



ATLANTIC PROVINCES ASSOCIATION for
Behaviour Analysis

Provinces de l'Atlantique Association pour
l'analyse du comportement

**APABA Strategic Plan
June 2020-2022**

Vision

To build awareness of the science and applications of Applied Behaviour Analysis and strengthen relationships with the communities we serve throughout the Atlantic region

Mission

To be a source of leadership and support in the sharing and practice of the science of Applied Behaviour Analysis across the Atlantic Provinces, through the provision of professional development, networking, and advocacy.

Goals

- 1) To increase the number of active members by 30% .
- 2) To increase the yearly number of professional learning opportunities offered from 5 to 9
- 3) To fulfill the needs of each team with needed number of members

In order to accomplish these goals, APABA teams have been restructured in order to focus on what members want most: professional learning and support in the form of publications by the association on topics of concern for ABA practitioners in the Atlantic provinces.



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Key Initiatives			
Research & Advocacy	Education Team	Engagement Team	Acknowledgement Team
Goals			
1) Represent the current state of ABA in the Atlantic Provinces 2) Support the membership in addressing critical concerns related to ABA in their work	1) Provide opportunities for professional learning, which addresses diverse topics of interest to our membership across accessible platforms including: zoom, in person, Facebook live etc...	1) To engage membership in a variety of ABA-based events	1) To identify and recognize individuals in the community as well as within our membership who exemplify APABA's mission 2) To acknowledge APABA's volunteers for their continued efforts and support
Expectations			
1) Meet 4 times a year 2) Chair to attend first portion of the executive meeting to provide updates (6x/year) 3) Collaborate with the education team to develop professional development around advocacy 4) Collaborate the engagement team to advertise their work to the public	1) Meet 4 times a year 2) Chair to attend first portion of the executive meeting to provide updates (6x/year) 3) Collaborate with the research and advocacy team to develop professional learning 4) Collaborate the engagement team to advertise their work to the public	1) Meet 4 times a year 2) Chair to attend first portion of the executive meeting to provide updates (6x/year) 3) Collaborate with all teams to disseminate and promote team initiatives	1) Meet 4 times a year 2) Chair to attend first portion of the executive meeting to provide updates (6x/year) 3) Collaborate with the engagement team to advertise all of the teams work to the public.
Number of Team Members			
5% of overall membership with a minimum of 4 members	5% of overall membership with a minimum of 5 members	5% of overall membership with a minimum of 5 members	5% of overall membership with a minimum of 4 members



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Examples of Priorities			
Research & Advocacy	Education Team	Engagement Team	Acknowledgement Team
Examples of priorities			
<ol style="list-style-type: none"> 1) Create a white paper disseminating ABA in the Atlantic Provinces 2) Create an infographic of “what is ABA” for parents and non-ABA professionals 3) Identify & prioritize community concerns & bring them to the executive for review 4) Advertising APABA’s awards in schools and other community settings 5) Write 3 blog posts per year based on set schedule 	<ol style="list-style-type: none"> 1) Host 4 continuing education opportunities per year, with at least 1 ethics opportunity (webinars, journal groups) 2) Host 3 Journal clubs per year 3) Host 2 professional learning opportunities (outside of CEUs) per year 4) Organize & coordinate yearly AGM webinar 5) Write 3 blog posts per year based on set schedule 6) All proceeds from the diversity event will go towards the BIPOC scholarship 	<ol style="list-style-type: none"> 1) Open up & administrate APABA public Facebook page and potentially other social media 2) Maintain website including: advertise for upcoming events, monthly ABAClive webinars, update meeting minutes, update membership information, update store and update blog 3) Develop and provide members and potential members a list of member benefits 4) Cultivate relationships with other organization who can provide support, benefits and discounts to members 5) Encourage members to make donations towards the awards program 6) Review BACB registry 3 times a year and send APABA invitations to new certificants 7) Ensure that APABA communications reach members 	<ol style="list-style-type: none"> 1) Review award submissions & deliver awards (budget subject to review by executive)- ongoing as they are submitted 2) Organize and deliver quarterly unexpected reinforcers to chosen members 3) Organize maritime packages for webinar speakers as a thank you for presenting 4) Coordinate with engagement team to post monthly “shout outs” of recognition across social media platforms 5) Organize 4 volunteer appreciation actions per year (e.g. online socials, volunteer activity at the AGM)



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