

GLOSSARY OF TERMS

CCNLI

Chapter Committee on Nominations and Leadership Identity. Identifies and nominates NASW IL members for elected positions

Code of Ethics

Serves as a guide for the everyday professional conduct of social workers

IADD

Illinois Association of Deans and Directors. Association of all Deans and Directors of social work programs at universities in the state of Illinois

LSWO

Latino Social Work Organization

NABSW

National Association of Black Social Workers

NASW

National Association of Social Workers – the umbrella association for all professional social workers

NASW Center for Workforce Studies

The NASW Center for Workforce Studies was established in 2005 with a three-fold mission: to conduct studies of the current social work labor force; to enhance social work professional development; and to disseminate timely information and resources on evidence-based practice

NASW PAC Illinois

The Political Action Committee for social workers in the state of Illinois

Public Education Campaign

Launched in 2005 to promote the social work profession through a communications plan which includes print advertising, enhanced media relations and a new consumer website

Social Work Speaks

Compilation of policy statements developed by the NASW's Delegate Assembly that is used to guide the Association's advocacy efforts in social policy

The 2006 – 2009 Chapter Strategic Planning Committee met on February 2, 2006 and March 2, 2006. The draft plan presented here and on our website at www.naswil.org is for member review. We are currently seeking input from all constituents by asking for suggestions that will render this document's viability during the next three years. The NASW IL Chapter Board of Directors will vote on accepting the 2006-2009 Strategic Plan at its June 2006 Board meeting. Please send your comments and suggestions to office@naswil.org or call 1.877.962.7945, x110 no later than May 29, 2006.

2006 - 2009 Strategic Plan

MISSION STATEMENT: To support, promote and advocate for professional social work practice, social work practitioners and the social work profession to improve the quality of life in Illinois.

CHAPTER VISION STATEMENT: The NASW Illinois Chapter will be the primary organization dedicated to strengthening and unifying the profession of social work. We will be local in service to a dynamic membership of 9,000 social workers and promote effective solutions to social issues through statewide policy initiatives.

Promote the Profession

OBJECTIVES

- Promote social work as a profession that provides comprehensive, tangible and vital services to a range of community, business and government audiences
- Promote the profession among persons of diverse and underrepresented groups
- Increase the exposure of international social work efforts that promote the profession

TASKS/TIMELINE

- Identify target audiences (e.g., employers, judges, government/administrative officials, media)
- Develop information packages about the expertise of the social work profession
- Survey existing Chapter Committees/Networks/Task Forces to identify existing persons of influence in communities, business and government.
 - Develop culturally competent message regarding the profession through the creation of promotional materials in other languages, together with specialty social work organizations, to reach out to other communities.
 - Strengthen relationships with specialty social work organizations in order to market the benefits of NASW membership and collaboration
- Market the profession to constituents in diverse communities and large organizations (public school systems, community colleges, government and private agencies etc.)
- Improve strategies to reach and recruit non-members outside of the Chicagoland area
 - Develop additional opportunities to participate in international social work experiences e.g., greater statewide participation in annual social work exchanges (accessible and affordable)
 - Develop additional international exchange offerings for social workers

RESPONSIBLE PARTIES & COLLABORATIVE GROUPS

- National NASW Marketing Department
- Chapter Committees/ Networks/Task Forces
- Committee on Diversity and Cultural Competency
- Membership Committee
- District Chairs
- NASW Center for Workforce Studies
- Specialty social work organizations in the State of Illinois
- International Activities Network

BUDGET CONSIDERATIONS

- Cost of survey
- Marketing materials
- Cost of outreach (including translation of promotional materials)
- Cost of outreach

PERFORMANCE MEASURES

- Number of specific professional contacts made with target audiences
- Number of information packages distributed
 - Number of contacts made to these groups
 - Number of promotional materials translated into Spanish
- Numbers of additional exchanges established
- International exchange activities outside the Chicago area

Influence Social Policy

OBJECTIVES

- Increase the participation of general membership and Illinois Schools of Social Work in Annual Lobby Day
- Develop opportunities for Students and practitioners to participate in professional policy related activities
- Identify social justice dimensions and implications of current federal and state social policy decisions (e.g. Healthcare; Medicare Part D), particularly as policies affect high risk populations

TASKS/TIMELINE

- Develop curriculum materials and send to schools
- Compile current listings of legislative internships, field placements, and mentoring opportunities for social workers in Illinois
 - Develop more legislatively focused field placements/internships with elected officials and public agency administrators
 - Develop more legislatively related mentoring opportunities for students and practitioners by pairing them with social workers in policy related roles
- Increase the participation of members in election cycle interviews of candidates for the Illinois General Assembly
 - Monitor state and federal legislation
 - Develop a social justice report framed from a social work values perspective
 - Develop a social justice report rating system for policies and legislators
 - Survey membership and conduct focus groups on current NASW IL Legislative agenda

RESPONSIBLE PARTIES & COLLABORATIVE GROUPS

- NASW PAC IL, NASW IL Legislative and Social Policy Committee, NASW IL Leadership
- IADD, Policy Faculty and Field Instructors
- Illinois specialty social work organizations
- NASW PAC IL, NASW IL Legislative and Social Policy Committee, NASW IL Leadership
- IADD, Policy Faculty and Field Instructors
- NASW National Governmental Affairs Committee
- NASW IL Legislative/Social Policy Committee and NASW IL Leadership

BUDGET CONSIDERATIONS

- Increased marketing costs for Lobby Day
- Underwrite student participation (up to 4) at NASW IL conference to present policy paper developed from Lobby Day activities
- Cost of curriculum development
- NASW IL Staff time
- NASW IL Staff time

PERFORMANCE MEASURES

- Increase the number of Lobby Day participants that are drawn from the general membership by 5 percent
- Secure participation by all Schools of Social Work in Illinois
- Integrate the Lobby Day experience into the student's coursework through the adoption of NASW IL Lobby Day curriculum materials and suggested assignments
 - Completion of data base listing the number and nature of legislative internship field placements and mentoring opportunities for social workers in Illinois
 - Increased number of legislatively related field placements/internships with elected officials and public agency administrators
 - Increased number of legislatively related mentoring opportunities for students and practitioners by pairing them with social workers in policy related roles
- Written social justice report
- Completed surveys and focus groups

Enhance the Practice/Education Relationship

OBJECTIVES

- Increase enrollment in the schools of social work, specifically recruiting a more diverse student population (persons of color, gender, sexual orientation, language etc.)
- Create a needs assessment of social work schools to enhance practice
- Enhance the partnership between NASW IL and the schools of social work
- Encourage associate level professionals/non-social workers to enter social work programs at the BSW and MSW level

TASKS/TIMELINE

- Joint recruitment activities with schools of social work and other social work organizations to present at middle schools, high schools & undergraduate institutions throughout the state
- Educate communities about the value and benefit of the social work profession
 - Focus groups with social work Deans and Directors, Field Work Directors, liaisons and field work instructors (representing agencies)
 - Individual interviews with Illinois social work school Deans and Directors
 - Promote the use of NASW materials as teaching tools (*Social Work Speaks*, *Code of Ethics*, *Practice Standards*, NASW Center for Workforce Studies, Public Education Campaign)
- Recognize faculty at NASW IL Statewide Conferences (compile faculty paper proceedings and establish faculty track at 2007 Statewide conference)
- Create faculty page on NASW IL website and regular Networker article
- Increase student involvement in NASW IL
- Hold focus groups with faculty during their regular faculty meetings
- Collaborate to better understand the practice trends and skills needed in the workforce today and assist in identifying niche markets for training of work force (aging, private practice, information technology, management practices, international social work, etc.)
- Recruit at agencies
- Recruit at community colleges

RESPONSIBLE PARTIES & COLLABORATIVE GROUPS

- Schools of social work
- LSWO, NABSW and targeted NASW IL members
- Committee on Diversity and Cultural Competency
- IADD, Field Instructors
- Faculty serving as NASW IL Board members
- IADD, statewide university faculty
- NASW IL Leadership, NASW IL Student Network, Conference Committee
- Schools of Social Work
- NASW IL Board members

BUDGET CONSIDERATIONS

- Cost of recruitment and travel
- Related conferences and seminars
- Printing
- Meeting costs, printing
- Travel
- Increased conference, marketing, meeting and printing expenses
- Travel to schools of social work
- Cost of recruitment

PERFORMANCE MEASURES

- Number of recruitment events and levels of participation
- Level of interaction with external social work groups
 - Numbers of contacts made
 - Needs assessment report
- Number of faculty at NASW IL Statewide Conference
- Increased faculty membership in the association
- Number of teaching tools distributed
- Number of school contacts and visits
- Established faculty track at 2007 NASW IL Statewide Conference
- Number of recruiting events and number of participants

Strengthen the Organization

OBJECTIVE

- Increase the involvement of NASW IL in the workplace (agencies or organizations that employ current or potential NASW IL members including social workers in private practice)
- Increase social work faculty membership in NASW IL
- Create a leadership development strategy in order to expand the capacity for social work leadership in the association and the community
- Strengthen the financial position of the organization to facilitate organizational goals
- Create a mentoring program
- Increase membership

TASK/TIMELINE

- Establish advisory groups of key agency social work personnel in each NASW IL District
- Hold District events and meetings at agencies
- Solicit agencies for involvement in NASW IL activities (District awards, CEU co-sponsorships, etc.)
- Engage with the IADD and Field Work Directors Network as partners to increase faculty membership
- Market the benefit of NASW IL membership to faculty at schools of social work
- Refer to Enhance the Practice/Education Partnership for Objective #3
 - Develop and pilot a NASW IL Leadership Institute
 - Develop leadership workshop track at NASW IL 2007 Statewide Conference
 - Identify and develop at least one non-dues generating source of income (e.g., on line CEUs etc.)
 - Identify a product/service which can be marketed to external sources (e.g., business, community)
 - Explore the possibility of retaining a professional grant writer to increase funding for member initiatives
- Develop a NASW IL directory of mentors and match them with mentees
- Provide mentoring training
- Identify members of underrepresented groups
- Survey of non-members through focus groups
- Survey of new graduates

RESPONSIBLE PARTIES & COLLABORATIVE GROUPS

- NASW IL District Chairs
- Membership Committee
- IADD, Field Directors Network
- NASW IL Board members serving as faculty
- NASW IL Chapter Board and professional staff
- NASW National office
- 2007 Statewide Conference Committee and CCNLI
- Social Work educators
- NASW IL professional staff
- NASW IL Board of Directors Finance Committee
- NASW IL Chapter Board of Directors
- NASW IL professional staff
- Interested members
- NASW IL professional staff
- NASW IL Membership Committee
- NASW IL District Chairs

BUDGET CONSIDERATIONS

- Meeting costs
- Increased cost of membership outreach
- Cost of establishment of NASW IL Leadership Institute
- NASW IL Staff time, recruitment costs
- NASW IL Staff time
- NASW IL Staff time, cost of surveys and focus groups

PERFORMANCE MEASURES

- Number of events held at the workplace
- Number of advisory groups established
- Increase faculty membership by 10%
- Establishment of NASW IL Leadership Institute in year three of plan
- Incorporation of Leadership track into the 2007 NASW IL Conference schedule
 - Development of new non-dues revenue product
 - Number of grants written and submitted to funding sources
- Completed mentor directory
- Number of matches made between mentors/mentees
- Number of training programs
- Completed surveys and focus groups