

BSA STRATEGY

**Theme 1:
Improving knowledge**

**Theme 2:
Promote Learning**

**Theme 3:
Inform practice**

**Theme 4:
Drive Impact**

STRATEGIC PRIORITIES 2024 - 27

Ensure effective communication to meet the needs of members and wider stakeholders

Optimise collaboration to drive innovation and improve efficiency

Increase membership to maximise impact and ensure sustainability

Support Students and Early career professionals to develop and to have a stronger voice in the field of Audiology

Take a lead role in enabling and promoting high quality Research

Provide robust clinical guidance through development of documentation and, learning opportunities

SUB OBJECTIVES

Ensure effective communication to meet the needs of members and wider stakeholders

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| 1. | Develop a communication and promotion policy and plan |
| 2. | Utilise the BSA website to increase use and improve user satisfaction |
| 3. | Promote the BSA as the place to go for Audiological information and advice |
| 4. | Increase the reach and impact of Audacity |

SUB OBJECTIVES

Optimise collaboration to drive innovation and improve efficiency

1.	Support the growing impact of IJA
2.	Increase effective collaborations across UK organisations and disciplines based on identified gaps, priorities and opportunities
3.	Increase effective collaborations across international organisations based on identified gaps, priorities and opportunities
4.	Work proactively with other audiology bodies to reduce duplication and confusion, and to maximise consistency of audiology guidance, procedures, and position statement

SUB OBJECTIVES

Increase membership to maximise impact and ensure sustainability

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| 1. | Develop and implement a membership growth plan |
| 2. | Develop a BSA plan for inclusion, equality and sustainability |
| 3. | Increase the active engagement of membership |
| 4. | Increase the impact of BSA Fellows through increased numbers and their active engagement in the work of BSA |

SUB OBJECTIVES

Support Students and Early career professionals to develop and to have a stronger voice in the field of Audiology

1.	Support the progression of student members to full members
2.	Increase student/ECP participation in BSA activity & workstreams
3.	Develop a mentorship scheme for students and ECPs

SUB OBJECTIVES

Take a lead role in enabling and promoting high quality Research

1.

Develop the research network, bringing together those who perform audiological research

2.

Support high quality clinical research in the field of audiology through BSA research grants

3.

Increase BSA's influence and representation within research forums

4.

Support Special Interest Groups to identifying priorities for further research within their respective subject areas

SUB OBJECTIVES

Provide robust clinical guidance through development of documentation and, learning opportunities

1.

Develop a targeted dissemination plan for both documentation and learning opportunities

2.

Ensure a range of learning opportunities that meet the needs of the multidisciplinary membership

3.

Develop the process for efficient management and production of BSA guidance