



Texas Association
for Behavior Analysis

Strategic Plan *2023 - 2026*

Approved by Executive Council on
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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

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 short surveys embedded in Behavior Live app for 2024 conference.	1	2-1: Increase student and early career/research funding through donation button.	1	3-1: Update website to include PEC resources & develop “What is ABA?” section to help identify quality indicators.	1	4-1: Gather demographic information.	1
1-2: Develop ED project times	1	2-2: Increase Kopp Scholarship funds to \$2000 (2 x 1,000)	1	3-2: Engagement w/other organizations on promoting ABA.	1	4-2: Review EDIE scorecard & determine how to utilize.	1
1-3: Provide structure to existing SIGs & Committees	1	2-3: Develop plan for increasing visibility among students.	1	3-3: Produce & disseminate a video “What Can TxABA Do For You?”	1	4-3: Incorporate EDIE scorecard.	2
1-4: Develop annual report to disseminate to members by Sept 1.	2	2-4: Host regional event/s in rural area.	1-2	3-4: Publish annual newsletter using AI.	2	4-4: Develop outreach plan to increase diverse involvement within TxABA.	2
1-5: Develop transition plan for ED & ST.	2	2-5: Develop strategy for increasing attendance of speaker series webinars.	1-2	3-5: Establish social media management plan.	2		
1-6: Develop process for collecting & analyzing data.	2	2-6: Establish student and early career research grants.	1-2				
1-7: Refine & implement annual EC self-evaluation process.	2						
Supports Goal		Supports Goal		Supports Goal		Supports Goal	
1-1: ED		2-1: G&F		3-1: PEC		4-1: ED/Staff	
1-2: ED		2-2: G&F		3-2: ED/PEC		4-2: EDIE	
1-3: ST		2-3: Student		3-3: PIDC/EDIE		4-3: EDIE	
1-4: ED/EC		2-4: Program		3-4: ED		4-4: EDIE	
1-5: ED & ST		2-5: Program		3-5: PEC			
1-6: ED/EC		2-6: G&F					
1-7: ED							

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:

- Assign each stated short-term goal to a committee, staff, or executive council with anticipated year to target short-term goal.
- Committee, staff, or Executive Council will develop specific action plans and timelines for assigned short-term goal(s).
- TxABA Secretary-Treasurer will support committees on progress towards short-term goal(s) and reporting to Executive Council.
- The Executive Council will continue to meet monthly and monitor progress.
- 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
- A report of progress will be presented annually during the business meeting at the spring TxABA conference
- The TxABA Executive Council will review and reevaluate the strategic plan at an annual in-person meeting in July/August, or virtual meeting if it is unsafe to meet in-person
- 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
PIDC	TxABA Professional Issues and Development Committee
BA	Behavior analyst, behavior analysis, or behavior analytic
ABA	Applied behavior analysis
EDIE	TxABA Equity, Diversity, and Inclusion for Everyone Committee
DFW	Dallas-Fort Worth metropolitan area
G&F	Grants and Funding