Goals, Plans, and Strategies (GPS)
2023-2026

1. Professional Enhancement and Recognition in the Public

NASW-PA will raise its value as the foremost resource for social workers across the Commonwealth.

Objectives:
1. NASW-PA will increase public presence and connections with individuals, communities, and organizations.
2. NASW-PA will develop tools to promote and educate local constituents and stakeholders about values and impact of social workers.
3. NASW-PA leadership will attend university orientations each year to bring awareness to the value of the organization and importance of different roles of the profession.

2. Advocacy

NASW-PA effectively advocates on behalf of its members, the social work profession, and related populations.

Objectives:
1. NASW-PA will establish and strengthen relationships with government officials to impact key policy decisions.
2. NASW-PA will create programming that educates and promotes involvement and action in political and community leadership across the Commonwealth.
3. NASW-PA will expand opportunities for social work involvement in statewide advocacy efforts, including the NASW-PA website.
4. NASW-PA will advocate for passage of just and fair legislation.

3. Commitment to Diversifying Membership

NASW-PA commits to creating an inclusive and equitable environment. We invite and welcome diversity in our membership, leadership, programming, and advocacy efforts to reflect the many faces and intersectional identities represented across the Commonwealth. NASW-PA embraces the Anti-racism, Justice, Equity, Diversity, and Inclusion (AJEDI) plan framework and aims to be reflective and intentional in taking actionable steps toward inclusion. We initiate inclusive activities, and embrace a stance of openness to listen and respond to the needs of our membership as they continue to unfold across contexts.

4. Membership Experience

NASW-PA will serve as a member-focused organization by providing resources for professional growth and development at a Chapter and division level.

Objectives:
1. NASW-PA will increase continuing education and networking opportunities through quality conferences and events across the Commonwealth.
2. NASW-PA will work with universities to establish NASW-PA social clubs on campus.
3. NASW-PA will increase membership through outreach to non-member social workers and social work students.
4. NASW-PA will invest in mentoring and providing professional development for emerging leaders in the field.

5. Organizational Excellence

NASW-PA will maintain sustainable infrastructure to maximize organizational effectiveness in all operations and programs.

Objectives:
1. NASW-PA will ensure financial viability through prudent management of resources and maximization of non-dues revenue including grants and other funding sources.
2. NASW-PA will review and evaluate organizational effectiveness on an annual basis through its Board of Directors.
3. NASW-PA will integrate the Anti-racism, Justice, Equity, Diversity, and Inclusion (AJEDI) plan into all areas of the organization’s practices.
4. NASW-PA will build an intentional and cohesive culture among and between staff, committees, divisions, Board of Directors, and the membership.