

2016-2019 NASW CA STRATEGIC PLAN

MISSION STATEMENT

To promote the quality, effectiveness and image of the social work profession and to promote social change and social justice in order to improve the well being of all residents of California.

PROCESS

The Program Committee, chaired by the First Vice President, is responsible for overseeing the development of the Chapter's Strategic Plan and its implementation. The Committee reviews the National Program Priorities set by the Delegate Assembly and receives input from Chapter committees, leaders and members.

PROGRAM AREAS

The Strategic Plan encompasses the following program areas:

Professional Development

Membership and Organizational Services

Legislative and Political Action

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Program Goals

Professional Development Program Goal

To assure a qualified and culturally competent social work labor force by expanding their skills and knowledge in social work practice. To assure high standards of social work practice by promoting professional and ethical social work practice.

Membership & Organizational Services Program Goal

To strengthen and unify the social work profession through recruitment and retention of members and by encouraging and facilitating participation of members in association activities including NASW leadership and meeting the needs and interests of regions, local units and individual members.

Legislative and Political Action Program Goal

To promote the influence of social work values in policy decision making through the increased participation and strengthened ability of social workers in legislative and political arenas and by social and professional action.

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PROFESSIONAL DEVELOPMENT GOALS

Outcome 1: Social workers learn social work practice skills and knowledge for traditional and new roles in a continually changing environment.

Objectives:

- a. Offer three classes per year reflecting new trends in practice skills and social work roles or settings.
- b. Offer three classes per year in collaboration with NASW-CA councils, reflecting special interest areas.
- c. Offer high quality skill and special interest courses that attendees rank at least 4 on scale of 1-5, where 5 is the highest.
- d. Implement two strategies per year to more successfully market existing classes as professional development for BSWs, non licensed MSWs and DSWs/PhDs.
- e. Increase the number of NASW CA course registrants using the 2016 attendance records as the base year.

Outcome 2: Social workers learn to be more effective, culturally competent, and increase their knowledge about professional ethics and market value.

Objectives:

- a. Offer three advanced “Law and Ethics” classes per year for experienced social workers or those who have taken prior classes.
- b. Offer three classes per year focused on improving social workers’ cultural competence.
- c. Offer high quality courses that participants rate at 4 on a scale of 1-5, with 5 being the highest.

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- d. Coordinate annually with a school in Latin America to offer a Spanish language and cultural program specifically for social workers.

Outcome 3: Social workers have more continuing education content to choose from, and more avenues for obtaining the highest quality continuing education and professional development courses at competitive prices along with exemplary customer service.

Objectives:

- a. Expand online content by 20% using the level of content in 2016 as a base year.
- b. Expand online programs to ensure viability and sustainability, while maintaining technical sophistication and meeting registrants' expectations.
- c. Continue to enhance the online registration systems, providing Internet users increased ability to and ease in registering/paying online for more chapter conferences, courses and events.

Outcome 4: Generate sufficient funds to update and expand existing continuing education.

Objectives:

- a. Implement two new strategies per year to expand marketing of the online programs nationwide.
- b. Maintain at least 10% revenue over expenses for all continuing education programs.

Outcome 5: The practice of ethical social work is supported.

Objectives:

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- a. Chapter staff in conjunction with the National Ethics Office provide responsive consultation to social workers on ethical values and conduct by responding to all ethics calls within one business day.
- b. The Chapter provide high quality continuing education *related to law and ethics* as measured by participant evaluations that rank courses at least 4 on a scale of 1-5, with 5 being the highest.

Outcome 6: Employers receive information on the value of appointing and hiring professional social workers and efforts to declassify or reclassify social work positions are diminished.

Objectives:

1. Chapter staff and volunteers provide employers with information on professional social work standards, the “Code of Ethics” and the value of hiring professional social workers at events where NASW CA exhibits.
2. Chapter staff and volunteers encourage employers who advertise in the “NASW CA News” or “NASW Jobs Link” to specify in their ads that applicants with social work degrees are required or preferred, with the goal of half of the ads having such language.

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MEMBERSHIP & ORGANIZATIONAL SERVICES GOALS

Outcome 1: The Chapter's membership is expanded, diversified and retained.

Objectives:

- a. Utilizing June 30, 2015 as the base line, annually develop a minimum of two strategies to increase membership in the following categories:
 - *MSW student membership by 20%*
 - *MSW transitional membership by 3%*
 - *MSW regular membership by 3%*
- b. Utilizing June 30, 2015 as a baseline, annually develop two strategies that focus on recruiting MSWs and new professionals (those who are social work students or have graduated within the last seven years).
- c. *Research, market and* develop at least one strategy to recruit social workers with a BSW.
- d. Utilizing June 30, 2015 as a baseline, consistently exceed the NASW national diversity goals of a membership with 16% people of color.
- e. Annually review and revise the Chapter's Diversity Plan to ensure the strategies for reaching and engaging social workers of color are appropriate and successful.
- f. Ensure that a minimum of 25% of the Chapter's volunteer leadership represent diverse groups.

Outcome 2: Provide technical and non-technical support for region, unit and council activities that encourage and maintain membership goals.

Objectives:

- a. Based on the Chapter's budget, provide funding to regions as well as financial consultation through the staff accountant.

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- b. Based on the Chapter's budget, provide funding to councils who hold a minimum of one publicized event per year.
- c. Publish reports from the regions, units, and councils in the *California News* and run regular "Volunteer Highlight" articles to showcase individual leaders and outstanding members.
- d. Highlight and regularly update critical information related to regions, units, and councils on the Chapter's website.
- e. Support region, unit and council events and meetings through the twice monthly email blast. Upon request, provide timely and ongoing staff support and consultation to volunteer leaders.
- f. Upon request, provide technical assistance with processing payment for region, unit, or council event registrations.
- g. In coordination with regions, units and/or councils, Chapter staff will offer workshops on licensing, job search, membership benefits and services, event planning, legislative affairs, the Social Work Reinvestment Initiative, the CA Public Education Campaign, and other topics.

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Outcome 3: The Chapter will develop and foster relationships with allied professional, civic, labor and government organizations.

Objectives:

- a. Chapter staff will participate in the Deans and Directors of Social Work Schools meetings (a) to better assess their needs and goals, (b) to foster more collaborations, and (c) to promote the Chapter's goals through disseminating information about programs and events.
- b. Chapter staff will participate in the CALSWEC meetings (a) to foster collaborations, (b) to encourage membership, and (c) to promote the Chapter's goals through disseminating information about programs and events.
- c. Chapter staff will participate in the Board of Behavioral Sciences meetings to build and maintain important collaborations and partnerships.
- d. Chapter staff and/or volunteer leadership annually participate in 75% of social work school orientations and 25% of graduation activities.
- e. Chapter staff and/or volunteer leadership annually participate in ~~a minimum of 45~~ Lobby Days marketing presentations in coordination with the Director of Government Relations *as needed*.
- f. Chapter staff ~~annually offer to participate in graduation ceremonies at all social work schools including providing copies of the Social Work Oath developed by NASW. letters of congratulations for new graduates along with a certificate summarizing the NASW Code of Ethics.~~
- g. Chapter staff and/or volunteer leadership annually in a minimum of three social work career or field fairs sponsored by schools of social work.
- h. Chapter staff and/or volunteer leadership annually collaborate with a minimum of six social work organizations (including organizations that promote the Chapter's Diversity Plan goals as well as labor unions) through shared events including exhibiting and/or sponsorships.
- i. Chapter staff and/or volunteer leadership annually seek new partnerships with social work or related agencies and organizations to enhance services and increase public relations.

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Outcome 4: The Chapter's communications and public education programs are regularly assessed and improved.

Objectives:

- a. Annually publish the *CA News* in digit format and develop two new strategies each year to ensure the goals of the newsletter are met (i.e. to recruit and retain members, continually educate members regarding NASW services and benefits, encourage participation in programs and events, highlight the latest social work approaches, showcase volunteers and members, etc).
- b. Annually develop two new strategies to improve the Chapter's website and to keep pace with new technologies that appeal to new professionals.
- c. Annually develop two new strategies to effectively utilize new social networking tools such as Facebook, Twitter, LinkedIn, etc to better market programs, services, and events to new professionals.
- d. Annually develop two new strategies to effectively utilize technology (websites, email blasts, etc) and social networking tools to recruit more individuals to the profession.
- e. At least once a year, through the website and newsletter, showcase social work pioneers and innovators by supporting and marketing the Social Work Hall of Distinction event and the Annual Social Work Awards event. In collaboration with regions, units, and councils and schools of social work, annually develop, implement, and evaluate a Public Education Campaign project.
- f. Respond to all member inquiries within one business day and, upon request, make information and materials accessible to members with special needs.

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LEGISLATIVE AND POLITICAL ACTION GOALS

Outcome 1: Social work values are reflected in public policies and programs.

Objectives:

- a. Develop and publicize an annual legislative agenda that prioritizes areas of concern to social workers and their clients through our website, newsletter and by utilizing social media outlets such as Facebook, Twitter and YouTube.
- b. Review and recommend for action pertinent legislation and regulations within the framework of the legislative agenda. Pertinent legislation should include issues that promote social justice, anti-oppression, workforce development, and the professional identification of social workers.
- c. Review the state budget and recommend action on budget items in areas of concern to social workers and their clients.
- d. Prepare issue papers, letters, testimony, talking points, legislative language, comments and other communications on proposed legislation, budget items, and regulations.
- e. Recruit social workers, clients and others to provide expert testimony and other forms of communication on areas of concern.
- f. Publish a report card of legislative success annually.
- g. Educate the general public about social work policies through various means of communication including press releases, news articles (op-ed), letters to the editor, media interviews and through other social media.
- h. Coordinate with the Chapter's Professional Development program to develop courses and workshops on major new policies, legislation, regulation and licensing requirements that affect the practice of social work.*



NASW CALIFORNIA CHAPTER STRATEGIC PLAN LEGISLATIVE AND POLITICAL ACTION **Program Outcomes and Objectives**

Outcome 2: Social workers are educated and engaged in political action, including legislative advocacy, and grassroots networks and actions.

Objectives:

- a. Plan and implement an annual NASW-CA Legislative Lobby Days program.
- b. Lobby Day participants rate the program at least 4 on a scale of 1-5, with 5 as the highest.
- c. Develop and maintain an electronic legislative alert system and utilize social media to publicize our legislative agenda.
- d. NASW CA members participate in coalitions of organizations and other stakeholders of at least 4 key practice or target population areas (e.g. children, aging, mental health, health) to jointly advocate for issues of mutual concern.
- e. Present to at least two California schools of social work per year on increasing the number of students in macro level policy field placements and to strengthen the link between professional identification and NASW membership.

Outcome 3: Social workers and others who support social work values and policies are elected and appointed to public office at federal, state and local levels.

Objectives:

- a. Identify, recruit and support social worker candidates for elected and appointed public offices
- b. Encourage and increase contributions to CAL PACE (NASW CA's political action committee)
- c. Encourage and support social worker participation in political and campaign activities for candidates and ballot initiatives.

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- d. Increase in the number of social workers and pro-social work candidates in elected and appointed offices.