



Strategic Thinking and Planning 2011

Our world is forever changing and remaining the same. Such issues as poverty, violence, hunger, war have always been part of our world. AND we live in a time of constant change, especially in regards to communication channels, economic swings, the political and legal climate and priorities, and technology.

We as social workers must be looking forward, shaping our future as we keep in mind our past with lessons learned, but also knowing that we must let go of “we always did it this way” mentality. Charles Handley, an organizational behavioral specialist, speaks to our need to both have a sense of continuity with our past and a sense of direction for our future to maintain a feeling of control in the midst of change. From his perspective then, the real question is not what does the future we are trying to create look like, rather it is “having seen the future that we want to create, what must we keep from that past, lose from the past, and create in our present, to get there.”

Our **Values** provide us a foundation.

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

Our **Vision** gives us the ideal we strive to accomplish.

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.

Our **Mission** defines our purpose and objectives.

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.

Today, as we look behind us and look before us we have set the following priorities as:

1. **Strong Leadership with a focus on Membership Recruitment and Retention.** We are a membership organization. It is members that sustain us. It is through membership that we have our power to give voice in shaping the policies that impact us as a profession and those we serve. Therefore we will grow through strong leadership and increasing our membership.

Objective: To strengthen the voice of social work through building a strong leadership core with membership recruitment and retention as central to fulfilling the association's mission with the goal of achieving and maintain mega-chapter status (5,000 + members). Strategies to accomplish this objective is:

- 100% of leadership to commit to being Ambassadors for NASW
 - 100% of staff and leadership committed to creating seven exposures to NASW through the following means:
 - Regular presentations to schools and agencies on membership
 - Asking supervisors or faculty/staff to talk to their supervisees or students about the importance of membership
 - Peer to peer dialogue and asks
 - Regular media coverage of NASW
 - Strong social media presence
 - Newsletter campaigns to potential/lapsed members
 - Posters in schools and agencies
 - 100% of staff and leadership committed to building an alliance with employers of social workers through fostering awareness of NASW resources in supporting the development and sustainment of a competent, ethical workforce.
2. **Practice and Policy Focus.** A focus on practice and policy issues that are central to the profession and those we serve.

Objective: Create task groups on specific topics under the direction of a committee of advisors to address the following strategies:

- To prioritize practice and policy issues that are central to the profession including: workplace safety, low salary compensation, and title protection.
 - To develop a strong link between the ability to practice and policies that impact practice (legislation and rules/regulations).
 - To ensure that social workers are “at the table” (on a local and state level) to make decisions about practice and policy issues.
3. **Public Awareness.** To increase the understanding of what we do as social workers.

Objective: To increase public understanding of the role of social work, the breadth of the profession, and the impact the profession has on individuals, communities, and the society. Strategies to accomplish this are the following:

- Executive Director will secure a public relations student intern to assist with strategic public relations plan.
- Regional Directors and branch leadership will network to respond to issues in the media and build a database of expertise to provide to media outlets.
- Tools and a process will be developed to equip and mobilize all members to be able to educate those in their personal and professional circles of the profession of social work.

4. **Meeting and Anticipating Member's Needs.** As a membership organization our purpose is to provide resources and supports for our members.

Objective: To constantly ask ourselves, staff and leadership, how we are helping members and building the value of NASW for them. This will be done through the following strategies:

- Collect data from members around their needs and interests through the following tools:
 - Surveys
 - Focus groups
 - Informal conversations
- Regional directors and branch leadership will build a feedback loop between members and leadership to communicate needs of their members and client populations in their communities.

5. **Building a Diverse Membership and Leadership.** It is critical for membership and leadership to reflect the diversity of our state-the clients that we serve.

Objective: To build membership pool and leadership that reflects the diversity of our state-the clients that we serve. The strategies to achieve this:

- Collect demographic data from all members to include religion, race, ethnicity, sexual orientation, etc. along with their practice area.
- NLIC and Membership committees develop and implement the yearly diversity plan.
- Development of a collaborative relationship with diversity related groups to build membership and potential leadership.