

STRATEGIC MAP 2023 - 2028

VISION

To reflect the values of social work, provide ethical leadership, and instill public confidence.

MISSION

To protect the public and promote excellence in social work practice.

VALUES

- Respect for the inherent dignity and worth of persons
- The pursuit of social justice and equity, diversity, and inclusion
- Integrity in professional practice
- Confidentiality in professional practice
- Competence in professional practice

PROTECTION OF THE PUBLIC

Accountability

- To review the effectiveness of policies, procedures, and guidelines; and
- To identify the most effective processes for regulation of entry to the profession, including the implementation of the ASWB Exam.

Transparency

- To ensure information about registration status and disciplinary processes are made accessible and highly visible to the public;
- To ensure registration status and process visible & user friendly; and
- To deliver tailored education about the complaint & disciplinary process.

Enhance Role

- To implement Goal 3.1: *Leverage Skill Mix & Competencies* (recruitment and retention (R&R));
- To implement Goal 3.2: *Broaden Scope of Practice* (R&R);
- To implement Goal 3.3: *Optimize Job Scope/Role* (R&R);
- To implement Goal 6.1: *Implement a Collaborative Care Model at Restigouche Hospital Centre* (R&R);
- To implement Goal 6.2: *Implement a Continuity of Care Approach in Emergency Departments* (R&R); and
- To implement Goal 7.1: *Implement a Model to Enhance School Social Work for an Equitable & Inclusive School System* (R&R).

MEMBER ENGAGEMENT

Improve Sense of Belonging

- To offer professional development and career services;
- To facilitate opportunities for meaningful member contribution; and
- To implement specialized member networks

Improve Communication

- To evaluate communication efficacy through member consultations; and
- To provide a positive member service experience.

Improve Participation

- To consult members on the types of participation they value;
- To review the effectiveness of participation opportunities; and
- To design and implement programs to increase participation & engagement.

Improve Retention

- To implement Goal 2.1: *Ensure Competitiveness* (R&R);
- To implement Goal 2.2: *Bolster Workplace Supervision* (R&R);
- To implement Goal 2.3: *Formalize the Mentorship System* (R&R);
- To implement Goal 2.4: *Prioritize Wellness* (R&R);
- To implement Goal 2.5: *Improve Data Quality & Reliability* (R&R);
- To implement Goal 5.1: *Explore Workload Strategies* (R&R);
- To implement Goal 5.2: *Explore Staffing & Remuneration Strategies* (R&R); and
- To implement Goal 5.3: *Explore Support Strategies* (R&R).

PROMOTION OF THE PROFESSION

Improve Image

- To speak out on social justice & social issues;
- To implement a public campaign promoting the social work profession;
- To implement Goal 4.1: *Enhance the Brand* (R&R); and
- To implement Goal 4.2: *Improve Communication & Messaging* (R&R).

Better Education

- To deliver tailored education about the social work profession to target audiences; and
- To implement a variety of technologies to educate others on the social work profession.

Build Partnerships

- To implement Goal 3.4: *Identify and Develop Synergies & Partnerships* (R&R).

GOVERNANCE AND RESOURCES

Sustainability

- To have dues reflect operational costs;
- To leverage partnerships to create non-dues revenue; and
- To use current technologies to ensure relevancy, accessibility, and cost reduction.

Organizational Structure & Functions

- To modernize the NBASW legislation, by-laws, and other policies and procedures.

Develop a Culture of Continuous Improvement

- To foster a culture of innovation, adaptability, and flexibility;
- To fill Board vacancies, including all Chapter Director vacancies; and
- To evaluate all NBASW activities to ensure effectiveness and alignment with organizational priorities.

