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**REGIONS**  The state is divided into nine regions for governance, program and administrative purposes. In some regions, regional leadership organize and conduct NASW activities for the whole region. In other regions, such as larger geographic regions, “local units” conduct NASW activities.

**UNITS**  Local units are members who are locally elected to conduct NASW activities on a city, county and/or metropolitan area basis. Units become active and inactive depending on the interests of local members.

**REGION/UNIT ACTIVITIES**

Regions/Units conduct NASW programming including regular meetings, networking events, CE workshops, March social work month activities. Regular meetings range from monthly to quarterly and can be in person or by teleconference. These meetings are usually for planning the year’s activities including budgeting. CE workshops allow members to gain CEUs at low cost and locally. Regions, local units, and councils can plan CEU events. A CEU application form can be found [here](#).

March Social Work activities are celebratory and can involve resolutions from local elected officials, special luncheons and dinners. Regional and Unit Social Worker of the Year, Lifetime Achievement, Community Member of the Year, and Organization of the Year awards are sometimes presented at these events. NASW-CA presents statewide awards at our annual conference in the Fall. Nomination submission forms can be found [here](#).

Regions/Units can also support the Chapter’s Annual Legislative Lobby Days by providing funds to students and universities and can support local causes, universities and agencies/charities.

**SPECIAL POINTS OF INTEREST:**

- There are 9 regions named A, B, C, D, E, F, G, H, and I
- The regions are typically defined by zip code and can be defined by counties.
- The Los Angeles area is divided into three regions (G, H, and I).
- Region D is the largest geographically ranging from the Oregon border to Bakersfield and has the most members
- CA Delegation to Delegate Assembly is the largest at 15 delegates
- NASW California is the largest state chapter with nearly 9,000 members
- NASW was established in 1955
Serving on the Board of Directors:

The California Chapter is governed by an elected Board of Directors. The Board has the responsibility of overseeing the Chapter’s mission and purpose. This includes policy and budget. Each region’s members elect a regional director to serve on the Chapter Board of Directors. Regional Directors are members of the Board of Directors and have oversight responsibility for association activities in their geographic area including program and fiscal oversight, communications and local unit advisement.

Regional Directors have their own “caucus” within the Board of Directors and elect a chair annually. Regional Directors assign one of their members as Chair and to key Board committees including Executive, Program and Finance.

In addition to the nine regional directors, other Board members include the President, First Vice President, Vice President for Finance, Secretary, Member-At-Large Membership, Member-At-Large for Legislative and Political Affairs, Member-At-Large for Professional Development and two student directors (BSW and MSW, North and South).

The sole legal governing authority for NASW is the National Board of Directors. The California Chapter has a regional representative on the National Board and a representative on the National Committee on Nominations and Leadership Identification.

Regional Activities

Regions and Local Units are encouraged to host events in their respective areas. See below for more information about the types of activities to consider.

Regions may also contribute to local conferences and organizations and may do so if funds are available. Regional leadership is encouraged to create an annual budget that can be submitted to Chapter staff so that financial needs are planned and approved ahead of time and allocation of resources can be appropriately assessed and anticipated. Event funds are requested through an electronic check request system. Requests require two regional/unit approvals.

The Chapter Director of Membership can help regions/units plan activities - including publicity and marketing. The Chapter Director of Events can help review contracts if needed.
Transition between leaders

Questions to ask your outgoing mentor:

• What types of activities have you hosted in the past for the region? What’s worked, what hasn’t?
• What communication mechanisms do you use? Some regions have set up their own social media pages and email groups. Outgoing leaders should have access information ready to share.
• Are there any traditions for the region? Some regions like to support certain annual events or sponsorships.

Common regional activities to inspire our local leaders

– “What kinds of events should I think about planning for the year?”
• Social Work Month award, celebration, or networking mixer
• An annual/quarterly CEU event
• Local support groups
• Student orientation events and graduation events for social work students in your region.

Planning Your CEU Event:

• To provide CEUs through NASW-CA region, unit, or council events, this CE application must be submitted with all required materials within 10 days of the event.

• This application and material are required to meet the BBS requirements for all CE Providers.

• Non-compliance can impact the chapter’s Approved CE Provider standing with the licensing board, the BBS. The chapter does not offer CEUs for any event that is not offered through the chapter, region, unit, or council. Non-NASW entities must apply with one of BBS recognized approval agencies. For list of recognized approval agencies go to http://www.bbs.ca.gov/licensees/ce_provider.shtml

• If you are wanting to formalize a relationship with an organization to provide ongoing CEUs, please consult with chapter staff about the process.

• If you are planning to organize a CEU event, please follow the guidelines outlined in the CEU packet and email Tatyana (naswleg@naswca.org) if you have any questions and/or need guidance about whether your event meets criteria.
**Nominations & Elections**

The Chapter Committee on Nominations & Leadership Identification (CNLI) nominates candidates for the statewide and regional positions. Nominations are accepted from fall to January, and the election is held via e-ballot in April. Those elected attend the annual June leadership retreat and begin their terms July 1st.

Regional Directors are elected representatives of designated geographic areas established by the Board of Directors. Regional Directors are members of the state Board and are elected for 3-year terms, with a limit of 2 terms. In addition to serving on the Board, they are responsible for programming in their regions and overseeing local unit functions.

Assistant Regional Directors are elected in years other than the Regional Director and are elected for 3-year terms with a limit of 2 terms. They provide support to their respective Regional Directors. Unit Officers are not elected and represent local areas. They can create their own leadership teams which often include a steering committee.

Board members service three-year terms for a maximum of six years except for student directors who serve one-year terms. All NASW elected positions can be appointed by the Board of Directors. For Student Director positions, BSW and MSW representatives alternate between the northern and the southern part of the state.

**Committees & Councils**

The Chapter has the following Committees:

- Awards, CALPACE, Diversity & Inclusion, Ethics, Executive, Finance, Legislative, Membership, Professional Development, and Program.

Regional Directors can join any committee but have standing assignments on Executive, Finance, and Program. These assignments are made at the June meeting. Names should be forwarded to the Chapter President who appoints committee members.

Councils are special interest entities of the Chapter. Formation requires a petition from at least 30 members from more than one region. Councils elect their own officers and receive funding from the Chapter.

Chapter councils include API North & South, Bay Area Social Workers in Healthcare, Disabilities, Pilipino American, Native American, LGBTQ+, Red Cross, Rehabilitation & Inclusion, Disaster, Social Action Social Justice, Technology, Occupational, and Women’s.
Reimbursements

- Please click here for the volunteer reimbursement form and the check request form for leaders.

- What qualifies for reimbursement? Any expenditure that is out-of-pocket for an approved event or service in your region. Prior to making a purchase, make sure you have your expenditure approved by the appropriate authority (Chapter staff/regional director) and if you are a Unit leader, please draft a budget and received approval from your Regional Director.

- Guidelines for costs: Gift cards for speakers can be in the range of $20 - $100 depending on context. To arrange speaker’s fees, submit an event proposal to our Director of Membership and please include timeline, anticipated attendance, costs associated, fees charged, goals, membership recruitment strategy, and any other relevant considerations.

- Active councils are eligible for up to $1000 in reimbursements per fiscal year.

- Please note, purchases for alcoholic beverages cannot be reimbursed.

- If you have any questions, please contact our Director of Membership, Alex Brown, at abrown.naswca@socialworkers.org

Schools of Social Work:

- **Fall Student Orientations:** NASW-CA provides speakers on NASW and membership.
- **Lobby Days:** Regions/units help student organizations and faculty plan for attending Lobby Days including fundraising, arranging guest speakers, providing silent auction items to raise funds for NASW’s political action committee CALPACE.
- **Recognizing Faculty and Students:** Regions/units can join with the school in honoring faculty (achievements, retirement, etc.) and students (service, research awards, etc.).
- **Commencement Graduation:** Regions/units support these activities by providing speakers, and funding for graduation festivities.
- **Post-Graduation:** Students receive a discounted membership rate ($60 a year) as a student and a graduated discounted rate upon graduation ($116 years one and two; $179 year three). Keeping new graduates in NASW provides them with access to region/unit activities, helps them with job and career opportunities, mentors and potential supervisors for licensing.
Event Marketing Guidelines for Regions, Units, Councils, & Committees

NASW-CA’s Membership team is here to help you market and publicize your upcoming event. Due to all of our various responsibilities we have to our members, we ask that you please follow the below guidelines so that we may assist you as best as possible, with a big enough timeframe so that we can properly get the word out for your event.

Timeline

We ask that you please allow at least a 6-week window for all upcoming events. This will give us enough time to add your event to our calendar, as well as add it to our news site and bi-weekly newsletter in the weeks leading up to the event date. We highly encourage you to send us all pertinent information above the 6-week minimum mentioned above.

Our bi-weekly newsletter goes out to 25,000+ subscribers every 2nd and 4th Wednesday of each month from January to October. In November and December, we only send out one newsletter, either the 2nd or 3rd week of the month, depending on whether there are any conflicts with the holidays within those months. In total, we send out 22 newsletters each year. If you would like your event to be included in a specific newsletter prior to your event, please keep in mind the deadline for submitting is the 1st and 3rd Monday of each month.

Submitting Your Event

Our event submission form can be found here. Please fill this form out as best and as thoroughly as you can so that we may have all the information we need upfront.

If you have presenter bios and pictures, or any other pertinent information related to your event, please send all assets via email to Jane Kim, our Marketing & Communications Coordinator to jkim.naswca@socialworkers.org.

If you need help with a flyer or graphic design, please allow up to 10 business days in order to complete and get final approval before publishing.

Social Media

We will publicize in the 30 days leading up to your event by including your listing on our social media pages (Facebook, Instagram, Twitter, and LinkedIn).

If your event is virtual, and the subject or theme of the event is relevant to social workers out of state, we can also rely on NASW’s National publicity team for help in broadening the marketing reach for your event.

Email Marketing

For events, should we feel it is necessary to reach a broader audience and improve attendee registration, we may send out a targeted email to members for whom your event would be relevant. We will only accommodate regionally-focused emails at maximum once per quarter and given the frequency of communications across the chapter and national platforms, can only conduct this every 1st and 3rd week of the month.

Please be advised that we cannot do this for every single event in order to prevent fatigue over receiving too many emails. We have found that sending too many emails has led to members unsubscribing from our emails altogether.

Advertising & Classifieds:

If you, or the organization you work for, are interested in advertising an outside event or service, we have separate guidelines which are available to view here.

Questions: We understand that sometimes unique situations come up. If you need additional assistance than what is listed in this document, please get in touch with our Membership team. Also, if you have any questions, or concerns, please email Alex or Jane at your earliest convenience. They may be reached via email:

Alex Brown, MSW
NASW-CA Director of Membership:
abrown.naswca@socialworkers.org

Jane Kim
NASW-CA Marketing & Communications Coordinator:
jkim.naswca@socialworkers.org
Facilitating Communications

NASW-CA NEWS

Submissions are accepted on a rolling basis. Deadline is the first and third week of each month, a week prior to each target issue. To submit an article email naswnews@naswca.org

An email version is sent to all members twice a month, the deadline to submit a classified advertisement is the 1st and 3rd Friday for 2nd and 4th Wednesday issues of the month.

CALENDAR OF EVENTS

The Chapter can place region/unit events on its website under “Calendar of Events” for reservations and registrations. The Chapter can take credit card payments on this site for registration fees for region/unit events.

Click here for list of upcoming events: https://www.naswca.org/events/

DIRECT MAIL

For Addresses and mail services please email membership@naswca.org for communication questions.

ANNUAL MEETING CALENDAR:

• June – Annual Leadership Retreat and Board meeting
• October/November – Annual State Conference and Board Meeting
• January – Virtual Board Meeting
• March/April – Annual Legislative Lobby Days and Board meeting in Sacramento

VIRTUAL MEETINGS

If you need to schedule a virtual meeting, please contact us at membership@naswca.org.

SOCIAL MEDIA PAGES:

CA CHAPTER:
FACEBOOK: facebook.com/naswca
TWITTER: twitter.com/naswca
twitter.com/naswca_advocacy
INSTAGRAM: instagram.com/naswca
LINKEDIN: Click here
YOUTUBE: youtube.com/user/NASWCA

NATIONAL:
FACEBOOK: www.facebook.com/naswsocialworkers
TWITTER: NASW: twitter.com/nasw
NASW Foundation: https://twitter.com/naswfoundation
INSTAGRAM: instagram.com/naswsocialworkers

SOCIAL MEDIA – ADD’L INFO:
Email membership@naswca.org for Chapter social media. Many regions and units have their own websites, Google Groups, Facebook pages, Instagram profiles, email listservs, etc.
### HELP STARTS HERE

#### CHAPTER STAFF

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Contact Information</th>
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#### NASW CALIFORNIA CHAPTER

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<th>Address</th>
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<tbody>
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<td>1016 23RD ST. SACRAMENTO CA 95816</td>
<td>916-442-4565 800-538-2565 FAX 916-442-2075</td>
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#### NASW NATIONAL

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<tbody>
<tr>
<td>750 FIRST ST. NE WASHINGTON DC 20002</td>
<td>800-638-8799</td>
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#### SPEAKERS BUREAU

California Chapter staff and volunteer leaders are available to do presentations throughout the state. While the chapter doesn’t charge for this service, assistance with travel expenses is very helpful.

Request a speaker on our website [HERE](#).
Delegate Assembly is the “Congress of Social Work” and meets every three years to decide professional and public policies, program priorities and amendments and the Code of Ethics. The National Board of Directors amends the Bylaws with some exceptions. Only the Delegate Assembly can make amendments to the Bylaws affecting the Delegate Assembly structure and the dues allocation between Chapters and National.

One of the definitive products from Delegate Assembly is “Social Work Speaks,” a compendium of over 60 professional and public policy statements on a variety of topics of concern to social work. This statement’s guide the profession’s position on legislation and practice. Each state’s chapter elects delegates based on the number of chapter members and the delegation is led by the Chapter President. Delegate Assembly terms are 3 years.

The Delegate Assembly process of editing and revising policy statements is conducted online through panels every year with about one third of the statements being reviewed each year. Delegates are asked to volunteer to serve on policy statement panels and work online with National staff and consultants. Delegates are asked to vote online to ratify the revised policy statements. Every 3 years (e.g. 2023, 2026, 2029) a National Delegate Assembly meeting is convened virtually to approve policy statements, amendments to the Code of Ethics, amendments to the National Bylaws and dues rate policy changes.

The next Delegate Assembly is in 2023 and could bring additional changes to the Delegate Assembly process. For more information, click here.

NASW

National office services include professional liability insurance, professional development and education, practice standards, federal advocacy, ethics consultation, public image management and communications.

Join/Renew - www.socialworkers.org/nasw/join
Membership benefits - www.socialworkers.org/Membership/Membership-Benefits
Code of Ethics - www.socialworkers.org/About/Ethics/Code-of-Ethics
Insurance - www.naswassurance.org
Practice Standards - www.socialworkers.org/Practice/Practice-Standards-Guidelines
NASW Press – www.naswpress.org