



❖ **VISION STATEMENT**

The APB is broadly known and respected as an organization promoting and assisting professional practitioners of applied biology.

❖ **MISSION STATEMENT**

Our mission is to:

- assist Professional Biologists to maintain competence and achieve high professional standards,
- advance the development and application of sound biological principles in the management and conservation of BC's natural resources, and
- foster a public understanding of impacts of human and other activities on natural resources.

❖ **STRATEGIC INITIATIVES**

Strategic Initiative: Professional Development

The APB will assist its members in maintaining high standards of competence through:

- communicating opportunities for continuing professional development;
- enhancing the professional development component of the Annual Applied Biology Conference;
- working with other professions to develop and deliver programs and workshops that are accessible to members – including both specialized and generic topics;
- providing information and tools needed to support members in meeting the College of Applied Biology Continuing Professional Development requirement;
- work with the College to initiate and deliver a program on professional ethics.

Strategic Initiative: APB Membership Value

The APB demonstrates its value to members through:

- providing access to a Practice Advisory Committee;
- issuing Advisory Practice Bulletins;
- providing networking and discussion forums;
- sponsoring conferences/seminars on new and emerging issues;
- providing access to preferentially priced services.

Strategic Initiative: Promoting the Profession

The APB demonstrates leadership to the public, its members and other professions, in advancing the profession through:

- working to increase the general understanding of advantages of employing professional biologists to the public, environment, business and government ;
- increasing the understanding in other professions of the role of professional biologists as part of a professional team;
- to promote legislation as a means of ensuring professional biologist competency and accountability in other jurisdictions in Canada and other countries;
- involvement in science fairs and job fairs to bring new, enthusiastic and qualified people into the profession;
- providing scholarships to those engaged in the study of applied biology;
- recognizing excellence through the giving of practice related awards.