

2010 SWR Taskforce Retreat

April 2nd, 2010 9:00-12:30 at Legacy Good Samaritan

Reviewed Subcommittee Activities

- **PR & Marketing**
 - Continuing Efforts with MAP Communications
 - MAP will be assisting us in creating a media tool kit and companion media training to build internal media capacity; as well as a press kit profiling social work, the Association, and local social workers for media outreach
- **Recruitment**
 - State Office of Teaching Standards – TSPC talk to them about an educational piece
 - High School Counselor’s Conference – will host a booth this fall and look into the possibility of hosting a lunch next year depending on what those who staff booth report back. Also, will potentially look into advertising in association’s newsletter/conference program.
 - The admissions departments at the different Social Work programs may be able to pool resources for funding recruitment efforts (lunch/packets)
 - Social Work recruitment packet (electronic) – sending to career centers (Susanna will be doing this during the spring quarter)
 - Speakers’ Bureau (eventually will lead to having a media expert bureau as well)
 - Susanna will be preparing all documents, etc needed, getting posted on website, initial advertisement to high schools and members who might be interested in participating
 - Speakers will mandatory one time training before they go out into the public
 - Newer Professionals Initiative
 - Susanna will be creating a proposal for this program this Spring
- **Stakeholder Engagement**
 - Future of Social Work Event
 - Great success – lots of good feedback that can be used next year
 - Susanna will create a timeline/tips for the taskforce to use next year in planning the event as there will not be an intern dedicated to this
 - Stakeholder Analysis
 - The next activity will be to complete a stakeholder analysis – the specifics of this have not yet been clearly laid out and discussed
- **Research**
 - Workforce Survey
 - Don reviewed key findings from the Workforce Survey and discussed the current and upcoming publications based on this research – money an important aspect

that is rarely addressed, a “perfect storm” is brewing in the social work/social services field

- Next year: will be working to create fact sheets for different populations regarding the info from this survey
- Alumni Survey
 - Don will begin working more this summer on the alumni survey
- Oregon Center for Social Work
 - Will be use in the future for centralizing alumni/workforce surveys
 - Joe will write a program/model proposal for the Center over the summer

Where do we want to go?

- Reviewed SWR Mission/Goals
- What we've done so far:
 - 2008 – Survey (needed data to do anything), 1st Future of Social Work Event
 - Now added in PR & Marketing & Recruitment, 2nd Future of Social Work Event
- Brainstorming of Priorities
- Workforce needs/development – main goal – everything else relates back to this main idea
 - Finding meaning in life/satisfaction – workforce satisfaction – is the meaningfulness enough when you are trying to buy a house, etc later in your career – keeping people connected to the meaning – not making the money but our life can have important meaning
 - Salary – enter field for selfless reasons
 - Gender discrimination – women's profession – perpetuates lower salaries
 - Grant funding – strategy – there is going to be a shortage “perfect storm”
 - What Nurses have done – grants, legislation, Oregon center, saturation
 - Have to get message out about social workers being paid low salaries
 - Know what the right answer is – what is the right salary? Salary Recommendations
 - Social work part of health care restructuring
 - Certification – specialty area
 - Stakeholder Engagement – going to different levels to market social workers – validation for compensation
 - State level – public child welfare – not a social work profession – people doing work are not trained
 - How make degrees more accessible for DHS workers – work with educational institution to create more distance, online, part-time programs
 - Agencies don't know the value of social workers – healthcare, schools – how can we educate?
 - Licensure is a good first step – degreed, regulated
 - Next step – promoting how valuable social workers are – to key stakeholders

- Cost-effectiveness studies
- Stakeholders – figure out who they are?
- Tiered system – legislators, in orgs, social workers (how empower ourselves, newer professionals)
- Training a month before the lobby day – requirement for students

Long term goals:

- Oregon Center for Social Work
- Educating Legislators/Stakeholders
- Retention
- Recruitment – satisfaction/meaning in life
- Licensure/Registry
- Marketing

How do we get there?

Structure Needs:

- PSU Involvement –need more than 1 person
- Organization Involvement
- George Fox Involvement
- Statewide Involvement - Using conference calls
- NASW writing in SWR line item – meeting costs/one event
- Using taskforce vs. subcommittees – more centralized

Prioritized Goals/Tasks – plug into next year's action plan

Priorities:

- Media/Marketing
- Lobby Day – training event one month before
- Legislation
- Oregon Center of Social Work
- Speakers' Bureau
- High School Counselors' conference
- Alumni survey/workforce survey
- Stakeholder analysis
- SWR Website
- Obtaining grant money
- Schools obtaining 4E funding

Tasks / Next Steps:

Joe Gallegos – writing Oregon Center Proposal by July

Don Schweitzer – last two parts of data analysis/Alumni Survey

Susanna Rempel - will work on Speakers' Bureau & Newer Professionals Initiative

Pauline Jivanjee – will serve as the SWR Taskforce facilitator/chair (one)

Jessica Ritter - will contact Sue Newell about getting someone from George Fox on the taskforce

PR & Marketing Committee – keep committee for momentum and to work as an advisory group to continued contract with MAP Communications - *Rick & Sara will serve as Co-Chairs, NASW ED will staff*

SWR Taskforce will meet every other month (1 ½ to 2 hr meetings); focus attention on different areas/phases – agenda – strategize/use time wisely

NASW will supply a webcam and virtual meeting software to better meetings in which people can attend from remote locations, other parts of the state, etc.

Next Meeting: June 11th – 10 am-12 pm (NASW Office)