

## Public Relations & Marketing

| Priority 2009-2010 Goal Areas   | Tasks  | Timeline          | Point Person(s)  | Measurable Outcomes                        |
|---|--|-------------------|--|--|
| Launch a structured, strategic media campaign   | Brainstorm about media/advertising ideas for the year; meet with Melissa Moore from MAP Communications               | September-October | Susanna Stacey<br>Barbara Kollmar<br>Rick Ralston<br>Kristi Nelson<br>Sara Westerfeld<br>Melissa Moore (MAP) | Extent and reach of media coverage         |
|   | Determine our message(s) for the year, target audience, and strategies   | November-December |  |  |
|   | Survey NASW membership for feedback / buy in   | December-January  |  |  |
|   | Plan logistics & timeline of campaign (with Melissa)   | January-February  |  |  |
|   | Launch media campaign  | March             |  |  |
| Write & distribute press releases and letters to the editor during social work month; encourage NASW members to take action | Draft press release & letter to the editor related to the theme of social work month; create template/talking points | December-January  | Susanna Stacey<br>Melissa Moore (MAP)  | Number of letters/press releases published |
|   | Have Melissa review; obtain media list   | January-February  |  |  |
|   | Send "media action alert" to NASW members with talking points/templates  | February          |  |  |
|   | Distribute press releases & letters to the editor  | February-March    |  |  |

## Recruitment

| Priority 2009-2010 Goal Areas   | Tasks  | Timeline   | Point Person(s)   | Measurable Outcomes   |
|---|--|--|---|---|
| Host a breakfast forum for high school counselors to promote the profession | <p>Determine date, venue, and event logistics</p> <p>Obtain mailing list(s); create and distribute invitations, track registrations; hold event</p> <p>Analyze event evaluations; prepare recommendations for follow up activities</p>   | <p>September-December</p> <p>January-April</p> <p>May-June</p>                             | <p>Susanna Stacey<br/>Joe Gallegos<br/>Jessica Ritter<br/>Sue Newell<br/>Marni Doerfler<br/>Emily Willard</p> | <p>Number of high school counselors attending;<br/>evaluation results</p>                       |
| Create a Speaker's Bureau program to promote the profession/ NASW           | <p>Research other speaker's bureau; create program components and plan</p> <p>Announce opportunity for volunteers; secure speakers bureau members</p> <p>Announce speakers bureau program at breakfast forum</p> <p>Develop toolkit/support materials for speakers; hold event/training(s) for speakers bureau members</p> <p>Launch program</p> | <p>October-December</p> <p>January-March</p> <p>April</p> <p>May-June</p> <p>Fall 2010</p> | <p>Susanna Stacey</p>   | <p>Number of volunteers secured;<br/>ability to sustain program via the NASW Chapter office</p> |
| Create proposal for a newer professionals' initiative/project               | <p>Conduct research and needs assessment; prepare proposal</p> <p>Present to NASW Board</p>  | <p>October-June</p> <p>May or July</p>   | <p>Susanna</p>  | <p>Needs assessment analysis;<br/>implementation of initiative/project</p>                      |

## Research

| Priority 2009-2010 Goal Areas  | Tasks   | Timeline  | Responsible Parties  | Measurable Outcomes   |
|--|---|---|--|---|
| Continue analysis of 2008 Oregon SWR workforce survey, including correlations, coding, and qualitative analysis  | <p>Determine specific analysis duties per doctoral student team</p> <p>Finalize analysis; prepare dissemination materials</p> <p>Present findings at "Future of Social Work" event, NASW board meeting, and submit proposal for CSWE</p> <p>Post findings/materials on NASW or OR SWR website</p> | <p>August-September</p> <p>December-January</p> <p>February-May</p> <p>June</p>     | Don Schweitzer<br>PSU Doctoral Students  | Dissemination materials produced; number of people reached through presentations; website hits                                  |
| Create a standardized set of workforce/demographic questions and timeline for all alumni surveys of newer graduates (3-5 years in the field) conducted by social work programs in Oregon | <p>Review existing survey instruments, timeline, and collection methods</p> <p>Identify set of standardized questions</p> <p>Present recommendations; coordinate implementation</p> <p>Explore centralized collection/analysis entity</p>   | <p>September-October</p> <p>October-December</p> <p>January-June</p> <p>Unknown</p> | Don Schweitzer<br>Stacey<br>Anissa Rogers<br>Pauline Jivanjee                  | Number of programs willing to incorporate standardized set of questions; availability of findings; number of alumni respondents |
| Explore launching an Oregon SWR website  | <p>Determine goals and content of website</p> <p>Present to SWR Taskforce</p> <p>Make recommendations for website launch in 2010-11</p>   | <p>December-March</p> <p>April</p> <p>June</p>                                      | Don Schweitzer<br>Stacey<br>Anissa Rogers<br>Pauline Jivanjee<br>SWR Taskforce | Implementation of website plan, ability to sustain website maintenance  |

## Stakeholder Engagement

| Priority 2009-2010 Goal Areas                       | Tasks   | Timeline   | Responsible Parties  | Measurable Outcomes                                 |
|---|---|--|--|---|
| Host a second annual "Future of Social Work" summit | Determine date, venue, and event logistics<br><br>Create flyer, promote event, send invites to targeted social work leaders<br><br>Hold event<br><br>Analyze event evaluations; prepare recommendations for follow up activities/events                             | September-December<br><br>January-February<br><br>February<br><br>March-June | Susanna<br>Stacey<br>Rick Ralston<br>Pauline Jivanjee<br>Sonja Vegdahl | Number of event participants;<br>evaluation results |
| Complete a stakeholder analysis                     | Identify internal and external stakeholders of the profession; map out and analyze relationship, political power, areas for collaboration/support and strategies for outreach<br><br>Present to Stakeholder Engagement Subcommittee<br><br>Present to SWR Taskforce | January-April<br><br>May<br><br>June   | Susanna<br>Stacey  | Completion of analysis; usability of information    |