**Mission**
Deliver excellence in sport and exercise sciences

**Vision**
Be recognised as the UK’s leading professional body in sport and exercise sciences

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**BASiES Strategic Plan**
**2015-2020**

**Core Values**
- Equality and diversity
- Ethics and integrity
- Good governance
- Openness and transparency

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**Communications**

- Improve internal and external communications to ensure BASiES is the UK's leading professional body in sport and exercise sciences
- Maintain a high quality journal and publication portfolio
- Produce expert statements and position stands on current issues
- Increase our social media presence
- Streamline the accreditation process to ensure maximum uptake whilst maintaining standards
- Develop the professional endorsement scheme to ensure graduate fitness to practise and employability
- Continue to recognise excellence through awards, grants and the introduction of early-career grants

**Membership**

- Improve member satisfaction
- Increase membership and member categories
- Build relationships with key stakeholders

**Publications**

- Deliver outstanding Annual and Student Conferences
- Provide authoritative, cutting-edge workshops, webinars and events
- Host a high quality annual Heads of Department Forum

**Events**

- Standards