

British Society of Audiology

Promoting excellence in hearing and balance



The British Society of Audiology

Strategic Plan: 2020 – 2023

Building knowledge and empowering professionals to improve the lives of adults and children with hearing and balance problems



Foreword

With over 900 members, the British Society of Audiology is one of Europe's largest learned society for audiology and is a truly multidisciplinary organisation. It has overcome many challenges in the last strategy period, but as an organisation we enter 2020 in a strong position. It is time therefore to look carefully at how, in the next 4 years, we can become more efficient whilst also achieving measurable growth and real world impact. Of course, we start 2020 with new challenges brought on by the global pandemic. Now more than ever the BSA needs to provide a clear, impartial, evidence-driven voice for and on behalf of our members and audiology. We have made recent steps towards more unified working with other audiology bodies, and the potential and opportunity for more co-working is evident.

This document summarises our strategic plan for 2020-2023, and initial planned activities grouped according to four strategic themes, namely, Improving Knowledge; Promoting Learning; Informing Practice; and Driving Positive Impact. With this strategy, the BSA aims to maintain growth as a responsible, proactive, inclusive, representative, and internationally leading learned society. The BSA is foremost about people, and the success of the BSA is contingent on engagement and participation. If you are already a member, please think about what you can contribute to the different areas of this strategy. If you are not yet a member, we welcome you to a Society that puts the needs of its members and the issues that affect audiology up front and centre.

The strategic plan was developed through detailed discussions with BSA Council members to build on our current strengths, address inefficiencies, and capture aspirations.

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Aim of the plan

This strategic plan sets forth the major themes that define what the BSA is, aspires to be, and plans to achieve in the next 4 years. This plan will support growth in terms of both multidisciplinary membership and impact on the field of audiology both nationally and internationally.

Mission

As a learned society, the BSA advances knowledge, promotes learning, informs good practice, and drives positive impact in the field of audiology.

Vision

The BSA will build knowledge and empower professionals to improve the lives of adults and children with hearing and balance problems. The BSA strives to be the leading learned society in the field of audiology.



Theme 1. Improving Knowledge

The BSA will build on its strengths to improve knowledge

A key role of the BSA is to support the development, synthesis, and dissemination of information in the field of audiology. It achieves



this by facilitating research through peer-review and prioritisation of activities, publishing, and through its scientific conferences. BSA is a co-owner of the International Journal of Audiology, a peer-reviewed academic journal in audiological science and clinical practice, and publishes its own membership magazine, Audacity. The BSA aims to enhance opportunities for inter-disciplinary networking, to maximise the potential for collaboration between clinical and academic colleagues, and to provide opportunities to bring the range of disciplines within audiology together. Equally, the BSA aims to represent its membership and the field of audiology in the wider context of science, healthcare, and policy and decision-making.

Activities

To build on the strengths of the BSA in improving knowledge we will:

- Discuss opportunities to work more actively with the IJA editorial team and stakeholders, working collaboratively to enhance the success of IJA and realise maximum benefits for our members.
- Work carefully with the incoming editorial team for Audacity to ensure its continued success. Audacity moves to an online only format in 2020 and we will monitor and respond to its development and support needs as they arise to ensure interactivity and member engagement.
- Ensure timely updating and robust appraisal of the evidence that underpins our guidance and recommended procedure.
- Stimulate research by determining and publicising gaps in knowledge and clinical evidence that represent priorities for the field of audiology, supporting Special Interest Groups to offer





guidance for best practice, alongside identifying priorities for further research within their respective subject areas.

- Launch a grant scheme to support students within audiology in the UK to attend international conferences.
- Devise a conference schedule for the next 4 years that will showcase the work and resources of the BSA and offer a conference experience that best reflects the needs and preferences of our membership.
- Work with other audiology organisations in the UK to bid for major international academic events such as the World Congress of Audiology 2026.
- Ensure audiology is appropriately represented on Research Exercise Framework panels.





Theme 2. Promoting Learning

The BSA will promote learning and deliver online learning in an efficient and responsive manner

The BSA strives to provide its membership with comprehensive materials that facilitate life-long learning for all disciplines in

audiology. This is essential to supporting education and professional development within the field of audiology. We also offer course accreditation to acknowledge the quality and value of external courses.

To deliver the standard of learning materials and learning experience that is of true value to our membership it is essential that we have the best infrastructure in place to do so, whether this be for online courses, modules, seminars, or conferences. Online delivery must be reliable and of high-quality, and the materials provided need to have academic rigour, be comprehensive, contemporary, and engaging.

Activities

To ensure the BSA promotes learning and delivers online learning in an efficient and responsive manner we will:

- Streamline BSA activities so that every guidance, recommended procedure, and other resource created by our Groups are represented at conference (face-to-face events or online), and further developed to form longer-term interactive learning resources that are updated or replaced in a timely manner.
- Identify an online learning champion for each Special Interest Group to work together and with the Lead for online learning to ensure consistency, accountability, and responsiveness in producing online materials.
- Promote BSA learning resources through social media, the International Journal of Audiology, Audacity, and at audiology-relevant conferences.



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- Review our conference provision in terms of content and format to ensure it is efficient and responds to the feedback of our members.
 - Promote dialogue through social media, news, and email to ensure our members are kept informed of learning opportunities and resources, and to hear from our members about what their learning needs are.
 - Invest time and other resources to ensure the BSA website is an accessible, intuitive, and valuable resource for our members.
 - Survey student members to understand and respond to their expectations and motivations for continued engagement and contribution to the BSA as they embark on their audiology careers; the BSA functions to promote lifelong learning.





Theme 3. Informing Practice

The BSA will grow its position as an organisation that informs practice

One of the many strengths of the BSA is its position as a society that informs practice both nationally and internationally. This is achieved through rigorous production and



dissemination of authoritative and evidence-based practice guidance and recommended procedures, and supporting materials. The aim of guidance and recommended procedure is to empower audiology professionals to undertake practices that are based on the best available, critically appraised evidence, to engage in shared decision making, problem solving, and to rise to new challenges in practice as and when they occur.

Activities

To ensure the BSA continues and grows its position to inform practice we will:

- Work proactively with other audiology bodies to reduce redundancy and confusion, and maximise consistency of audiology guidance, procedures, and position statements.
- Review and thereafter continually update procedures for developing BSA guidance and recommended procedures documents. BSA recommendations should be based on the best available evidence, and members should understand how evidence is identified and appraised.
- Review the role, structure, and function of our Special Interest Groups. These groups should represent the breadth of the audiology community and related professionals, with a membership that can deliver against each area of the BSA strategy.
- Identify an individual member within each Special Interest Group to take responsibility for different area of strategy/specialism, for more joined-up working across the Society.
- Actively promote BSA guidance documents on social media and in our publications. These are free to members and non-members and we will work to ensure they are easily accessible on the BSA website.



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- Explore opportunities for co-working with audiology organisations outside the UK to support BSA documents converting into practice guidance internationally.
 - Review the format of BSA documents to ensure they have the widest reach.
 - Provide a forum for members to share and discuss practice issues.





Theme 4. Driving positive impact

The BSA will develop its position as an impactful opinion leader to meet the needs of our members and the wider society

The BSA plays a crucial role in leading and influencing national agendas and policies on research, education, and clinical practice, providing leadership within audiology that is independent, informed, and impartial. It serves to benefit both the public and the professions within audiology, and to help shape what happens within and for audiology in the UK and beyond. As such, it is important that the BSA maintains and continually strengthens itself as a responsible organisation that is both proactive and reactive in advocating for audiology, and engages and benefits its members and the wider society.

Activities

To understand and continually develop the BSAs position as an opinion leader that is impactful and meets the needs of our members and the wider society we will:

- Respond rapidly to member and non–member queries, engaging BSA groups or wider membership where appropriate.
- Participate in all consultations on policy or guidance (e.g. from commissioners, NICE, other professional bodies) that arise within the field of audiology, with a coordinated, evidence-driven, multi-disciplinary response.
- Actively contribute to the preparation of policy or guidance in collaboration with national organisations and professional bodies.
- Actively contribute to discussions and actions towards changes in the audiology landscape (e.g. potential development of a College of Audiology).
- Keep membership abreast of key discussions, developments, and activities that could or will lead to change in audiology research, education, or clinical practice.



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- Seek to engage students, patients, and public members in Special Interest Groups to capture the perspectives of future audiology professionals, and those with lived experiences of hearing and balance issues.
 - Develop a BSA plan for inclusion and equality, to support increased representation of the audiology community on BSA groups, Council, and in our communications.
 - Grow membership across all our categories (student, full, organisational). We will critically review the benefits we offer, and engage with non- and past-members to understand the benefits they want from a learned society.
 - Review, enhance, and promote the BSA Fellowship scheme to recognise and celebrate the contributions our members have made to the BSA and the field of audiology.
 - Look to increase our international presence, engagement, and outreach activity, creating a new Trustee role for Outreach.
 - Increase our social media presence with regular updates on BSA activities, opportunities, member benefits, and the impact of the BSA and its members.
 - Review our policies and processes, and update to ensure the BSA maintains its position as a responsible organisation that manages risk and has contingencies in place to ensure effective day-to-day operation.





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