National Association of Social Workers, California Chapter

Strategic Plan 2022-2025
Mission
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.

Programs
The Strategic Plan encompasses the following program areas:
- Professional Development
- Membership and Communications
- Policy & Advocacy
- Organizational Development
Professional Development

Outcomes:

• Reimagine, rebrand, and innovate the online education program into a transformative capacity building platform.

• Social Workers will be able to access contextual and relevant content at all major state-level events (Lobby Days, Macro Symposium, Annual Conference).

• Social Workers will deepen their awareness of California-based laws and ethical practices to assure a competent workforce.

Goal: To equip the social work workforce in the state of California to become highly qualified, culturally responsive, and anti-racist practitioners on all micro, mezzo, and macro levels.
Goal: To strengthen, unify, and build a network of social workers through membership recruitment and retention, working to ensure a safety net for the social work community to collectively support one another and be in community.

Outcomes:

• Further diversify, expand, and retain the Chapter’s membership.
• Activate and resource a network of regions and councils to support membership & communications goals.
• Redesign and transform communications mechanisms to reflect the dynamic work of the chapter and embrace DEI practices in messaging and access.
Goal: To create positive impacts for the workforce and the communities we serve through political action and organizational advancements, working to ensure the voices of social workers are the forefront of social change.

Outcomes:

• Social work values drive public policy in social justice issue areas that impact our clients.

• Social workers are given the opportunity to learn how to get involved and participate in state and local level reforms.

• Social workers are provided educational opportunities to advance macro practice on all levels.
Goal: To broaden the impact of our chapter to be recognized as a state-level leader, advocate, and change-maker.

Outcomes:

• Diversification of funding sources to offer unique programming in research, social impact, and collaborations.

• The Chapter will forge new and existing relationships with fellow advocates, community partners, and elected leaders to build coalition and strengthen impact across the state.

• Social workers will recognize the Chapter as a reputable, trustworthy resource to lean on in their journeys as social workers.
Strategies to achieve outcomes

Please click here to view programmatic strategies.