



*Strategic Vision Plan*  
**Revised July 18, 2009**  
*2009-2011*

**Values**

**The Core Values for NASW are:**

- Service
- Social Justice
- Dignity and Worth of the People
- Importance of Human Relationships
- Integrity
- Competence

**Vision Statement**

NASW/ Ohio Chapter shall be the recognized voice for Social Workers in Ohio. It shall be an organization that ensures excellence in local and national social work standards, practice, education, and licensing, and shall be a powerful force in the political process.

**Mission Statement**

The mission of the NASW/Ohio Chapter is to strengthen, support, and unify the social work profession, to promote the development of social work standards and practice, and to advocate for social policies that advance social justice and diversity.

**Strategic Priority Issues**

- Membership
- Social Work Professional Awareness and Promotion
- Financial Responsibilities
- Advocate for Social Policies and Services that Advance Social Justice and Diversity

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## **Priority Issue 1: Membership**

**Strategic Goal:** Ohio NASW to continue as the premier professional association representing social workers across the state.

**Goal A:** Achieve and maintain mega-chapter status (5,000+ members)

**Objectives:**

1. Encourage word of mouth recruitment by regional leaders and members
2. To maintain a working relationship with all CSWE accredited undergraduate and graduate programs and their Department heads and field coordinators.
3. Publicize NASW at every opportunity
  - Templates will be provided by Chapter Office
  - Investigate New Visions role regarding publicity
4. Increase awareness of certification programs and associated benefits

**Goal B:** Participate in activities developed to increase membership, diversity, and retain existing members.

**Objectives:**

1. Regional Directors will identify a faculty liaison within each College/University campus to promote NASW with students
2. Promote the development of a national template for NASW focused student groups
3. Promote NASW to social service agencies within the state including outreach to rural areas
4. Retain current members through the promotion of NASW services and benefits

**Goal C:** Develop leadership that is reflective of the diversity of the Chapter's membership, the profession, and of the communities that social workers serve.

**Objectives:**

1. Target outreach efforts to achieve diversity among membership and leadership reflective of the profession and communities we serve
2. Create leadership training to be offered at annual conference and regional meetings

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## **Priority Issue 2: Social Work Professional Awareness and Promotion**

**Strategic Goal:** Educate the profession and the public about social work and Ohio Chapter NASW.

**Goal A:** Promote competence by supporting appropriate scope of practice standards for individuals working in social services in all practice settings.

**Objectives:**

1. To provide means for Social Workers to maintain licenses through a variety of options:
  - a. Annual Conference
  - b. Regional Workshops
  - c. State Sponsored Workshops
  - d. National Sponsored Web based trainings
2. To strive for higher standards for education, licensing and certification for all social work practice in the state of Ohio.
3. Outreach to paraprofessional social service providers to encourage further education and licensure

**Goal B:** Promote integrity of the profession through adherence to NASW Code of Ethics and to educate about applicable state licensure laws

**Goal C:** Participate in Social Work Reinvestment Initiative.

**Goal D:** Promote the value of the social work profession as providers of services that enhance the dignity and worth of those we serve.

**Goal E:** Identify, develop, and strengthen collaborative relationships with other social work organizations, schools of social work and related organizations as supported by the National Office.

**Objectives:**

1. To develop an interactive website that will be established and maintained by the Ohio Chapter staff that provides links to other social work organizations, schools of social work and related organizations.
2. To identify a list of social work organizations, schools of social work and related organizations and divide responsibility for developing networking relationships among board members and members of each identified group
3. To participate with related organizations by co-sponsoring or supporting conferences and other events.

**Goal F:** Utilize data from National Education Campaign to develop strategies to educate the public about the profession

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**Priority Issue 3: Financial Responsibilities**

**Strategic Goal-** Maintain balanced budget and diversify funding resources while planning and implementing association priorities meeting IRS requirements.

**Goal A:** Plan for and implement financial management programming to maintain financial stability.

**Objectives:**

1. To develop a balanced budget for each FY.
2. To maintain a reserve fund balance that will cover the cost of operating the Chapter office for six (6) months.
3. To review current fiscal policy and procedures and investment policy to ensure the fiscal soundness of the organization while ensuring social responsibility.
4. To explore and pursue alternative means to diversify the organization's funding resources.

**Goal B:** Develop and implement policies, programs, and reporting mechanisms complying with IRS regulations

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**Priority Issue 4: Advocate for Social Policies and Services that Advance Social Justice and Diversity**

**Strategic Goal:** Heighten awareness of important social issues in Ohio and increase Ohio NASW's role in advocating for social change.

**Objectives:**

1. To identify and provide support to political candidates who support the social work mission and values of the profession including education, testimonials, and research data.
2. To identify, create, and support the passage of key legislation that is important to the profession of social work and the provision of services to the vulnerable, oppressed, and marginalized populations in Ohio.
3. To organize a social work legislative Advocacy Day and schedule visits with key legislators to discuss social issues, social worker's competencies, and advocate for specific legislation.
4. To educate legislators and the public about current social problems in Ohio and the role social workers play as change agents.
5. Develop policy and legislation for Workplace Safety and Loan Forgiveness for social workers.
6. Continue and refine the role of a government relations firm.