



**Texas Association
for Behavior Analysis**

Strategic Plan 2023 - 2026

Short Term Goals Updated - Year 3

Approved by TxABA Executive Council 10/20/2025



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Introduction

The mission of the Texas Association for Behavior Analysis (TxABA) is to advance the science and application of behavior analysis to improve the world in which we live by disseminating knowledge from the science and providing resources to the behavior analytic community and the public in Texas in an ethical and high-quality manner. The Texas Association for Behavior Analysis (TxABA) is designated as a 501(c)3 non-profit charitable organization in the United States. TxABA held its first annual conference in 1986 and was officially incorporated as a nonprofit on January 25, 1990. TxABA is proud to be an Affiliated Chapter of the Association for Behavior Analysis International (ABAI) and an Affiliate Association of the Association of Professional Behavior Analysts (APBA).

Long-Term Strategic Objectives

Prior to the 2023 Strategic Plan Meeting, the TxABA Executive Council completed an updated SWOT analysis then reviewed the 5 long-term strategic objectives. In reviewing the long-term objectives in relation to the SWOT analysis it was determined that the previous objective to refine the relationship between TxABA and TxABA Public Policy Group (PPG) was no longer needed as a separate objective, rather this now fit under the first long-term objective related to the organizational infrastructure. After this revision, TxABA conducted a member survey to get input in developing short-term goals related to the remaining 4 long-term strategic objectives.

Short-Term Strategic Goals

After identifying the long-term priorities and their respective success indicators, the EC developed short-term goals for each priority. The tables below list the short-term goals for each priority and the years in which each priority will be pursued.

Long-Term Strategic Objectives

1. **Develop the organizational infrastructure for committees, special interest groups (SIGs), the executive council, and administration, and continue collaborative relationship with TxABA Public Policy Group (PPG).**

Develop behavioral systems and organizational infrastructure (committees, SIGs, administration, and executive council) to ensure the sustainability of the organization by continuing to grow committees; create and refine policies, procedures, and guidelines; and clarifying positional roles and responsibilities to assist the organization in efficiently achieving strategic plan goals.

2. **Support the quality and growth of the science and practice of behavior analysis through expansion of funding opportunities for science, practice, and research, and through the expansion of service offerings beyond the annual conference.**

To increase the feasibility of research, and practice aimed toward the advancement of the science, diversification, and access of services, TxABA will pursue opportunities to increase revenue generation to the purpose of developing channels for new researchers and practitioners to pursue goals in line with the mission of TxABA. In addition, to increase the level of service provided to TxABA members, TxABA will develop and provide additional educational opportunities across multiple platforms for constituents of TxABA, consumers of behavior analytic services, and local community members at-large to facilitate professional development and promote the overall dissemination of behavior analysis throughout the state of Texas.

3. **Increase the visibility and awareness of behavior analysis and TxABA among the public.**

Develop materials and events designed to disseminate and advance the knowledge of behavior analysis and TxABA amongst the general Texas public; and support the expansion of the organization, and impact and diversity of the services it provides.

4. **TxABA will engage in activities that promote diversity, inclusion, and equity as it pertains to its members, constituents, and conference attendees.**

This will be accomplished by continuing the work of the EDIE committee in concert with the ED and other staff that focuses on developing and instituting policies and procedures that engender equitable, diverse, and inclusive treatment of its council members, organization members, constituents, and any party or person who interacts with the organization.

Short-Term Strategic Goals- Year 3

Priority #1 <i>Develop organizational infrastructure for Committees, SIGS, EC & Admin</i>		Priority #2 <i>Support quality & growth through expansion of funding opportunities beyond the conference</i>		Priority #3 <i>Increase the visibility & awareness of behavior analysis</i>		Priority #4 <i>Activities that promote diversity, inclusion, equity</i>	
Short-term goals:	Yr	Short-term goals:	Yr	Short-term goals:	Yr	Short-term goals:	Yr
1-1: Develop ED project times	3	2-1: Host one virtual event and one event at conference.	3	3-1: Create & post social media content on new webpage.	3	4-1: Review EDIE scorecard & determine how to utilize.	3
1-2: Provide more support to SIGs to ensure they are active.	3	2-2: Create an event that members can submit to present	3	3-2: Expand social media dissemination.	3	4-2: Pilot checklist for track coordinators to use when putting together conference tracks	3
1-3: Maintain annual report to disseminate to members by Sept 1.	3	2-3: Make regional conference – El Paso financially sustainable.	3	3-3: Create & post member-only content on new webpage.	3	4-3: Develop outreach plan to increase diverse involvement within TxABA.	3
1-4: Develop transition plan for ED & ST.	3	2-4: Develop a strategy for increasing attendance of speaker series webinars.	3				
1-5: Develop finance committee.	3	2-5: Diversify funding. Investigate feasibility of current & future funding sources.	3				
1-6: Develop governance committee.	3						
1-7: Develop annual EC self-evaluation process.	3						
Supports Goal		Supports Goal		Supports Goal		Supports Goal	
1-1: ED		2-1: Student		3-1: PDC		4-1: EDIE	
1-2: ST		2-2: Program		3-2: PDC		4-2: EDIE/Program	
1-3: ED/ST		2-3: Program		3-3: PIDC		4-3: EDIE	
1-4: ED/ST		2-4: Program					
1-5: FinC		2-5: G&F					
1-6: GovC							
1-7: EC							

Implementation

The final step in the strategic plan is to implement it. The short-term goals above are too general to implement directly. Therefore, the Executive Council will do the following in pursuit of the stated goals in this document:

- Executive Council will assign short-term goals to TxABA Committees, Executive Council Members, and/or develop task forces/new committees.
- Committees, council members, and task forces will have responsibility for the short-term goals assigned to them.
- Committees, council members, and task forces will provide updates to Executive Council monthly.
- The Executive Council will continue to meet monthly to report on and monitor progress towards the stated goals.
- A public version of the strategic plan will be provided to the public on TxABA's website, and the existence of said document will be communicated to the public via email and social media
- The TxABA Executive Council will review and reevaluate the strategic plan at an annual in-person meeting in July, or virtual meeting if it is unsafe to meet in-person
- A progress report will be emailed annually to the TxABA Membership in the Fall following the annual in-person meeting.
- As the three-year period defined by this document will pass quickly, the TxABA Executive Council will plan to develop another strategic plan, starting with a member survey, beginning in the spring and summer 2026.

Acronyms

TxABA	Texas Association for Behavior Analysis
PPG	TxABA PPG
EC	TxABA Executive Council
ED	TxABA Executive Director
ST	TxABA Secretary Treasurer
BACB	Behavior Analysis Certification Board
BCBA-D	Board Certified Behavior Analyst – Doctoral level
BCBA	Board Certified Behavior Analyst
BCaBA	Board Certified Assistant Behavior Analyst
RBT	Registered Behavior Technician
BA	Behavior analyst, behavior analysis, or behavior analytic
ABA	Applied behavior analysis
DFW	Dallas-Fort Worth metropolitan area
FinC	Finance Committee
GovC	Governance Committee
EDIE	TxABA Equity, Diversity, and Inclusion for Everyone Committee
G&F	TxABA Grants and Funding Committee
PIDC	TxABA Professional Issues and Development Committee
PDC	Public Dissemination Committee