

Membership Action Plan: Recruit, Retain & Involve NASW Members

Task	Action Steps	Timeline	Responsible Parties	Status / Outcomes
1. Student Lunch and Learn Events: Board members come in and volunteer at lunchtime to talk about what they do, how to get a job, what kind of training is needed, and to promote NASW's visibility and relevancy.	1A. Appoint point person from board for each social work school/program 1B. Identify people who would speak 1C. Membership Committee Coordinate Volunteer Speakers + Point people 1D. Initiate Lunch and Learn Events	1A. Appoint point persons at retreat 1B. Identify speakers at retreat 1C. Initiate the first Lunch and Learn event by January/February (taking place no later than May)	Membership Committee Point People Assigned for Each School Volunteers Speakers	
2. Themed Networking Events: Board members and other social workers volunteering time to talk w/ other social workers about a particular skill set and/or area of practice.	2A. Develop Themes 2B. Identify Speakers 2C. Identify Point persons	2A. Identify point persons + speakers at retreat 2B. First event by end of fall (three events this year)	Membership Committee Point Persons TBD	
3. Create Support Systems for District Communication and Collaboration	3A. District reps compile information on activities	3A. January	Sara Westerfeld Lu An Carone	
4. Secure promotional items that can be used at a variety of events to give NASW visibility.	4A. Find out what we already have through national NASW 4B. Seek outside options; cost comparison	4A. January	Need to Identify	

Diversity Action Plan: Integrate Diversity into Chapter Programs, Events & Activities

Task	Action Steps	Timeline	Responsible Parties	Status / Outcomes
1. Create Chapter Diversity Plan based on SWR workforce data.	1A. Analyze demographic data from SWR survey 1B. Establish taskforce 1C. Develop Chapter Diversity Plan	1A. September/November 1B. November/December 1C. December / Present to Board in Feb.	1A. Don S. (SWR) 1B. Stacey/Larry 1C. Diversity Taskforce	
2. Establish districts throughout the state	2A. Identify two best areas of opportunity for expansion 2B. Explore partnership with PSU's distance programs 2C. Use chapter seed money to provide financial and technical support for district startup 2D. Identify point people to provide support/mentorship for startup areas 2E. Sponsor CE events around the state	2A. Completed 2B. October/November 2C. End of fiscal year 2D. December 2E. November/December	2A. Stacey 2B. Stacey, Gretchen 2C. Stacey, Lu An 2D. Stacey 2E. Events Committee	
3. Offer workshops on diversity-related topics	3A. Explore partnerships to sponsor diversity trainings 3B. Mine survey data for requested training topics 3C. Identify speakers as per above (send out RFP)	3A. Ongoing 3B. Ongoing 3C. End of fiscal year	3A. Events Committee 3B. Events Committee 3C. Events Committee	
4. Connect members throughout the state via technology	4A. DVD's of trainings 4B. MySpace and Facebook 4C. New website features	4A. March 2009 Event 4B. Ongoing 4C. Ongoing	4A. Stacey / Office 4B. Emily, Stacey 4C. Stacey / Office	
5. Increase diversity in chapter leadership	5A. Increase diversity on Nominations Committee 5B. Build relationships with key diverse social work leaders throughout the state	5A. December 5B. Ongoing	5A. Nominations, Board 5B. Diversity Taskforce, Board	

Growth Action Plan: Increase Revenue Sources & Professionalize Our Image

Task	Action Steps	Timeline	Responsible Parties	Status / Outcomes
1. Increase Revenue from CE Program Fees	1A. Gather history from other agencies, etc. 1B. Establish new fees 1C. Present to Board	1A. 11/08 1B. 11/08 1C. 11/08	1A. CE Committee 1B. CE Committee 1C. Casadi	
2. Increase Advertising Revenue	2A. Gather history from other agencies, organizations, etc. 2B. Establish new fees for advertising 2C. Present to Board	2A. 11/08 2B. 11/08 2C. 11/08	2A. Finance Committee 2B. Finance Committee 2C. Simon, Stacey	
3. Establish Donor Recognition Program	3A. Create steps for donor recognition 3B. Determine best place for recognition (eg. website)	3A. 12/08 3B. 12/08	3A. Tom 3B. Stacey	
4. Build Funds in 501C3 Foundation Account	4A. Create target donor lists 4B. Create target goals for foundation 4C. Establish contact letter and personal follow-up to donors			
5. Establish Scholarships for local BSW/MSW programs	5A. Identify strategy for soliciting donations	5A. 06/09	5A. Executive Committee	

Board Members Personal Action Plans

Name	Tasks	Timeline
JoElla Anglin	<ol style="list-style-type: none"> 1. Formalize Columbia Gorge Chapter: develop survey questions, call members to assess their needs/interests, call non-member LCSWs. 2. Identify new Chapter leaders, especially diverse leaders. 3. Organize local CE event: determine topic, organize logistics. 	<ol style="list-style-type: none"> 1. December-January 2. Ongoing 3. Spring
Donna Arriaga	<ol style="list-style-type: none"> 1. Speak at a Lunch & Learn Event 2. Speak at Themed Networking Event 3. Coordinate Above Events Through Membership Committee 4. Work with Membership Committee to Execute Launch of "Proud to Be a Social Worker" Campaign 	<ol style="list-style-type: none"> 1. June 2. June 3. June 4. March
Raina Banu-Clayton	<ol style="list-style-type: none"> 1. Act as point person for PSU lunch & learn events 2. Identify a speaker for one lunch & learn event at PSU 3. Ask artist to design ANSWERS bookmark 4. Recruit new MSW student board member 5. Join Membership Committee 	<ol style="list-style-type: none"> 1. FY 08-09 2. Event in Winter Term 3. November 4. March 5. October
Catherine Beckett	<ol style="list-style-type: none"> 1. Present at least one time at a lunch-and-learn or networking event; recruit one additional speaker. 2. Recruit at least two new members/student members to join. 3. Recruit at least one person to run for a Board position. 4. Attend at least one networking event 	<ol style="list-style-type: none"> 1. June 2. June 3. March 4. June
Larry Betcher	<ol style="list-style-type: none"> 1. Speak at two networking and/or lunch-and-learn events 2. Serve as point person for Pacific University events 3. Help plan two themed recognition networking nights 	<ol style="list-style-type: none"> 1. When asked 2. November 3. March
Victoria Bones	<ol style="list-style-type: none"> 1. Membership: Talk to social workers at hospital about volunteering with NASW. 2. Diversity: Work with local district to increase the turnout of younger social workers at the monthly networking nights. 3. Financial: Work with local district to increase number of CE events. 	<ol style="list-style-type: none"> 1. Ongoing 2. Ongoing 3. Ongoing
Aimee Coughlin	<ol style="list-style-type: none"> 1. Increase advertising revenue: create contact list of nursing homes and therapists in private practice. 2. Speak about crisis work, volunteering and/or private practice at networking or student lunch-and-learn events. 	<ol style="list-style-type: none"> 1. December 2. February
Don Didier	<ol style="list-style-type: none"> 1. Participate in diversity taskforce 2. Speak at a networking and/or student lunch-and-learn event 	<ol style="list-style-type: none"> 1. October 2. When Asked

Board Members Personal Action Plans

Name	Tasks	Timeline
Emily Noack	<ol style="list-style-type: none"> 1. Act as point person for UP student outreach events: organize speakers and logistics, have "schwag" at presentations and banner 2. Encourage each social work major at UP to join NASW 3. Increase connectedness throughout state via Facebook & MySpace pages 	<ol style="list-style-type: none"> 1. April 2. May 3. June
Dave Olson	<ol style="list-style-type: none"> 1. Donate to SWPAC and Lobby Fund 2. Speak about hospice or DHS Seniors/Disabilities at a lunch-and-learn event 3. Continue serving on CE committee and support fee increase 	<ol style="list-style-type: none"> 1. Monthly 2. When asked 3. Ongoing
Liz Stuart	<ol style="list-style-type: none"> 1. Serve on Membership Committee 2. Identify at least one speaker for NASW events 3. Be actively involved with planning at least three networking events 4. Contribute \$50 to SWPAC 	<ol style="list-style-type: none"> 1. FY 08-09 2. January 3. FY 08-09 4. FY 08-09 5. January
Meghan Thivierge	<ol style="list-style-type: none"> 1. Identify one person to speak at a PSU lunch-and-learn event 2. Recruit two people to join NASW 3. Support Raina in coordinating PSU events 4. Support Sara with networking events 5. Attend three networking events 	<ol style="list-style-type: none"> 1. February 2. June 3. Feb/March 4. Ongoing 5. Ongoing
Sara Westerfeld	<ol style="list-style-type: none"> 1. Compile District event "how to" information & table of contents; put on website 2. Research "schwag" for promotional items 3. Organize events in Metro District 4. Hold a meeting for Region 1 & 2 Reps to plan events 5. Serve on SWPAC, Legislative, and Finance Committees 	<ol style="list-style-type: none"> 1. January 2. January 3. Monthly 4. November/December 5. Ongoing

Chapter Leaders Personal Action Plans

Name	Tasks	Timeline
Krystal Ashling	<ol style="list-style-type: none"> 1. Recruit one member 2. Speak at one informal NASW event 	<ol style="list-style-type: none"> 1. October 2. When Asked
Luana Berens	<ol style="list-style-type: none"> 1. Finish the bylaws updates: type revisions, submit to Sue J. at National, once approved publish on website for comments & present to board for approval 	<ol style="list-style-type: none"> 1. February or May
Lu An Carone	<ol style="list-style-type: none"> 1. Get Corvallis District going: communicate with Stacey and other district chairs; plan an event. 2. Update/create a "How to Establish a District" document/manual 	<ol style="list-style-type: none"> 1. November-January 2. February
Casadi Marino	<ol style="list-style-type: none"> 1. Increase CE fees: research charges of other credentialing bodies, make proposal to committee, inform Board of Directors. 2. Increase event fees: research charges of other organizations 3. Look into blogs (with advertisements for revenue); ask potential bloggers (Wayne Scott, Paul Clooney, Brad Pendergraft, Joy Leary, Susie Snyder) 	<ol style="list-style-type: none"> 1. October-November 2. October 3. October
Diane Ponder	<ol style="list-style-type: none"> 1. Develop board recruitment materials 2. Survey board members for prospective board members 3. Recruit Nominations Committee members 4. Recruit Board candidates 5. Consult with colleague James Mason regarding strategies for diversifying our leadership 	<ol style="list-style-type: none"> 1. January 2. December 3. October 4. March 5. December
Don Schweitzer	<ol style="list-style-type: none"> 1. Serve as point person for Pacific University events 2. Serve as a speaker on community organizing 3. Respond to the needs of the diversity taskforce 	<ol style="list-style-type: none"> 1. Ongoing 2. February-May 3. Ongoing
Gretchen Thiel	<ol style="list-style-type: none"> 1. Act as point person for student outreach to PSU's four distance sites 2. As Chair, lead similar strategic planning process for the Rogue Valley District regarding membership activities 	<ol style="list-style-type: none"> 1. October/November 2. November