APABA Strategic Plan – 2025–2027

Mission

A collaborative, robust and diverse membership of behaviour-analytic practitioners focused on connecting the 4 Atlantic provinces in the professional practice of Applied Behaviour Analysis. Together, the membership leads, educates, advocates, and disseminates ethical and evidence-based ABA services/practice.

Vision

Applied Behaviour Analysis is better understood and accessible to others via a unified and thriving network of professionals who share a valuable point of connection amongst the vast geographic region and push this practice of ABA forward together.

Strategic Priorities & Focus Areas (2025–2027)

1. Strengthen Engagement Across the Atlantic Provinces

Objective: Build connection and visibility for members across all four provinces.

Key Actions:

- Maintain an Executive Member-at-Large for each province.
- Host 2–3 informal engagement events per year (virtual or in-person).
- Use open forums or polls to gather member input annually.
- Emphasize community and relationships as central benefits of APABA membership.

3-Year Goals:

- 100% of provinces represented on the Executive by end of 2027.
- At least 2 regional engagement events hosted per year in 3 out of 4 provinces by 2026.
- Member satisfaction with engagement opportunities rated 80%+ on annual surveys by 2027.

2. Increase the Value of Membership

Objective: Make it easier for members to see, access, and experience the benefits of belonging to APABA.

Key Actions:

- Clearly define and promote "What You Get with APABA Membership."
- Redesign Executive nominations to include self-nomination and personal statements.
- Offer low-barrier, project-based roles (e.g., 1–3 month initiatives).
- Pilot a simple, centralized forum or discussion board for better peer exchange.
- **Launch a Subject Matter Expert (SME) Directory** of members open to sharing expertise in areas like early intervention, adult services, OBM, supervision, and more.

3-Year Goals:

- Launch the SME Directory by end of 2026 with at least 8 listed experts.
- Increase membership by 10% by end of 2027.
- Host at least one project-based initiative opportunity per year.

3. Promote Ethical Dissemination of ABA

Objective: Support understanding and visibility of Applied Behaviour Analysis both within and outside the field.

Key Actions:

- Share quick educational clips quarterly (e.g., video updates from the Executive or members).
- Highlight research, updates, and member initiatives quarterly
- Encourage member-created public content (e.g., blogs, info posts, resource shares).

3-Year Goals:

- Publish 8+ pieces of member-generated educational content by end of 2027.

- Have at least 50% of Executive members contribute to public-facing content yearly starting in 2026.

4. Evolve and Enrich the APABA Annual Conference

Objective: Ensure the annual conference remains collaborative, relevant, and valuable to members.

Key Actions:

- Gather post-conference feedback and use it to guide future content and format.
- Share conference highlights and summaries after the event.
- Continue to build sponsorship relationships to continue to offer 'must-attend' conferences
- Continue to prioritize cutting-edge speakers, with a focus on Atlantic Canadian presenters

3-Year Goals:

- Maintain or increase conference attendance year-over-year.
- 80%+ of attendees report the conference is valuable by 2026.
- Publish conference key takeaways within 60 days post-event each year.

5. Improve Transparency & Organizational Clarity

Objective: Build trust and understanding by being open about how and why decisions are made.

Key Actions:

- Share a yearly summary report with key highlights, learnings, and updates.
- Clearly explain what's changing or not working—and how members can help.
- Keep opportunities for involvement casual and welcoming.

3-Year Goals:

- Release annual report each year.

- At least 50 members contribute input through forums, feedback forms, or surveys annually by 2027.
- Maintain consistent communication cadence (e.g., post-executive meeting summaries, quarterly updates).