

The National Association of Social Workers Connecticut Chapter

Mission Statement

The National Association of Social Workers, Connecticut Chapter (NASW/CT) is a diverse professional membership association that promotes strengths and evidence-based culturally competent practices to advance the values and goals of the social work profession.

Chapter Goals

Chapter Development, Identity, and Membership

Resource Management

Guild Issues

Social Justice and Advocacy

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1. Chapter Development, Identity, and Membership

Goal: To enhance the membership strength, vitality and reputation of NASW CT in order to achieve its mission

Area or Focus	Outcome	Objectives	Activities
1a. Membership as revenue and resources	NASW CT membership is expanded	<ul style="list-style-type: none"> • Increase membership by 2% each year during the three-year plan • Retain 90% of membership annually • Assure that 50% of licensed social workers in CT are NASW members 	<ul style="list-style-type: none"> ✓ Create dashboard database of membership ✓ Implement transition period membership survey regarding retaining membership ✓ Conduct cost-benefit study of regarding membership in NASW CT ✓ Outreach to BSW, MSW, PhD, DSW students in CT ✓ Develop membership campaign with agencies to provide ½ match for social work employees' NASW CT membership
1b. Diversity	NASW CT membership is diverse	<ul style="list-style-type: none"> • Develop specialty caucuses to reflect and promote the diversity of social work perspectives and interests 	<ul style="list-style-type: none"> ✓ Outreach to members ✓ Develop specialized leadership pathways
1c. Public relations and branding	Engaging messaging is created	<ul style="list-style-type: none"> • Create a clear definition of social work • Maximize the use of technologies 	<ul style="list-style-type: none"> ✓ Continue to refine and update website ✓ Create specialized messages for potential professional markets ✓ Link practice method to specialized conference tracks and venues
1d. Public awareness and understanding	Social work is differentiated from other professions	<ul style="list-style-type: none"> • Develop the general public's accurate understanding of social work • Promote new markets for social work services • Increase public officials' understanding of social work 	<ul style="list-style-type: none"> ✓ Craft YouTube videos, perhaps with social work students, to describe social work ✓ Identify what is and what is not social work ✓ Highlight new social work fields of practice and opportunities, e.g. ACA, Medicaid, person-centered case management, primary care, State innovation model

2. Resource Management

Goal: To maximize chapter resources and discover potential efficiencies in chapter operations.

Area or Focus	Outcome	Objectives	Activities
2a. Revenue (services and products)	Assure sufficient reserves for chapter fiscal health equal to three months of operating budget	<ul style="list-style-type: none"> • Set aside funds equivalent to one-month of operating funds each year during the three-year plan • Develop a plan to increase non-membership revenue 	<ul style="list-style-type: none"> ✓ Develop an annual budget plan to insure savings ✓ Study non-membership revenue sources such as ethics and licensing consultation
2b. Efficiencies	Identify opportunities to create efficiencies in all budget categories	<ul style="list-style-type: none"> • Study regionalization of continuing education programs 	<ul style="list-style-type: none"> ✓ Reduce costs through paid consultancies, administration, social media
2c. Financial management	Assure that budget revenues and expenses are optimized	<ul style="list-style-type: none"> • Study potential outsourcing of some operations 	<ul style="list-style-type: none"> ✓ Consult with other chapter directors
2d. Continuing education	Increase revenue and other chapter goals through continuing education	<ul style="list-style-type: none"> • Create targeted services for special populations • Achieve 28% (25%-30%?) chapter revenue from continuing education activities 	<ul style="list-style-type: none"> ✓ Special workshops (e.g. interviewing) for transitional and LMSW members ✓ Develop cultural competency continuing education resources ✓ Students as audience ✓ LMSW specialty section, aggressive outreach ✓ Outreach to other professionals e.g. marriage and family therapists, psychologists

3. Guild Issues

Goal: To promote health and well-being in the State by optimizing workforce opportunities for social workers to provide strengths and evidence-based culturally competent practice

Area or Focus	Outcome	Objectives	Activities
3a. Standards of care	Assure the competent practice of social work	<ul style="list-style-type: none"> • Educate the membership about emerging standards and future opportunities for the profession 	<ul style="list-style-type: none"> ✓ Increase outreach to social workers regarding assisted living standards for social work ✓ Enhance the membership’s understanding regarding ethics and new media
3b. Professional workforce	Increase reimbursement opportunities for professional social work practice	<ul style="list-style-type: none"> • Insure varied opportunities for social workers to gain state-of-the-art professional competencies 	<ul style="list-style-type: none"> ✓ Develop career ladders and pathway models for major areas of practice ✓ Inform social workers about loan forgiveness programs ✓ Explore state loan forgiveness legislation in CT
3c. Professional development opportunities	Increase opportunities for social workers in a range of generalist, non-direct practice positions	<ul style="list-style-type: none"> • Insure that social workers and hiring agents are cognizant of the varied skill sets of social workers 	<ul style="list-style-type: none"> ✓ Link and publicize social work skill sets in policy, administration, leadership practice and other areas ✓ Partner with schools of social work in developing opportunities and knowledge
3d. Monitor the effects of licensure laws and implementation mechanisms	Insure that policy and practice is consistent with intended goals	<ul style="list-style-type: none"> • Consistently track outcomes of licensure laws • Support and monitor processes of policy implementation • Monitor practice for unintended consequences 	<ul style="list-style-type: none"> ✓ Request and review state data regarding licensing ✓ Seek feedback from membership ✓ Survey agency directors in relationship to the LMSW
3e. Monitor the effect of state hiring practices	Insure that policy and practice is consistent with intended goals	<ul style="list-style-type: none"> • Consistently track outcomes of agreements • Support and monitor processes of policy implementation • Monitor practice for unintended consequences 	<ul style="list-style-type: none"> ✓ Request and review state data regarding job descriptions, hiring practices, numbers of social workers in positions ✓ Seek feedback from membership

4. Social Justice and Advocacy

Goal: To advance public policy and practices that embody social work values

Area or Focus	Outcome	Objectives	Activities
4a. Public policy	<p>To protect and improve the safety net</p> <p>The state public will increase their opinion congruence with social work values</p>	<ul style="list-style-type: none"> • Enrich and create collaboratives to promote the values of social work 	<ul style="list-style-type: none"> ✓ Mobilize members for policy action ✓ Mobilize members for community education ✓ Identify NASW CT successes to the public
4b. Human rights	<p>Our legislative agenda will reflect human rights principles</p>	<ul style="list-style-type: none"> • Employ the language of human rights in our policy and practice agendas and standards • Use a human rights framework to motivate students for action 	<ul style="list-style-type: none"> ✓ Engage retired members to support education efforts such as Lobby Day ✓ Create action strategies on behalf of human rights ✓ Develop toolkits that link human rights to social work values and practice ✓ NASW materials will use human rights language when relevant
4c. Electoral politics	<p>The numbers of social workers in elective and appointed offices in CT will increase</p>	<ul style="list-style-type: none"> • Increase the numbers of social workers in elective office 	<ul style="list-style-type: none"> ✓ Strengthen PACE and ELAN ✓ Motivate students for political action ✓ Encourage members to run for office ✓ Accurately identify social workers in office ✓ Highlight successes of social workers in office