

Strategic Plan 2021-2024

Reorganize | Communicate | Grow
October 1, 2020



BC ASSOCIATION of
SOCIAL WORKERS

<p>Mission - We are the professional association of social workers in British Columbia and promote the profession of Social Work. We advance Social Work practice and values to create a just and compassionate society.</p>			
<p>1. Promotion of the profession and practice of social work - Promote the knowledge, skills, and abilities of professional social workers and the diversity of social work practice to public, government, and non-governmental organizations.</p>	<p>2. Service to members – Provide valuable, supportive, and accessible resources and services that meet the needs and interests of members</p>	<p>3. Advocacy, social justice – Promote health, social, and economic policy consistent with social work values, to ensure a just and compassionate society</p>	<p>4. Strengthen the Association – Ensure that the Association is sufficiently resourced to fulfill its mission</p>
<p>Reorganize –</p>	<p>Reorganize -</p> <ul style="list-style-type: none"> a) Strengthen branches and equip them to better achieve the Association's goals at the local level b) Increase quality of continuing professional development offerings 	<p>Reorganize -</p> <ul style="list-style-type: none"> a) Reorganize and coordinate advocacy efforts, and establish priorities 	<p>Reorganize -</p> <ul style="list-style-type: none"> a) Increase diversity within membership and Association leadership positions b) Strengthen committees to attract members' interests c) Align committee structure with strategic goals d) Restructure the Board of Directors to increase effectiveness as a "working board". e) Strengthen Indigenous participation in the Association
<p>Communicate -</p> <ul style="list-style-type: none"> a) Strive to be a bold and strong voice for professional social work b) Educate other professionals and the public about the profession of social work 	<p>Communicate -</p> <ul style="list-style-type: none"> a) Increase frequency of communications with members and ensure members are aware of the Association's activities 	<p>Communicate -</p> <ul style="list-style-type: none"> a) Advocacy needs to be direct, focused, and sustained b) Ensure members and the public are aware of our advocacy efforts 	<p>Communicate -</p> <ul style="list-style-type: none"> a) Need to articulate the benefits of membership b) Increase clarity about what BCASW does c) Increase contact between BCASW & social work students
<p>Grow –</p> <ul style="list-style-type: none"> a) Strengthen relationships with elected public office holders 	<p>Grow –</p>	<p>Grow –</p> <ul style="list-style-type: none"> a) Continue the campaign to strengthen professional social work including protection of title, mandatory registration, and a legislated scope of practice 	<p>Grow –</p> <ul style="list-style-type: none"> a) Increase membership to ensure the Association has adequate operating revenue b) Invest in developing a trained volunteer base