

<p>SOCIAL WORK REINVESTMENT GOALS</p>	<p>TASKS</p>	<p>RESPONSIBLE PARTIES</p>	<p>OUTCOME MEASURES</p>
<p>NASW OREGON CHAPTER GOALS</p>	<p>TASKS</p>	<p>RESPONSIBLE PARTIES</p>	<p>OUTCOME MEASURES</p>
<ol style="list-style-type: none"> Legislative & Political Advocacy Increase the voice of social work and advocate for legislation that supports the profession & our values. Public Education Improve the image and public perception of social work in the media and with the general public. Workforce Development Support, retain & recruit Oregon's social work labor force. Research Collect state-specific workforce data and support regional social work research. Stakeholder Engagement Identify and engage key stakeholders to support reinvestment efforts. 	<p>Legislative & Political Advocacy</p> <ol style="list-style-type: none"> Organize the 2009 Day of Action in Salem. Increase communications with social workers across the state using a grassroots model. Advocate for Title Protection and Student Loan Relief. Coordinate action alerts and testimonies for legislation that we oppose/support during the 2009 session. <p>Public Education</p> <ol style="list-style-type: none"> Create a media list. Reach out to media regarding social work month and the Social Work Reinvestment (SWR) initiative. Partner with organizations on a public education campaign during social work month. <p>Workforce Development</p> <ol style="list-style-type: none"> Coordinate requests for speakers about social workers. Sponsor continuing education workshops and national experts. Prepare recommendations based on workforce survey. <p>Research</p> <ol style="list-style-type: none"> Create workforce survey instrument. Distribute workforce survey and analyze results. Disseminate results from workforce survey. Invite local faculty to submit articles in <i>The Nexus</i>. <p>Stakeholder Engagement</p> <ol style="list-style-type: none"> Set up meetings with identified key stakeholders. Organize SWR/Legislative events around the state. Identify funding strategies for SWR beyond FY 08-09. 	<p>Legislative & Political Advocacy</p> <ol style="list-style-type: none"> SWR Coordinator, Legislative Committee, Contracted Lobbyist, Executive Director. SWR Taskforce, SWR Coordinator, Executive Director. Legislative Committee, Contracted Lobbyist, Executive Director. Executive Director, Legislative Committee, Contracted Lobbyist <p>Public Education</p> <ol style="list-style-type: none"> Executive Director, National NASW SWR Coordinator, SWR Taskforce, Executive Director SWR Taskforce, Executive Director <p>Workforce Development</p> <ol style="list-style-type: none"> Executive Director Chapter Staff, Events/Conference Committee SWR Coordinator, SWR Taskforce, Executive Director <p>Research</p> <ol style="list-style-type: none"> SWR Coordinator, SWR Taskforce Executive Director, SWR Coordinator SWR Coordinator, Executive Director Executive Director <p>Stakeholder Engagement</p> <ol style="list-style-type: none"> SWR Coordinator, Executive Director SWR Coordinator Executive Director, President 	<p>Legislative & Political Advocacy</p> <ol style="list-style-type: none"> Increased number of Day of Action participants and legislative appointments. Identified contacts at large organizations for action alerts and internal listservs. Title protection legislation introduced; Student Loan Relief legislation moves. Increased number of written and verbal testimonies. <p>Public Education</p> <ol style="list-style-type: none"> Current media list created. Media responses/coverage. Increased number of ads; website hits. <p>Workforce Development</p> <ol style="list-style-type: none"> Number of events with secured speakers. Increased registrations at continuing education events. Recommendations prepared and action steps identified. <p>Research</p> <ol style="list-style-type: none"> Survey instrument completed. Exceeding 500 responses. Effectiveness and response to dissemination strategies. Number of articles submitted. <p>Stakeholder Engagement</p> <ol style="list-style-type: none"> Number of meetings scheduled. Number of participants and events held. Funding secured to hire SWR Coordinator for FY 09-10.
<ol style="list-style-type: none"> Membership Recruit, retain & involve NASW members. Diversity Integrate diversity into Chapter programs, events and activities. Growth Increase revenue sources and professionalize our image. 	<p>Membership</p> <ol style="list-style-type: none"> Organize Student Lunch & Learn Events. Secure Speakers for Themed Networking Nights. Create Support Systems for Districts. Increase Visibility Through Promotional Items/Products. <p>Diversity</p> <ol style="list-style-type: none"> Prepare Recommendations Based on SWR Workforce Data. Activate Districts Around the State. Sponsor Workshops on Diversity-Related Topics. Connect Members Throughout State Via Technology. Increase Diversity in Chapter Leadership. <p>Growth</p> <ol style="list-style-type: none"> Increase Continuing Education Program Revenue Increase Advertising Revenue Establish Donor Recognition Program Build Funds in 501(c)3 Foundation Account Establish Scholarships for Local BSW/MSW Programs 	<p>Membership</p> <ol style="list-style-type: none"> Membership Committee, Student Reps Membership Committee, Speakers Membership Committee, District Chairs Membership Committee, Chapter Office <p>Diversity</p> <ol style="list-style-type: none"> Diversity Taskforce Executive Director, District Chairs Events/Conference Committee, Districts Chapter Office Nominations Committee, Board <p>Growth</p> <ol style="list-style-type: none"> CE & Events/Conference Committee Finance Committee Executive Director, Chapter Office Executive Committee Executive Committee 	<p>Membership</p> <ol style="list-style-type: none"> One event per school held during FY 08-09. At least three events held during FY 08-09. Support systems created/disseminated. Promotional items secured and utilized. <p>Diversity</p> <ol style="list-style-type: none"> Recommendations presented to the board. At least one new district activated. At least one workshop sponsored. Utilization of technology implemented. Increased diversity in leadership positions. <p>Growth</p> <ol style="list-style-type: none"> Increased program fee revenue. Increased advertising revenue. Recognition program implemented. Strategies for soliciting funds identified. Scholarship program created.