



## Strategic Planning 2017-2020

Improving Organizational Records and Documentation	Growing ABA in MN	Improving Communication
<p><b>Reason for focusing on this:</b></p> <ul style="list-style-type: none"> <li>• Easier to find what we need when we need it</li> <li>• Improve knowledge transfer from one board to the next</li> <li>• Better utilization of organizational data to guide future action planning</li> </ul>	<p><b>Reason for focusing on this:</b></p> <ul style="list-style-type: none"> <li>• Grow membership</li> <li>• Support increased knowledge and awareness of ABA and ABA practitioners statewide</li> <li>• Support access to ABA in greater MN</li> </ul>	<p><b>Reason for focusing on this:</b></p> <ul style="list-style-type: none"> <li>• A voice to promote the ethical and effective use of behavior analysis</li> <li>• A resource for those seeking ABA services in the Northland</li> </ul>
<p><b>Short-term goals (2018-2020)</b></p> <p><u><b>Fiscal:</b></u></p> <ul style="list-style-type: none"> <li>• Develop a general working budget for 2018</li> <li>• Create a speaker contract for 2018</li> </ul> <p><u><b>Record keeping:</b></u></p> <ul style="list-style-type: none"> <li>• Draft a MNABA handbook by Conference 2018</li> <li>• Revise the bylaws for 2018</li> <li>• Vote on revised bylaws at January 2018 board meeting</li> <li>• Reorganize the google drive by Conference 2018</li> <li>• Graph MNABA data annually</li> </ul>	<p><b>Short-term goals (2018-2020)</b></p> <p><u><b>Conferences:</b></u></p> <ul style="list-style-type: none"> <li>• MNABA cross-promotes NDABA conference</li> <li>• MNABA cross-promotes SDABA conference</li> <li>• MNABA cross-promotes ILABA conference in April 2018</li> <li>• MNABA cross-promotes WisABA conference in August 2018</li> <li>• MNABA identifies one to two non-ABA conferences to attend and/or promote in 2018</li> </ul> <p><u><b>Legislation:</b></u></p> <ul style="list-style-type: none"> <li>• Formation of Public Policy SIG completed at conference 2017</li> <li>• Formation of Legislative committee, late 2017</li> </ul> <p><u><b>Student Members:</b></u></p> <ul style="list-style-type: none"> <li>• Increased attendance at 2018 Data Blitz</li> <li>• Multiple universities represented at Data Blitz and Conference 2018</li> </ul>	<p><b>Short-term goals (2018-2020)</b></p> <ul style="list-style-type: none"> <li>• Develop a new MNABA website</li> <li>• Launch new website by early 2018</li> <li>• Link social media accounts (i.e., Facebook, twitter, and LinkedIn)</li> <li>• Conference promotion begins across communication platforms as soon as the previous conference has wrapped up</li> <li>• Cross-promotion of other partner organizations (e.g., NDABA, SDABA, ILABA, WisABA, ABAI, APBA, WIBA)</li> <li>• Website is updated with new or current information a minimum of monthly.</li> </ul>

	<u>Mentoring opportunities and resources:</u> <ul style="list-style-type: none"> <li>Member registry made available to members via the website - 2019</li> </ul>	
<p style="text-align: center;"><b>Long-term goals</b></p> <p><b><u>Fiscal:</u></b></p> <ul style="list-style-type: none"> <li>Use budget to save money for specific expenditures and grow organization</li> <li>Maintain funds to do speaker honorariums each year</li> <li>Maintain funds to bring in speakers from out-state</li> </ul> <p><b><u>Record Keeping:</u></b></p> <ul style="list-style-type: none"> <li>Effective knowledge transfer across Executive Boards</li> <li>Develop a member registry that can monitor organization growth</li> <li>Make data based decisions for organizational improvements</li> <li>Record of what has been done in the past</li> </ul>	<p style="text-align: center;"><b>Long-term goals</b></p> <p><b><u>Conferences:</u></b></p> <ul style="list-style-type: none"> <li>Improved partnerships and member support with other regional ABA boards</li> <li>Improved partnerships and member support with regional non-ABA boards</li> </ul> <p><b><u>Legislation:</u></b></p> <ul style="list-style-type: none"> <li>Passing of license bill</li> </ul> <p><b><u>Student Members:</u></b></p> <ul style="list-style-type: none"> <li>Increase number of student members and their participation in the organization</li> </ul>	<p style="text-align: center;"><b>Long-term goals</b></p> <ul style="list-style-type: none"> <li>Improved traffic on the website</li> <li>Increased attendance at MNABA events</li> <li>Increased participation in board elections</li> </ul>