

SC ABA

Executive Summary

SC ABA Business Opportunity

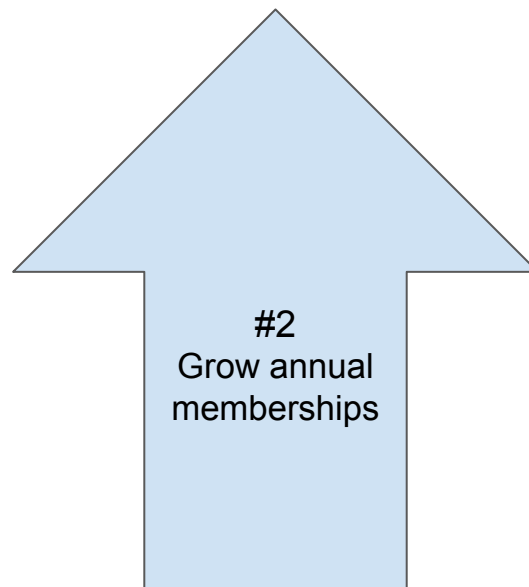
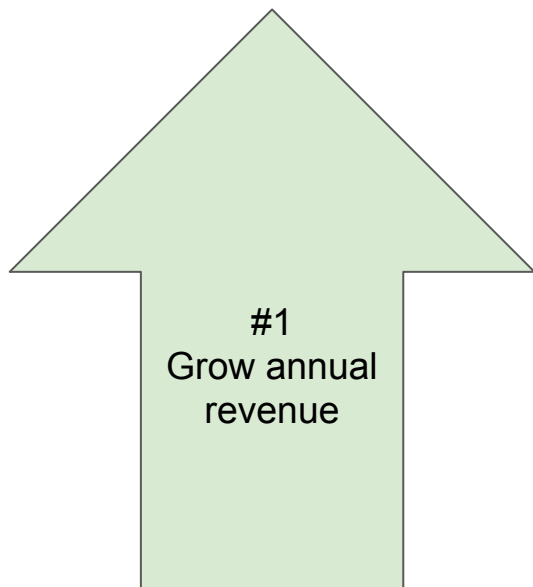
SC ABA is a state chapter established in 2008.

With the growing demands for behavior analytic services, there is a need to ensure that the state chapter is supporting the membership in protecting the welfare of consumers.

SC ABA relies on discretionary time from board members. SCABA requires more resources in order to more effectively support the membership.

Business Opportunity

To meet the SC ABA mission:



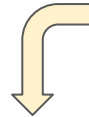
Assessment

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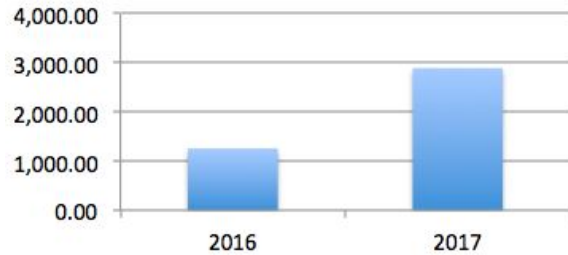


SC ABA Board Perspective:
We have antecedent strategies
that directly impact stakeholder
behavior

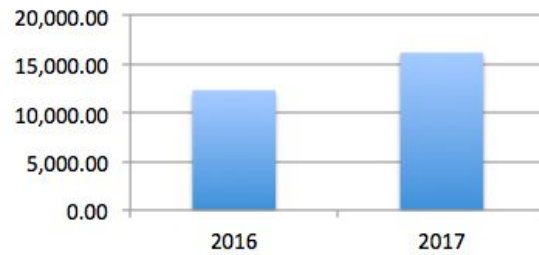
Stakeholder Perspective:
They ultimately impact the
business opportunity the most

Records Review

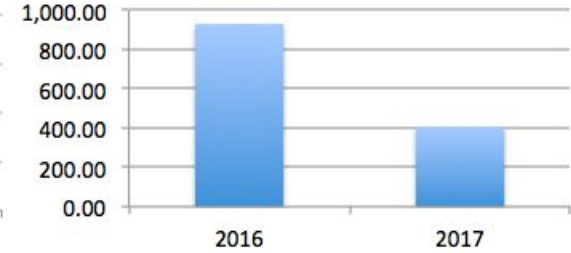
Speaker Costs



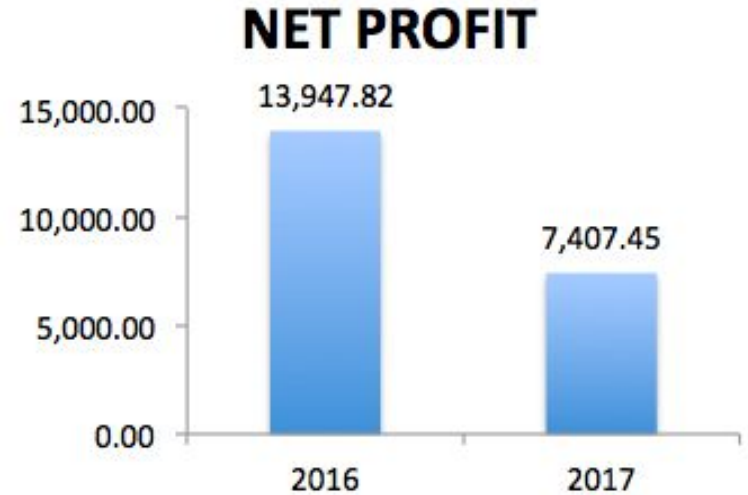
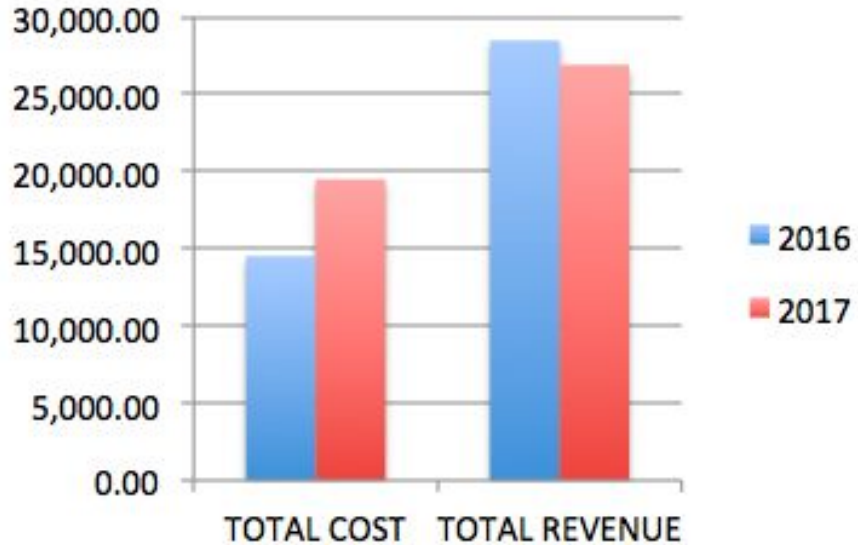
Hotel Costs



Additional Costs

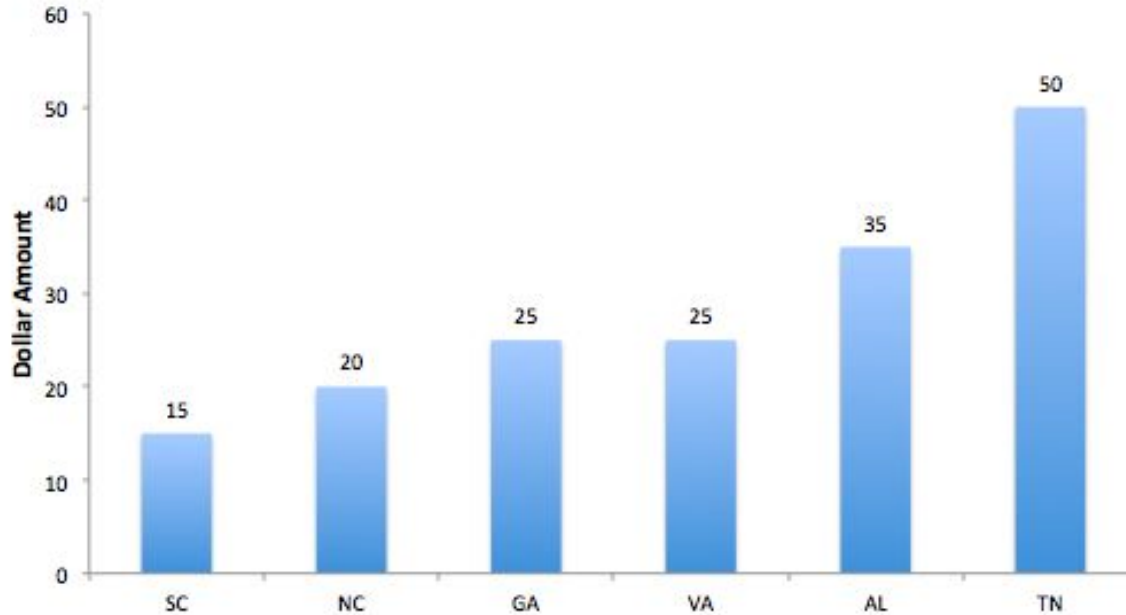


Records Review



Regional Comparisons

Annual Conference Membership Fees



Stakeholder A-B-C Diagnostics

Antecedents	Desired Behavior	Consequences	Determine Impact of Consequence to future behavior
Annual conference on website or Facebook	Signing up to attend conference	Gaining new information	Positive, Immediate, Uncertain
Phone calls and emails		Social Networking	Positive, Immediate, Uncertain
Word of mouth		Gain new clients or new business	Positive, Delayed, Uncertain
Certification CEU's needed		Gain CEUs for BACB certification maintenance	Positive, Immediate, Certain
Antecedents-		Undesired Behavior	Consequences
Competing work contingencies	Working at job	Meets timelines for job duties	Positive, Immediate, Uncertain
Logistics of conference	Making decision to opt out of attending conference	Saves money	Positive, Immediate, Certain
Changing personal demands after work hours (children, caring for sick family member)		Meets personal demands	Positive, Immediate, Uncertain
	Registering but not attending		

SCABA Board A-B-C Diagnostics

Antecedents	Desired Behavior	Consequences	Determine Impact of Consequence to future behavior
SC-ABA BM: NET profit fluctuations over last several conference years	SMART Goal setting, Roles and Responsibilities clarified, Marketing for conference	Social Reinforcement from members of our state Build in social reinforcement within SCABA Free conference/hotel/CEUs	Positive, Delayed, Uncertain Positive, Delayed, Certain
Antecedents	Undesired Behavior	Consequences	Determine Impact of Consequence to future behavior
SCABA BM: volunteer position, response effort, lack of experience with organizational change	Decision to continue organization without SMART goals related to membership values	Negative feedback from stakeholders Paid work and personal tasks met	Negative, Delayed, Uncertain Positive, Immediate, Certain

Stakeholder Intervention-PDC

Antecedent	Equipment and Processes	Consequences
Confirm organization mission via survey (do they value smaller behaviors what the SCABA board is doing relative to broad mission statements),	Allowing better access to a personal account thru our website.	Ongoing feedback on our numbers and hitting our annual conference goals.
Increase the type of prompts we use to have members/stakeholder sign up	Added value content on running a business, 3rd party payor resources, CEU management, online CEUs also as pay per demand option	Provide contingent monetary incentives for signing up early, referring a colleague to attend (e.g., waiving annual membership for a year, if you get 2 potential members to attend conference)
Set an annual conference goal based on the values of membership (e.g., our goal is to work together to hit this number). *Get folks involved in an effort*		

SCABA Board Intervention-PDC

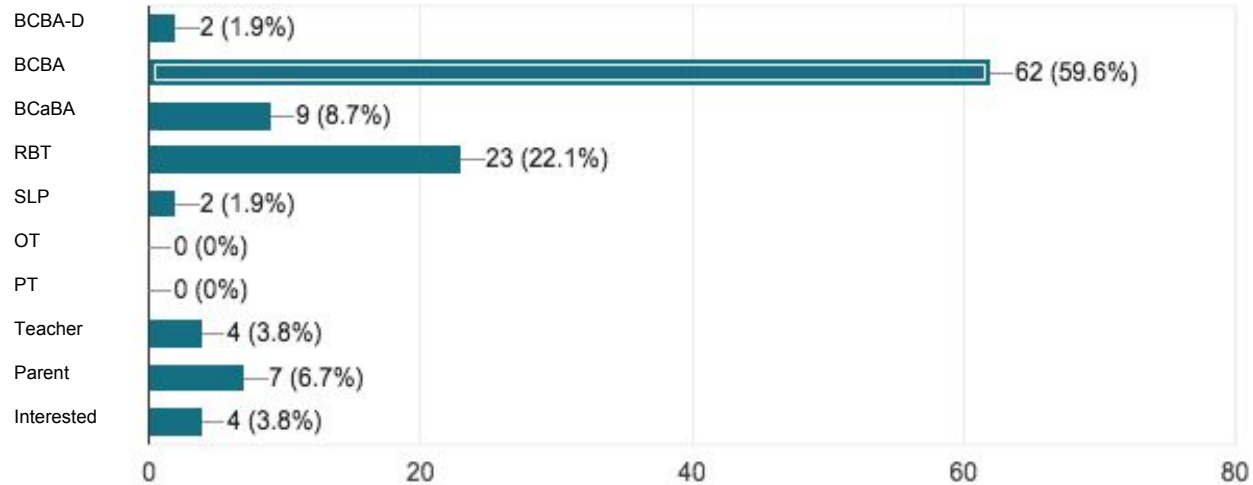
Antecedent	Equipments and Processes	Knowledges and Skills	Consequences
<p>Develop a clear descriptions for each SCABA board member role to include a task analysis with step by step instructions</p>	<p>Task process for advertising and marketing for conference that describes which person does what in the annual conference and membership and recruiting sponsorship.</p>	<p>Use written job descriptions to assess each board member to determine if they are able to use technology and complete process involved in marketing techniques (e.g., can they use mailchimp, how use use facebook, how to identify a potential sponsor)</p>	<p>Set up a system to reinforce ourselves/SCABA board member (in this case). For example, looking at graphs weekly, self monitoring and sending to other SCABA board members.</p>
<p>Need to get a survey to membership that confirms what are the added value items that would be included under the SCABA mission statement.</p> <p>SCABA needs to develop goals relative to the business opportunity.</p>			<p>Given nature of our voluntary roles, we do not have access to give ourselves additional incentives . Should we consider \$ incentives for hitting a certain target (pay for performance)</p>
<p>We need to identify the SCABA President as the ‘supervisor’ for other SCABA board roles.</p>			<p>Response effort would still be minimal due to technology. We may need to make in person appointments to attempt to get University Involvement and school district involvement.</p>

STAKEHOLDER SURVEY RESULTS

SC ABA Survey - Demographics

I am a...

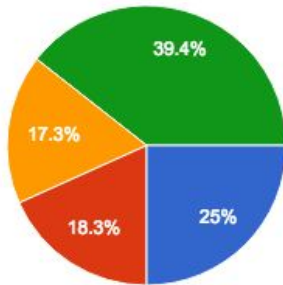
104 responses



Survey Demographics

I am located in this area of SC:

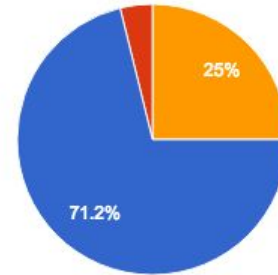
104 responses



- Upstate
- Midlands
- Pee Dee
- Low Country
- I don't live in

What is your SC ABA membership status?

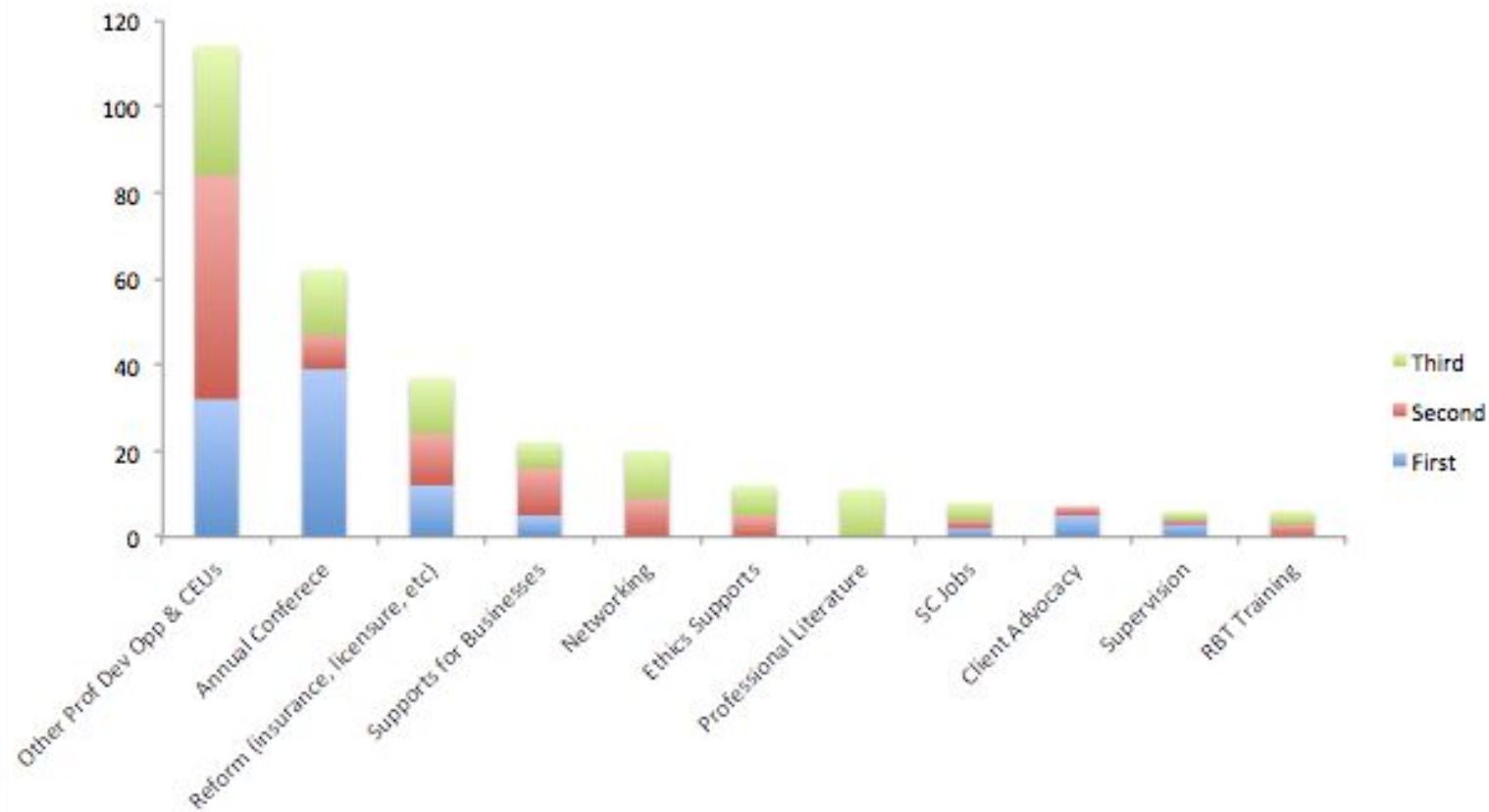
104 responses



- I am currently a member of SC ABA
- I have previously been a member, but not currently
- I have never been a member

Approximately 30% of respondents are not currently, nor have ever been a member

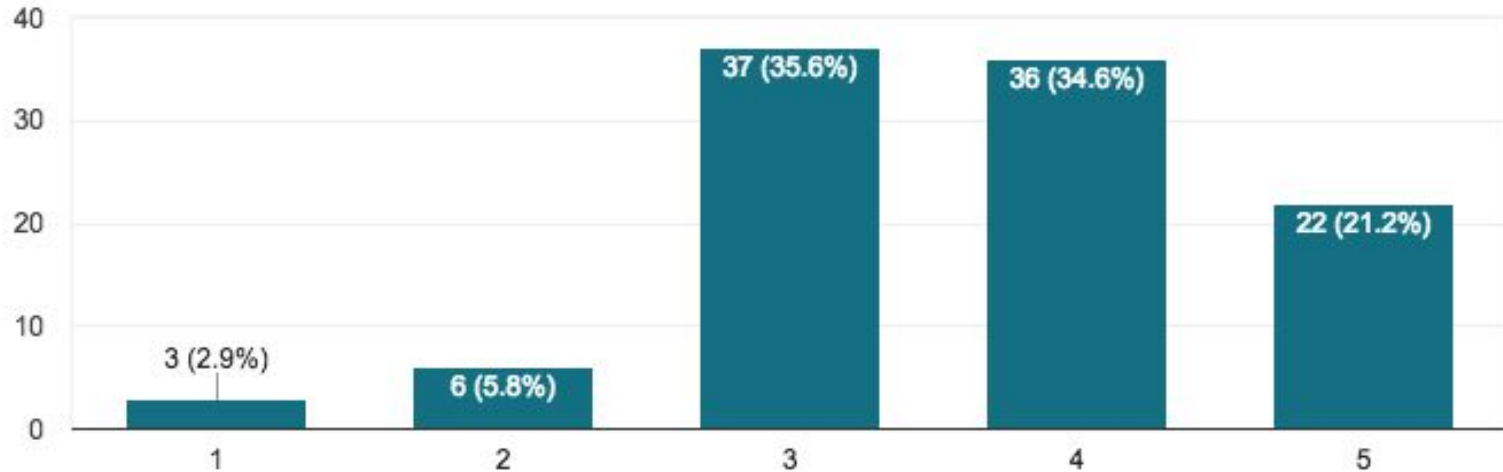
Stakeholder Priorities



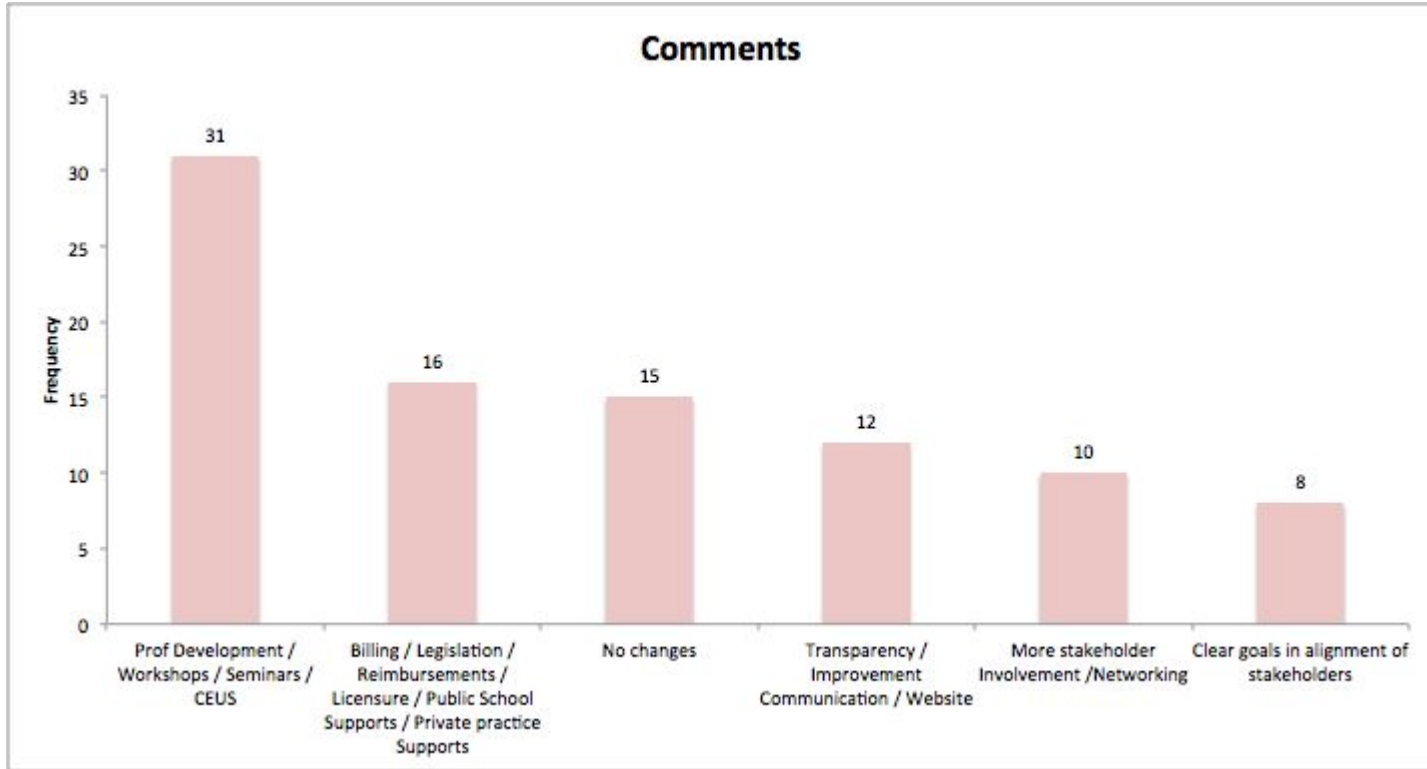
Survey - Satisfaction with SC ABA

How satisfied are you with SC ABA?

104 responses



Social Validity



Social Validity

Seeing clear goals and corresponding action to meet those goals that align with the needs of stakeholders. Would like to increase cohesiveness with certificants across the state.

Offer more ways to be involved

More CEU opportunities

Transparency

I need to get involved.

Representation of different agencies and behavior analytic work types on the board and committees

Provide more ethics based CEUs during conference

More workshops/seminars pertaining to different topics of ABA. Helping me get involved/recruit for advocating for our clients.

SCABA having more political/legislative power to make things better for consumers and providers of ABA.

It is 5! Keep up nice work!

Stronger presence with insurance mandates and fighting to help ABA businesses in SC, particularly with increase in Medicaid rates.

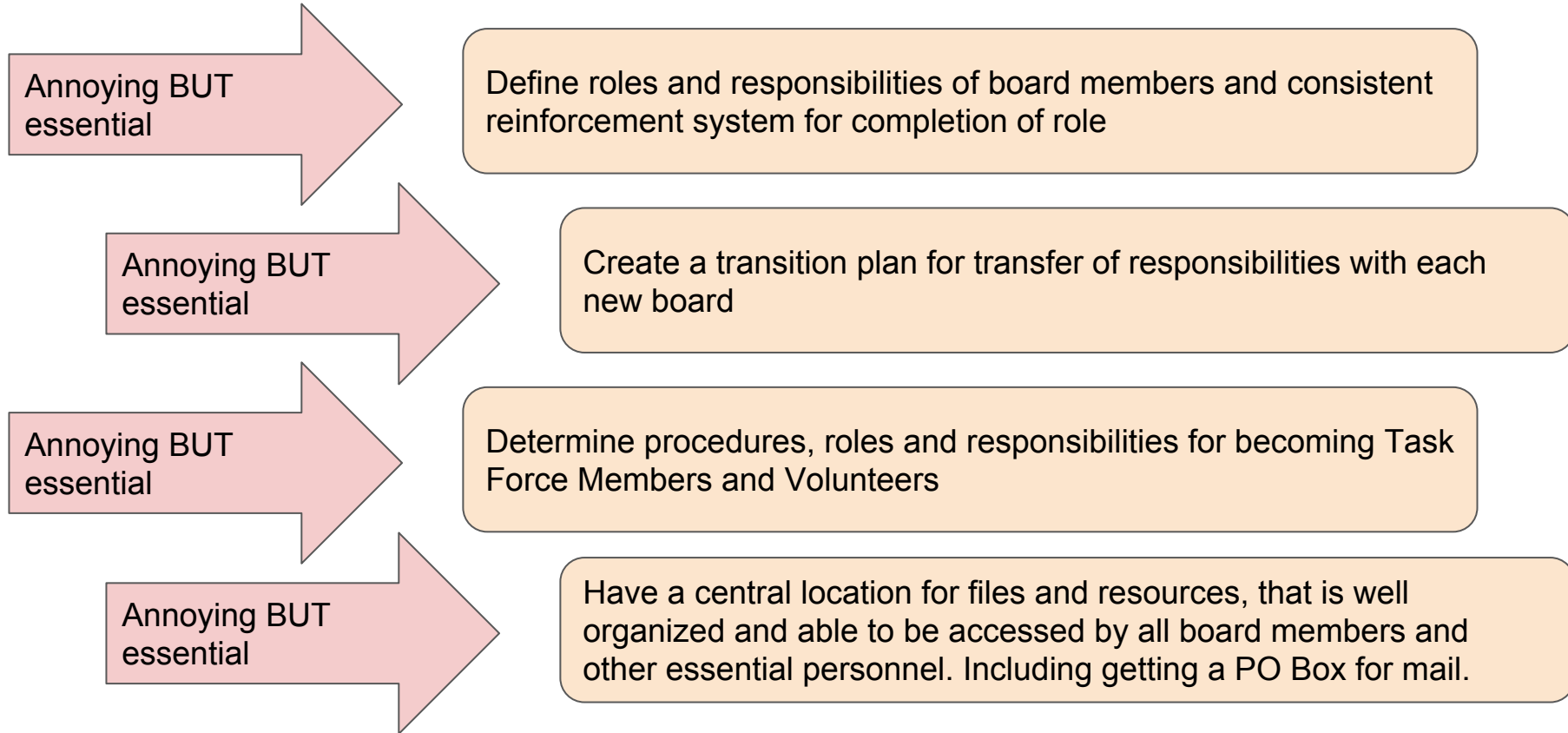
Focus on developing professional expertise for all providers across the state not just for providers in the ASD discipline. So many other states are focused on securing the professional status of the field of behavior analysis within their state, certification or licensure but this does not seem to be a priority. Of course getting an annual conference is a huge accomplishment but what's SCABA next goal?

Providing more insight into the issues regarding billing and Medicaid with South Carolina to providers. Much of this to me (a newly certified BCBA) is foreign language. Providing clear updates and explanations for us would be phenomenal.

Action Steps

- ❖ Waves
- ❖ Intended to address the PDC and the ABC analysis for both stakeholder and board members

Action Steps



Annoying BUT
essential

Action Steps

Goal Setting

Short term goals - determine objectives you want to accomplish for the next 1-2 years

Goal Setting

Long term goals - determine objectives you want to accomplish for the next 5+ years

Goal Setting

Just DO IT! Set goals that align with membership values and desires

Action Steps

Make Life Easier

Use email marketing such as MailChimp. This allows you to simplify getting your message out, while also track analytics of engagement with your marketing.

Make Life Easier

Have SC ABA Board Meetings less frequently (2x / month), using a format such as Google Hangouts with specific agenda objectives

Make Life Easier

Do the free trial of Kick Start. This will outsource website management and fundraising and marketing endeavors and create online accounts to house special content.

Make Life Easier

Get and use accounting software such as Quicken or Quickbooks

Action Steps

Quick & Easy 1

Increase membership dues to \$25 / year. This puts SC in alignment with other southern states

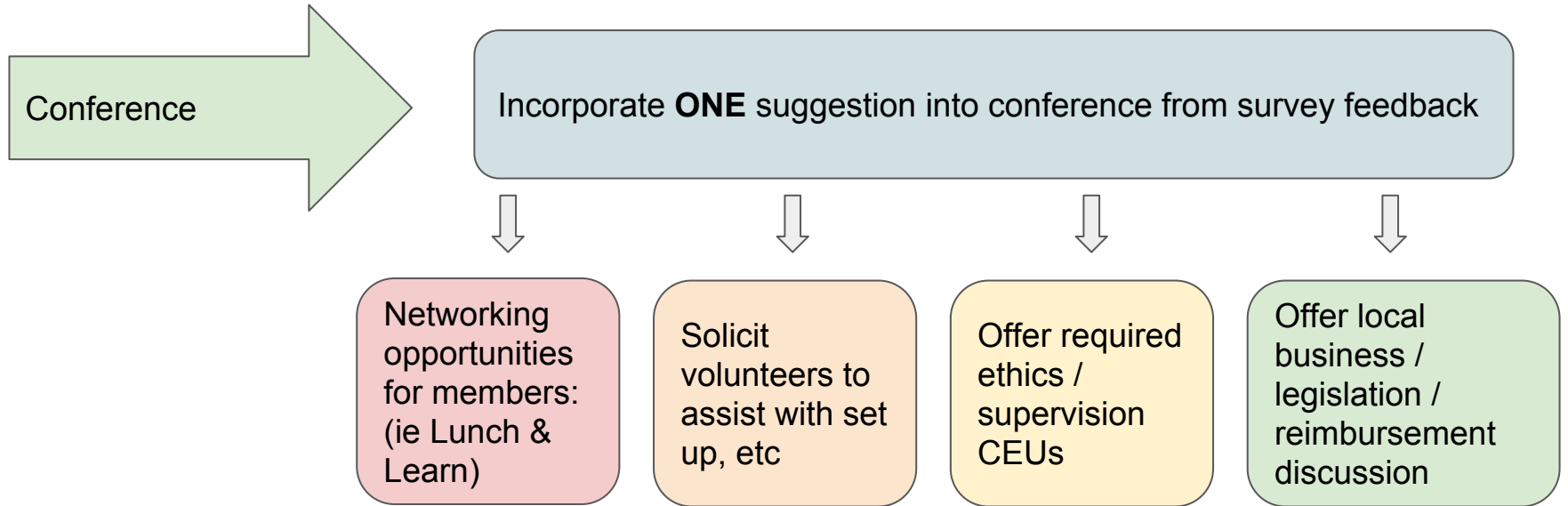
Quick & Easy 2

Solicit volunteers for assistance. Members want to be involved. Let people help.

Quick & Easy 3

Decide on an stakeholder incentive system to increase membership and annual conference attendance

Action Steps



Conclusion

We would like to request approval on

Quick & Easy 1,2,3

Annoying BUT
essential- Roles &
feedback

Annoying BUT
essential-Goal
Setting

Make Life
Easier-Kick Start
Trial