

Strategic Plan 2011–2012

◀ VISION ▶

Build NASW-PA into a leading voice in the development of statewide social service policy and social service system advocacy advancing the quality of services provided to client populations by advancing the principles and standing of the social work profession.

◀ MISSION ▶

NASW is a membership organization with a dual mission to: 1) Promote, develop, and protect the practice of social workers; and 2) Seek to enhance the effective functioning and well-being of individuals, families, and communities through its work and advocacy.

◀ OBJECTIVES ▶

- ▶ Develop a grass roots organization capable of mobilization to advance the association's mission.
- ▶ Raise social workers' perceived value of NASW-PA.
- ▶ Promote the identity and value of the social work profession to the general public.
- ▶ Increase NASW-PA membership from 6,000 to 7,000 by July 1, 2012.
- ▶ Host a Legislative Advocacy Day with at least 500 registered participants.
- ▶ Generate \$140,000 from continuing education events and products in FY 2011–12.
- ▶ Host 3 regional networking events with at least 30 attendees each.
- ▶ Conduct 4 division-lead workshops/programs annually averaging 15 participants.
- ▶ Introduce 2 pieces of state legislation specific to the social work profession.
- ▶ Provide public comments from the social work perspective on at least 50 bills per year.
- ▶ Advocate for appropriate investments in human services.

◀ STRATEGIES ▶

- ▶ Develop a county based Leadership Council into a meaningful group of association leaders that is integrated into the organizational structure.
- ▶ Enlist key social work leaders that reflect the diversity of our membership to serve on the board, committees, and other leadership positions within NASW-PA.
- ▶ Executive director and chapter leadership will promote a visible presence at every school of social work in the state through annual visiting.
- ▶ Maintain a current, relevant, and user-friendly website to serve as a critical resource.
- ▶ Offer a diverse and dynamic CE calendar (online, in-person, and conference).
- ▶ Conduct broad conference sponsorship recruitment beginning 7 months prior to event.
- ▶ Enlist grassroots campaign to educate elected officials about the social work profession.
- ▶ Implement a proactive and creative communication strategy that interjects a social work perspective at every possible occasion.
- ▶ Support the election of social workers into state offices.

◀ PLANS ▶

- ▶ All staff will have clear and detailed work plans to implement desired strategies.
- ▶ Resources will be allocated to permit sufficient travel and recruitment materials.
- ▶ Task division chairs to be more active participants in all chapter events, ensuring they are present at chapter events.
- ▶ Empower division chairs with support necessary to create a strong presence for NASW-PA in their communities, working with leadership council designees.
- ▶ NASW-PA shall have a comprehensive plan for volunteer recruitment, recognition, and retention.