



MASSACHUSETTS CHAPTER

National Program Priority Goals (NPPG)

NASW-MA Strategic Plan Proposal for 2022-2025

Presented by NASW-MA Strategic Planning Committee

(Updated: 6/10/22, APPROVED at Board Meeting 6/17/22)

MISSION

National Association of Social Workers - MA Chapter is a membership association that advances professional social work practice throughout the Commonwealth and advocates for equity and justice for all people.

VISION

Building the capacity of social workers to create a Commonwealth that is equitable and just.

VALUES

Adapted from the NASW Code of Ethics

- **Service** – Social workers primary goal is to help people in need and to address social problems.
- **Social Justice** – Social workers challenge social injustice, *including racial, environmental, and economic injustices.*
- **Dignity and Worth of Person** – Social workers respect the inherent dignity and worth of the person.
- **Importance of Human Relationships** – Social workers recognize the central importance of human relationships.
- **Integrity** – Social workers behave in a trustworthy manner.
- **Competence and Humility** – Social workers practice within areas of competence *and with humility to* develop and enhance their professional expertise.

**Added by NASW-MA board to the National Code of Ethics values statement*

AREAS OF STRATEGIC FOCUS

Over the next three years, NASW-MA will strategically focus on the following with racial justice integrated throughout our work:

- **MEMBERSHIP** (pages 2-4)
- **ADVOCACY** (pages 4-6)
- **PROGRAMMING** (pages 6-8)
- **ORGANIZATIONAL DEVELOPMENT** (pages 8-9)



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Membership (pages 2-4)

NPPG	Area of Focus: Membership	STATUS
	I. Increase NASW-MA membership network (regular, student, and transitional memberships)	
Goal: 7	Strengthening membership network to 6,500 members with support and commitment from regional coordinators, board members, and active volunteers	
Goal: 2	Identify strategies to build relationships with partners and state organizations like DCF and hospitals, clinics, schools to grow membership	
Goal: 1	Develop a strategy to speak with social workers in different settings about advocacy and membership benefits in addition to LEAD and other events	

NPPG	Area of Focus: Membership	STATUS
	II. Grow Student and New Professional Membership and increase racial, ethnic, gender and other diversity among new members	
Goal: 6	Grow the Student Ambassador Program and the annual graduation cord program	
Goal: 3	Continue to increase BIPOC student participation within the chapter through recruiting student interns, BIPOC Student Membership Scholarship, and other initiatives	
Goal: 6	Advocate to National to require a self-identified race and ethnicity choice to help support data driven decisions as well as an option for members to donate to support BIPOC Social Work Memberships	

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NPPG	Area of Focus: Membership	STATUS
	III. Increase engagement of board and other member-led groups	
Goal: 3	Create strategy to ensure the composition of member groups accurately reflect different membership types (student, regular, transitional) <i>and</i> diverse identities within our membership network	
Goal: 5	Provide member-led group chairs and other Chapter volunteers who dedicate at least 15 hours to NASW-MA each calendar year with a voucher to earn 1.5 CEUs for free	
Goal: 1	Disseminate new member survey, develop guidelines for member-led group facilitation, and member-led group-sponsored social media marketing to help with recruitment	
Goal: 6	Involve Board members in member retention activities through calls to lapsing members and other retention efforts and add time on the agenda for member-led group presentations and updates	

NPPG	Area of Focus: Membership	STATUS
	IV. Enhance marketing materials and social media engagement	
Goal: 2	Update membership benefit materials, talking points, and advocacy efforts with National, including the membership benefit webpage (naswma.org/membership) and sharing and building upon Massachusetts membership ethnicity data, that's available to us	
Goal: 1	Develop a plan to market NASW-MA membership and advocacy on social media, the website, and in other ways that showcases all the different advantages of membership. Ensure the campaign is transparent and accessible	
Goal: 5	Encourage social workers to nominate themselves or colleagues to be featured in the Chapter	



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	Membership Highlight campaign	
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Advocacy (pages 4-6)

NPPG	Area of Focus: ADVOCACY	STATUS
	I. Establish NASW-MA as a leader in the fight for social work professional practice and social justice, including but not limited to racial, environmental, and economic justice	
Goal: 3	Revise Legislative Assessment Tool to focus on intersectionality and determine a way to better implement this tool for all bills. Simultaneously, move from priority and supported bill nomenclature to tier-system to better define our involvement and support for various bills.	
Goal: 5	Prioritize social work workforce, professional issues, social, racial, and disability justice advocacy in our legislative agenda for the 2023-2024 session and establish a quarterly status check to ensure all supported bills are aligned.	
Goal: 6 & 3	Within coalitions and committees like LAC, establish a plan to bring more BIPOC members and social workers into leadership positions and increase racial/ethnic diversity within these groups	
Goal 6	Explore, design, and begin implementing legislation or organizational activities to advance reparations in Massachusetts, and federally, in partnership with NASW-MA's RJC, other committees, and National NASW	

NPPG	Area of Focus: ADVOCACY	STATUS
	II. Organize and mobilize social workers to engage in political social work activities	



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Goal: 2	Identify and invite members to author or deliver written or verbal testimony on NASW-MA priority bills, and engage in other state advocacy and political action activities	
Goal: 1	Support social workers in engaging their clients and communities in the political action including supporting clients to register to vote, and participate in rallies or lobby days	
Goal: 1	Provide continuing education to social workers about political social work (with a focus on anti-racist policies/practices)	
Goal: 3	Continue conversations with higher education institutions around anti-racist learning and acknowledging harm done within the profession	

NPPG	Area of Focus: ADVOCACY	STATUS
	III. Utilize available communications channels to amplify NASW-MA's advocacy work and the contributions of social workers in the field	
Goal: 4	Release timely statements about NASW-MA's advocacy work in connection to current events	
Goal: 1	Develop social media and other public campaigns to highlight the advocacy work NASW-MA members do across the Commonwealth	
Goal: 1	Continue to create legislative action alert posts for priority bills to disseminate on social media increasing engagement with each call to action	
Goal: 2	Uplift the work grassroots organizations are doing where social workers play a leadership role	
Goal: 3	Ensure that a majority of On the Hill columns published in Social Work Voice within a given calendar year explicitly discuss how our legislative agenda is combating racism, bias, and	



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	white supremacy within the social work field and the clients and communities served	
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NPPG	Area of Focus: ADVOCACY	STATUS
	IV. Position NASW-MA PACE as a trusted leader in endorsing and supporting candidates who advance social justice, including but not limited to racial, environmental, and economic justice, and other social work values	
Goal: 5	Engage PACE committee volunteers and outreach channels to showcase what PACE does, why it matters, and how to get involved and to support and amplify PACE-endorsed candidates. Relatedly, host phonebanks/textbanks, canvasses, and other GOTV activities for PACE-endorsed candidates and encourage the involvement of members from other NASW-MA shared interest groups.	
Goal: 6	Increase the number of active PACE volunteers and offer PACE Committee members training on electoral and campaign work each year.	
Goal: 3	Endorse and support BIPOC candidates who share our values and priorities.	

Programming (pages 6-8)

NPPG	Area of Focus: Programming	STATUS
	I. Position NASW-MA as a trusted source for racial justice-related continuing education and programming in collaboration with the racial justice council	
Goal: 3	Host racial justice continuing education programs each year, including the annual MLK, Jr. Forum on Racial Justice, in addition to others in collaboration with members and coalition partners	
Goal: 4	Sustain engagement with schools around racial justice work and establish a method of	



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	self-accountability for the Massachusetts chapter	
Goal: 1	Integrate racial justice within the NASW-MA website that includes different ways social workers can get involved, resources and statements, information about the Racial Justice Council, and Chapter programs and advocacy	
Goal: 5	Engage, network, and partner with community based organizations that represent and/or amplify marginalized communities to develop racial justice programming led by the individuals and communities discussed.	

NPPG	Area of Focus: Programming	STATUS
	II. Expand continuing education programs and events to ensure sustainability and increase social workers presence	
Goal: 5	Revise the current continuing education proposal language (live CE programs, Symposium, FOCUS CE Mailer, etc.) by (1) moving beyond diversity language to equity, inclusion, and belonging (2) revisiting required materials, and (3) revising the evaluation template to better measure learning related to equity, justice, and intersectionality	
Goal: 1	Adapt the 5 yearly specialized conferences to ensure sustainability and relevance (i.e. Symposium, MLK Forum, Nursing Home, School Social Work, and LEAD)	
Goal: 6	Host CE webinars each month, with an exemption given to months when other conferences are planned, open to members and non-members, with opportunities to partner with other Massachusetts-based social work associations	
Goal:2	Increase the visibility of social workers during Social Work Month (March) through the publication of 1 op-ed, as well as through social media, programming (networking, continuing education, etc.), and other activities	

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Goal:5	Establish norms around compensation structure for webinars and other programs to incentivize and include social workers with lived experience	
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NPPG	Area of Focus: Programming	STATUS
	III. Uplift non-dues revenue and programming to increase capacity of chapter staff to carry out our mission.	
Goal: 6	Develop and execute a plan to increase advertising sales through Social Work Voice, website, and other mediums	
Goal: 7	Adapt and expand non-dues revenue and non-continuing education programming that expands reach and increases engagement. Create incentive programs to build participation in these programs (ex. Licensing Test Prep, Workplace Safety, and CE Approval Program)	
Goal: 1	Create a semiannual program-focused e-news and include non-members from previous programs, who have agreed to receive notices from NASW-MA	

Organizational Development (page 8-9)

NPPG	Area of Focus: ORGANIZATIONAL DEVELOPMENT	STATUS
	Integrate racial justice and intersectionality into all areas of NASW-MA's organizational practices	
Goal: 1	Conduct trainings for staff and board on anti-racist practice and intersectionality over the course of the three years in concert with and in keeping with recommendations from the RJC, Disability Justice SIG, LGBTQIA+ and other member groups and stakeholders	
Goal: 6	Collaborate with the RJC, Disability Justice SIG, LGBTQIA+ and other core stakeholders to create new/expanded justice-oriented activities and allocate funds for these activities each year	



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Goal: 6	Continue to implement and consult the NASW-MA Hiring Process Recommendations Report developed by Racial Justice Council	
Goal: 6	Continue to develop both a disability-inclusive and disability affirming organizational culture	
Goal: 6	Continue recruitment of BIPOC, LGBTQIA+, and members of the disability community to run for NASW-MA's board and committees, to grow and strengthen the diversity of the chapter	
Goal 4	Increase new BIPOC-identifying clinicians to the Therapy Matcher network in partnership with Therapy Matcher Commission.	

–END–