

## Membership: *Recruit, Retain & Involve NASW Members*

Priority FY 09-10 Goal Areas	Tasks	Timeline	Point Person(s)	Measurable Outcomes
Raise visibility and support among faculty members	Host a faculty appreciation breakfast or luncheon	Winter-Spring 2010	Stacey Larry Lisa	Event scheduled; number of participants
	Send thank you cards/letters to faculty who are NASW members	Fall-Winter 2009-2010	Aimee Valenka Raina Dawn Carolyn	Number of letters sent
	Send written information to faculty about Chapter activities and accomplishments	Fall-Winter 2009-2010		Information sent
Recognize members of NASW	List new members in Chapter newsletter.	Ongoing / quarterly	Stacey / Kathy	Members listed; website hits.
	Acknowledge long-standing members at conference.	March 2010	JoElla / Dawn	Number of conference attendees.
	Organize a membership appreciation event during social work month.	March 2010	Stacey / Larry	Event held; number of participants.
Plan quarterly themed networking nights featuring speakers.	Schedule calendar of events; assign lead per event	November	Larry Sara Carolyn Valenka	Number of events held; number of participants.
	Promote events to membership	January-June	Stacey / office	
Advertise various events/campaigns (social justice events, free CEs, etc.) on our website.	Establish guidelines; will be seen as an "endorsement"	November	Stacey	Number of endorsement requests; events listed on our website; website hits.
	Promote endorsement process on website	December	Stacey/ office	
	Review/approve requests	Ongoing, as needed	Stacey / Exec Committee	

## Diversity: Integrate Diversity into Chapter Governance, Programs, and Activities

Priority FY 09-10 Goal Areas	Tasks	Timeline	Point Person(s)	Measurable Outcomes
Convene a time-limited diversity taskforce	Identify board members who are willing to serve	September	Larry	Number of board members serving on taskforce; number of meetings held
	Schedule first taskforce meeting	October	Larry/Stacey	
Sponsor diversity-related CE events	Identify speakers and topics	Ongoing	Stacey / Board members	Number of workshops sponsored; number of workshop participants
	Confirm dates/venues; promote events to membership	Ongoing	Janet / Stacey	
Promote events/activities of constituency groups that are engaging in various social justice efforts; consider NASW participation	Establish guidelines; will be seen as an "endorsement"	November	Stacey	Number of endorsement requests; website hits; events with NASW participation
	Promote endorsement process on website	December	Stacey/ office	
	Review/approve requests	Ongoing, as needed	Stacey / Exec Committee	
Invite speakers to present at board meetings in specific areas of diversity	Identify speakers / topics	Ongoing	Larry / Stacey / Board	Number of speakers; identified areas for collaboration or partnership
	Coordinate scheduling and logistics with speakers	Ongoing	Stacey	
Advocate for diversity CE requirements for license maintenance and renewal	Identify process; draft exploratory letter to BCSW	November-December	Diversity Taskforce (Larry, Carolyn, Aimee, Valenka)	Outcome of meeting with BCSW
	Attend BCSW meeting	Winter-Spring		
Integrate diversity question/statement into CE approval application	Send request to CE Committee Chair; revise application once approved and revise CE criteria/review guidelines as needed	November-December	Stacey / Janet	Number of CE applications; analysis of responses

## Growth: Increase Revenue Sources & Professionalize Our Image

Priority FY 09-10 Goal Areas	Tasks	Timeline	Responsible Parties	Measurable Outcomes
Develop talking points, media information, and FAQs for internal and external use	Determine what talking points are needed; review what exists	November-December	Stacey Larry Amy R. Valenka Barbara	Number and usability of materials produced
	Draft new materials as needed	December-January		
	Present to Board	February		
Identify marketing priorities/activities for FY 09-10	Review budget and marketing options	October	Stacey	Membership statistics
	Present options to Executive Committee; create plan	December-January	Stacey / Executive Committee	
Establish a BSW student award	Create award criteria/guidelines, determine amount	December-January	Executive Committee	Number of nominations received
	Announce award opportunity	February-March	Stacey	
	Review nominations; select award recipient	April	Executive Committee	
Establish scholarships for BSW/MSW students	Explore fundraising strategies; guidelines for using 501(c)3 account	December-January	Executive Committee	Amount of funds secured
	Create scholarship criteria/guidelines and timeline; set fundraising benchmarks	December-April	Executive Committee	
	Begin soliciting donations from members	Spring / ongoing	Stacey / office	