

ABCT Strategic Plan Dashboard

MISSION

- The Association for Behavioral and Cognitive Therapies is a multidisciplinary organization committed to the enhancement of health and well-being by advancing the scientific understanding, assessment, prevention, and treatment of human problems through behavioral, cognitive, and biological evidence-based principles.

VISION

- ABCT is dedicated to the promotion of human wellness and the understanding and treatment of behavioral, emotional, and health problems through science.

CORE VALUES

SCIENCE

QUALITY

DIVERSITY

MENTORSHIP

ACCOUNTABILITY

STRENGTHENING THE FOUNDATION of ABCT's operations, programs, and services through strategic, targeted investments that fuel growth and increase member satisfaction

- | | |
|---|--|
| <ul style="list-style-type: none"> Assist members during their professional transitions Strengthen membership recruitment and retention Broaden the scope of ABCT content and program offerings to adequately reflect the breadth of CBT research and practice | <ul style="list-style-type: none"> Expand avenue for member participation particularly for early career professionals and underrepresented populations Model effective practices in association governance, volunteer management, and planning |
|---|--|

STRATEGIC INITIATIVES

<p>Member Community and Value:</p> <ul style="list-style-type: none"> Review and create benefits for members "Expand the tent" for all who value scientifically informed CBT Creating positive small group experiences 	<p>Dissemination and Implementation:</p> <ul style="list-style-type: none"> Underscore the importance of empirical science for clinical practice Review and promote evidence-based clinical practice guidelines across diverse contexts Develop resources that translate research into practice Promote delivery of CBT among healthcare practitioners Promote guidelines for graduate and residency curricula in evidence-based CBT across disciplines 	<p>Innovation and Advancement of Science:</p> <ul style="list-style-type: none"> Interface with CBT research funding agencies Secure CBT research dollars Place more CBT reviewers with clinical research funding agencies Expand database of alternative funding sources Hold think tanks 	<p>Building the Future of ABCT Through Fundraising:</p> <ul style="list-style-type: none"> Create a donor culture within ABCT Explore donor opportunities outside of ABCT Initial fundraising goals: <ul style="list-style-type: none"> o External: Expand ABCT's scientific influence by hosting think tanks; support Convention speakers from other disciplines; fund technology projects in the service of CBT o Internal: Expand existing student awards (research, dissertation, travel); develop early career awards (pilot grants, young investigator awards)
<p>Outreach:</p> <ul style="list-style-type: none"> Build public and social media relations Develop speakers bureau Educate the public Speak on behalf of science 	<p>Partnerships and Coalitions:</p> <ul style="list-style-type: none"> Build and participate in partnerships and coalitions that advance the ABCT mission Work with other groups to increase overall impact of shared goals 	<p>Globalization:</p> <ul style="list-style-type: none"> Develop global partnerships to advance science and implementation in keeping with the ABCT mission 	<p>Technology:</p> <ul style="list-style-type: none"> Promote the use of technology in all ABCT activities Update and improve the ABCT website

GOALS AND OBJECTIVES

<p>FOSTER AWARENESS of cognitive and behavioral therapies to increase their acceptance and impact</p> <ul style="list-style-type: none"> Expand the translation of research findings into practical applications and vice versa Broadly communicate the distinct advantages of CBT approaches on health and economic outcomes Expand opportunities for members to engage in media relations 	<p>EDUCATE for research funding and healthcare policies that will facilitate widespread adoption of CBT</p> <ul style="list-style-type: none"> Forge collaborations with like-minded organizations to drive favorable policy outcomes Attract funds for CBT research priorities Identify and align clinical CBT approaches with reimbursement policies 	<p>EXPAND ACCESS to qualified cognitive and behavioral therapists to drive better health outcomes.</p> <ul style="list-style-type: none"> Enhance training and mentoring to improve competency of more professionals Develop and disseminate professional development offerings that increase practitioners' competence in CBT Promote evidence-based treatment guidelines to inform and educate professionals of CBT's benefits CBT therapist in every US county and Canadian county
---	--	--

OUTCOMES

- | | |
|--|---|
| <ul style="list-style-type: none"> Increased funding for CBT research Greater media coverage of CBT-related topics | <ul style="list-style-type: none"> Improved acquisition and retention in key membership segments Increased number of coalitions and partnerships Increased international collaboration |
|--|---|