



N A S W

NEW YORK CITY CHAPTER

National Association of Social Workers

CROSSROADS

AT
THE

Adapting Social Work for the "New Normal"

Annual Virtual Continuing
Education Conference

2 0 2 2

SOCIAL WORK IN THE CITY

SPONSORSHIP OPPORTUNITIES

VIRTUAL CONTINUING EDUCATION CONFERENCE

The pandemic and ensuing social, political, and health implications are changing the way we understand and navigate our world. The NASW-NYC's annual continuing education conference will look at how social work, the helping professions, and the communities we serve are directly impacted by these realities. Together, we will reflect on the way social workers shape, educate, practice, and navigate the profession to face these challenges and how we as a profession will adapt to the "new normal".

This year's conference brings you two-days and **nine (9) continuing education** hours worth of keynote presentations, workshops, networking opportunities, and sponsorship exhibits



Follow us at @NASWNYC

#SocialWorkInTheCity

#NASWNYC

#SWITC

#NASWNYCCon

#NASWNYCEducates

National Association of Social Workers - New York City Chapter is recognized by the New York State Education Department's State Board for Social Work as an approved provider of continuing education for licensed social workers #SW-0027 and for CASAC credits under NYS OASAS #0288.



- ✓ Participants will interact with 3 speaker sessions and have the opportunity to choose from 24 different workshops to get a total of 9 continuing education hours
- ✓ Participants will connect with their fellow professionals on a deeper level through shared learning, immersive experiences, and a virtual sponsor expo to learn what some social work organizations are doing today
- ✓ We will focus on education as well as provide opportunities for participants to reflect on how social workers can continue to create positive impact and inspire others in these challenging times
- ✓ Appreciation of NASW-NYC sponsors and leaders who support and influence the social work profession

Annual Virtual Continuing Education Conference 2022





Dr. Claire Green-Forde, LCSW
Executive Director



Erica P. Sandoval, LCSW
Board President

... **Linda Lee, MSW**
Director of Education

Angelique I. Rodriguez
Manager, Community Engagement & Volunteer Initiatives

Kalliope (Kelly) Moskos
Executive Assistant/Coordinator of Chapter Relations

NASW-NYC TEAM



National Association of Social Workers

NEW YORK CITY CHAPTER

Welcome

The National Association of Social Workers (NASW) is the largest organization representing social workers in the world. The New York City Chapter of the National Association of Social Workers (NASW-NYC) is one of the largest chapters of NASW in the country. Founded in 1955, NASW-NYC represents professional social workers who are working throughout the five boroughs, primarily in public and non-profit organizations.

Our Purpose

The National Association of Social Workers - New York City Chapter aims to support and create opportunities through impactful programming and advocacy so that NYC social workers can elevate their careers, further develop their professional skills, and have a space where they feel a sense of belonging.

Our Mission

NASW-NYC exists to support and empower its members to enhance the social work profession and affect change in the arenas they serve.

Our Vision

The NASW-NYC, powered by its diverse membership, effectively promotes the value and visibility of the social work profession, enhances the profession's credibility and influence at state and local levels, and assures that the social work profession remains highly relevant and effective in the years ahead, both for the communities that social workers serve and for future generations of social work professionals.



Agenda Day 1

9:05 am	Introduction Remarks	
9:25 am	Spoken Word	Celeste León
9:30 am	Keynote Speaker	Dr. Mimi Abramovitz and Dr. Jennifer Zelnick <i>For more info click here</i>
10:30 am	Conference Opening	
11:00 am	Morning Classes	NASW-NYC Faculty & Guest Presenters <i>For more info click here</i>
1:00 pm	Lunch Break	All
1:30 pm	Sponsors Virtual EXPO	All Sponsors
2:00 pm	Welcome back	
2:10 pm	Afternoon Classes	NASW-NYC Faculty & Guest Presenters <i>For more info click here</i>
4:15 pm	Closing	Kukuwa Dance

Agenda Day 2

9:05 am	Welcome Back Remarks	
9:10 am	Motivational Speech	Resilience
9:15 am	Keynote Speaker	Dr. Linda Lausell Bryant and Phil Coltoff <i>For more info click here</i>
10:30 am	Morning Classes	NASW-NYC Faculty & Guest Presenters <i>For more info click here</i>
12:30 pm	Lunch Break	All
1:00 pm	Closing Speaker	Dr. Petros Levounis <i>For more info click here</i>
1:50 pm	Giveaways	
2:00 pm	Closing	Salsa Class by Francis Díaz

MORNING WORKSHOPS



NEW YORK CITY CHAPTER

Day 1

1	A Covert Threat: Problem Gambling Among US Veterans	Jonathan Crandall, CASAC, CRPA, BSW Ashley Owen, LMSW
2	Current Mental Health Implications and the Latinx Community	Madeline Maldonado, LCSW-R Yurika Hernandez, LCSW Erica Sandoval, LCSW
3	Managed Care: The Real New Normal	Marleen Litt, LCSW Ariel Rios, LCSW Ilana Adler, LMSW
4	Racism Hurts: Helping Parents Heal Children's Invisible Wound	Michelle Felder, LCSW, MA
5	Reaching the Harbor During a Storm	Bill Collins, LCSW Andrea Maziotti, LCSW Charmaine Brown, LCSW
6	Resist and Reimagine: Creating Home for Asian Americans	Yuna Youn, LCSW Dan Tanh, LCSW Rayna Wang, LMSW
7	The Hidden Impact of Anti-Black Racism on Black Women	Dr. LaTasha Smith, LCSW
8	Transformational Leadership Now and Beyond	Marina Badillo-Diaz, DSW, LCSW

For more information, please visit: WWW.NASWNYC.ORG

AFTERNOON WORKSHOPS



NEW YORK CITY CHAPTER

Day 1

1	Ethical Considerations of Telemental Health During Unprecedented Times	June Tyson, Ph.D., LCSW-R, ACSW
2	Hair Conversations: Ethnocentricity and Black Women's Trauma	Theresa Parris, MS.Ed, LCSW, CASAC Angela Montague, LCSW-R
3	Housing Justice Now	Andrea Shapiro, LMSW Malika Conner, LMSW
4	Non-Suicidal Self Injury Today	Glenn A. Taylor, LCSW
5	NYC Social Work Labor Trends in 2021	Sunny Maguire, LCSW
6	Racial Trauma and Suicide	Gerri Cadet Mareus, LCSW
7	Skill Training in Hybrid Intensive Outpatient Groups	Yuen Ling Elaine Ho, LCSW
8	Social Work's Role in Reducing Health Disparities	Adele Weiner, Ph.D., LCSW Kim Lorber, Ph.D., LCSW

For more information, please visit: WWW.NASWNYC.ORG

MORNING WORKSHOPS



NEW YORK CITY CHAPTER

Day 2

1	A Health Equity Framework for Medicare and Medicaid	Thomas Bane, LMSW Julissa Rodriguez, BA Sarah Bloomstone, BA
2	Cultural Considerations: Safety Planning with Black DV Survivors	Angela Montague, LCSW-R
3	Mitigating Trauma Through Groupwork for Vulnerable Foster Youth	Selena Higgins, LCSW Melody Joanne Centeno, LMSW
4	Paradox of Chronic Homelessness: Adaptation to Homeless Lifestyle	Daniel Farrell, LCSW
5	Peer Model: How El Barrio Disrupts Systemic Oppression	Dr. Dunia M. Garcia, LMSW Saida Gordon, LMSW
6	Pushing Through Devastation, Lifting Up Voices	Dr. Elisa English, LCSW Kevin Dahill-Fuchell, LCSW
7	Trauma and Alcohol Use Among Undocumented Hispanic Immigrants and the Mapping Protocol	Dr. Carmen Jimenez, LCSW-R, CASAC
8	Using Dialogue as a Critical Tool for Anti-Racist Education	Gabriella McBride, LCSW

For more information, please visit: WWW.NASWNYC.ORG

WHO IS JOINING?



NEW YORK CITY CHAPTER

- ✓ May reside in the Greater New York (or Tri-State Region – NY, NJ, CT)
- ✓ All backgrounds (ethnicity, national origin, etc.), preferences, religions, languages, sexual orientation, gender identities, abilities
- ✓ Licensed Master Social Workers (LMSW) and Licensed Clinical Social Workers (LCSW), who hold social work licenses in New York State
- ✓ MSW students, social workers, and other allied health professionals

WHERE WILL YOUR BRAND BE?



NEW YORK CITY CHAPTER

- ✓ Word of Mouth - Referral, and Announcements during our other events
- ✓ Featured Across NASW-NYC Social Media Platforms: LinkedIn, Instagram, Facebook, Twitter
- ✓ Featured Prominently on Website's Conference Landing Page for months following the conference (30,000 annual visitors)
- ✓ Email Blasts to Our Listserve of over 20,000 contacts
- ✓ Featured Throughout the Conference - opportunities through:
 - Acknowledgments during the conference
 - Advertisements in the conference adjournal
 - Virtual Expo - booth, and banner
 - Sponsorship acknowledgment of two continuing education workshops of your choice

WHY BECOME A SPONSOR?



NEW YORK CITY CHAPTER

- ✓ Share our diverse market scope
- ✓ Inspire participants to take action in social work
- ✓ Raise awareness of your brand/organization/school
- ✓ Connect with your targeted community of individual
- ✓ Expand your reach into multicultural and multigenerational markets
- ✓ Associate your brand with the NASW, the professional organization of Social Workers



National Association of Social Workers

NEW YORK CITY CHAPTER

Your sponsorship helps NASW-NYC facilitate meaningful and significant programming for our Members and Social Workers across the five boroughs and further supports the ongoing work the NASW-NYC Chapter does to advocate for NYC social workers and the social work profession.



BENEFITS

Supporter
\$1,000

Advocator
\$2,500

Social
Worker
\$5,000

Three (3) acknowledgements during the event			*
Two (2) acknowledgements during the event		*	
Logo featured in Zoom background during presentations for Welcome and Closing Remarks			*
Pre-event recognition on social media channels and post-event email blast advertising a one-time thank you for co-sponsoring		*	*
Organization name featured on two (2) conference workshops of your choice		*	*
Virtual Expo Booth (logo, video, PDF-flyer)			*
Virtual Expo Banner at Lobby		*	*
Five (5) NASW-NYC memberships donated in organization name			*
Three (3) NASW-NYC memberships donated in organization name		*	
A Full-Page advertisement in digital conference journal			*
A Half-Page advertisement in digital conference journal		*	
A Quarter-Page advertisement in digital conference journal	*		
Organization logo prominently displayed as a sponsor on NASWNYC website with clickable link to your website for six months (30,000 annual visitors)			*
Organization logo prominently displayed as a sponsor on NASW NYC website with clickable link to your website for three-months (30,000 annual visitors)		*	
Organization listed as a sponsor on NASW-NYC website for one month (30,000 annual visitors)	*		



See you in
2023

Click *HERE* to Become a Sponsor Today!

Questions regarding sponsorship should be directed to
contactus.naswnyc@socialworkers.org

THANK YOU!