; and as presenters on conference and workshop programs.

- Candidate lists: Develop roster of potential participants for all NYSABA committees and subcommittees.
- Personal contacts: Officers and Board members personally contact members (or potential members) to invite their participation in a specific activity.
- Hospitality: Flag new members and attendees at conferences and workshops for special welcome and attention by Board members.

Strategic Goal #6 – Finances: Solidify the financial management and budgeting function of the Association.

- Five year revenue and expense budget: Develop revenue projections for dues, registration fees, sponsorships, advertising and other income; develop expense projections for each member service.
- Monthly and annual reporting: Report regularly to the Board and membership regarding financial performance against budget.

Implementing the Strategy

NYSABA is committed to this strategy and will make some organizational changes to facilitate implementation.

Board Agendas: The Board of Directors will reorganize its meeting agenda around the five strategic goals. At each Board meeting, progress and problems on each goal will be discussed through committee reports (see below) and a course of action will be decided upon that will maintain progress.

Committee Structure: Committees will be created or restructured to align with each strategic goal or key initiative. The committees will be responsible for developing specific objectives and action plans, including timetables, in their strategic area. Committee chairs should be expected to fulfill two year terms to provide sufficient time to accomplish goals and objectives.

- Communications Committee (Goal #1): Responsible for planning and executing improvements to the newsletter and website; responsible for e-mail/e-blast policies and procedures; responsible for external communications (publicity, media releases); responsible for awards program.
- Education Committee (Goal #2): Responsible for annual conference planning and program; responsible for regional workshop planning and program; responsible for planning all other programs and events. Has the ability to approve conference requests without going to Board, act as ACE Coordinator for the Association, ensure that NYSABA adheres to BCBA guidelines, develop and maintain procedures for workshops and conferences and adhere to standards when granting CEU approval.
- Legislative Committee (Goal #3): Responsible for developing NYSABA policy statements and positions and communicating them to practitioners, legislators and regulatory agencies; responsible for monitoring legislative and regulatory processes; responsible for advocacy; responsible for review of Association by-laws.
- Membership Committee (Goal #4): Responsible for planning and executing membership campaign; responsible for conducting periodic membership surveys.
- Nominating Committee (Goal #5): Responsible for identifying future leadership of NYSABA and its committees; responsible for reaching out to membership to invite participation as leaders. The Nominating Committee is anticipated to play a key role that goes beyond the traditional and more limited role of this type of committee. The NYSABA committee will be expected to invite members to participate in a broad array of NYSABA activities, and through increased familiarity with the interests and enthusiasm of individual members, nominate them for consideration as organizational leaders on committees or the Board.
- Finance Committee (Goal #6): Responsible for sound financial management of the Association; responsible for preparing and monitoring annual and multi-year budgets; responsible for financial reporting and securing outside audits and reviews.

Executive Committee: An Executive Committee consisting of the officers, committee chairs, and immediate past president may be formed once NYSABA grows to the point where a smaller leadership group may be needed to meet more frequently than the Board can and to take urgent actions between scheduled meetings of the Board of Directors.