

STRATEGIC PRIORITIES 2021-2023



Our Charitable Objectives

The advancement of public education by the promotion and diffusion of the knowledge of sociology by lectures, publications, the promotion and publication of research and the encouragement of contact between workers in all relevant fields of enquiry.

Our Three Strategic Priorities

1 Promoting Sociology

We will seek to promote the contribution and value of sociology by:

- Enhancing the status and understanding of sociology through wider public and media engagement.
- Developing partnerships with policymakers and non-governmental organisations involved in shaping society who could help us bring sociology to the decision-making table.
- Building alliances with organisations who share our passion for sociology whose supporters could help us promote the discipline.
- Gathering and promoting examples of where sociology is making or could make a positive difference.

2 Supporting Sociologists

We will seek to nurture a strong and vibrant community of sociologists who feel connected to us and to each other by:

- Promoting BSA membership as being an essential feature of identifying as a UK sociologist.
- Creating new relationship options to increase the number of people associated with sociology and the BSA.
- Developing better ways for members to connect with each other and supporting a strong sense of community.
- Increasing diversity within the BSA and the discipline, including working to implement the recommendations of the BSA report on Race and Ethnicity in British Sociology.
- Fostering positive interactions between members and the BSA.

3 Sustaining the British Sociological Association

We will seek to sustain the charity through responsible use of resources by:

- Protecting our current income streams and exploring new funding opportunities.
- Supporting the well-being and investing in the care and development of our staff and volunteers.
- Making operational savings where feasible.

Four Areas Identified for Special Attention

Members: Supporting members through the changes that they are experiencing, especially the impact and aftermath of the pandemic, e.g. providing more listening and sharing opportunities, and conducting an in-depth survey about membership needs and benefits including the addition of external review of the website e.g. by teachers.

Schools: Creating new resources including videos and carrying out a survey of teachers to find out how we can support them best.

Equity: Implementing the recommendations of the [BSA Report on Race and Ethnicity in British Sociology](#).

Climate emergency: Exploring and implementing new ways of working which will better for the environment.