



Strategic Plan 2018

MassABA's Board of Directors undertook a thorough strategic planning process during the summer of 2018. This report is the culmination of this extensive process. This strategic plan will guide MassABA over the next three to five years as we transform into a more responsive, influential, technologically savvy, and collaborative organization.

Our commitment to the applied behavior analysis community and our desire to serve that community with the highest level of professionalism will be strengthened by the implementation of this far-reaching plan. Our Board of Directors will use this strategic plan as a road map into the future, guiding our decision-making process.

The Board will measure the organization's progress towards the established goals of this plan periodically to ensure our vision is kept on target. The Board members of MassABA have a great deal of enthusiasm for this strategic plan. Its implementation will ensure the successful future of MassABA for years to come.

Robert Putnam, Ph.D. BCBA-D, LABA

President, Board of Directors



Our Strategic Framework

Our Mission

We promote the advancement of the behavior-analytic profession through educational opportunities, support, and advocacy for practitioners, researchers, and organizations so that individuals in the Commonwealth continue to receive the highest quality ABA services.

Our Goals

1. Members are actively involved and engaged in all aspects of the Association
2. MassABA remains viable into the future
3. MassABA's operations are highly efficient and effective

Our Vision

We will be the trade association for the behavior-analytic community in the Commonwealth.

Engaging more members through our state-of-the-art conference and regional networking events.

Building upon the diversity of our field to strengthen the support to our members.

Expanding upon our strong legislative efforts to advocate for our field.

Member Engagement | Education and Research | Ethical Practices | Financial Stewardship

Our Core Commitments



Our Core Commitments

Member Engagement

MassABA's culture enhances member engagement through transparency and responsiveness

Education and Research

MassABA provides educational opportunities to enhance the competencies of our members and to support research in applied behavior analysis

Ethical Practices

MassABA maintains clinical standards with the field while meeting regulatory requirements in a professional and ethical manner

Financial Stewardship

MassABA's financial stewardship represents the care, conservancy, planning, attention, upkeep, and management of our financial resources and choices