



Strategic Planning 2023-2027 FINAL

Disseminating of ABA in MN and Northland Area	Assessing, Creating, and Implementing a Transparent, Values-Based Budget	Strengthening Availability of Information of ABA services in MN and Northland Area	Improving Organizational Records and Documentation
<p>Reason for focusing on this:</p> <ul style="list-style-type: none"> • A voice to promote the ethical and effective use of behavior analysis • A resource for those seeking ABA services in the Northland 	<p>Reason for focusing on this:</p> <ul style="list-style-type: none"> • Maintain 501 c (6) status • Design a transparent process to monitor current finances and adjust MNABA budget • Discover ways to enhance member and community development that are in-line with MNABA values within a sustainable budget • Add liability insurance 	<p>Reason for focusing on this:</p> <ul style="list-style-type: none"> • Be a viable resource to locate providers for different populations • Enhance our legislative efforts • Continue and enhance our collaboration efforts with other similar entities (e.g., DHS, ATAM, ARF, MNPBS Network, universities) 	<p>Reason for focusing on this:</p> <ul style="list-style-type: none"> • Ensure we are adhering to ABAI affiliate chapter expectations and standards • Ensure we have all roles and tasks documented • Improve knowledge transfer from one board member to the next board member

<p>What needs to be figured out to achieve this:</p> <ul style="list-style-type: none"> • Which communication methods are effective and which aren't? • What funds might be necessary to engage in paid advertising, access quality stock photos, and/or create dynamic dissemination materials? • What resources are our members wanting, and how do they want to access them? • How might we create a data-driven communication plan to determine effectiveness? What 	<p>What needs to be figured out to achieve this:</p> <ul style="list-style-type: none"> • What are our current funds, typical expenditures, and typical revenue? • What do we want to have money for annually? • How might we adjust our yearly budget? • What student and member opportunities do we want to provide within our budget? • Do we want to factor in donations into our budget? If so, for what? 	<p>What needs to be figured out to achieve this:</p> <ul style="list-style-type: none"> • What are our limits on supporting legislative efforts? • How can we continue to expand our partnerships with similar entities? • How can we develop our website to be a viable resource to find ABA providers of all types? 	<p>What needs to be figured out to achieve this:</p> <ul style="list-style-type: none"> • Where are the rules and regulations paperwork and logistics for ABAI? • What needs to be updated in our bylaws? • What should onboarding and training for new board members or new roles look like?
<p>Short-term goals (2023-2024)</p> <ul style="list-style-type: none"> • Update MNABA website • Update MNABA logo • Launch new website by Sept 2023 • Active posting on social media account (2x a week, Facebook, Instagram) • Cross-promotion of other partner organizations (e.g., NDABA, SDABA, ILABA, WisABA, ABAI, APBA, WIBA). • Website is updated with new information bimonthly • Consistent delivery of newsletter • Determine communication metrics for effectiveness 	<p>Short-term goals (2023-2024)</p> <ul style="list-style-type: none"> • Meet with a financial advisor • Examine the parameters of maintaining our 501c(6) status • Develop a sustainability budget for 2023 • Come up with a system to monitor finances at anytime by Executive Board • Have a written TA identifying the process for any transactions and purchases • Develop a list of student and member opportunities with the MNABA board as well as donations 	<p>Short-term goals (2023-2024)</p> <ul style="list-style-type: none"> • Create a section on our website that lists current ABA providers based on location in MN and in the Norland Areas • Create a way to collaborate with similar entities • Create a system to increase legislative efforts and increase PR with the communications committee • Assist, support, and advocate for BCBA Licensure Bill in Spring Spring 2024 • Create a better location for local providers to share events and job ads through MNABA's platform 	<p>Short-term goals (2023-2024)</p> <ul style="list-style-type: none"> • Read and document necessary tasks from ABAI to maintain our affiliate status • Meet with necessary ABAI affiliate members to ask questions and if necessary consult with a lawyer • Update documentation of committees/ board member roles via bylaws or board manual • Update TAs of board member responsibilities • Create an onboarding training and documentation process for new and current board members (e.g., contracts)

<p style="text-align: center;">Long-term goals</p> <ul style="list-style-type: none">● Improved traffic on the website● Improve engagement on social media platforms● Increased attendance at MNABA events (e.g., conferences, workshops, etc)● Increased participation in board elections	<p style="text-align: center;">Long-term goals</p> <ul style="list-style-type: none">● Use budget to save money for specific expenditures and grow organization● Increase MNABA growth while maintaining a sustainable budget● Effective knowledge transfer across Executive Boards● Make data based decisions for organizational improvements● Create a transparent record of all transactions.	<p style="text-align: center;">Long-term goals</p> <ul style="list-style-type: none">● Improve provider section on website● Increase collaboration with local providers and organization● Be a viable resource for information about the licensing bill and receiving ABA support in our area	<p style="text-align: center;">Long-term goals</p> <ul style="list-style-type: none">● Ensure we have proper paperwork and documents for ABAI affiliate chapter standards● Improve onboarding and transition process for board members
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