



2023 - 2028 **STRATEGIC PLAN**



New Brunswick Association
of Social Workers



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BACKGROUND

The New Brunswick Association of Social Workers (NBASW) is an organization representing more than 2,250 members provincially.

Its role is the promotion of excellence in social work practice and protection of the public. It fulfills this role through the education of its members and the public, advocacy and social action initiatives, investigating complaints against members, and being involved in discipline when necessary.

In early 2023 the NBASW Board of Directors undertook the revision of our 5-year Strategic Plan which resulted in the following document.

To help inform the Board's revision, the NBASW surveyed members to understand what they wanted to see in their Associations five year Strategic Plan. This survey had a good response rate and provided the Board with member feedback from which to base their review.

The purpose of this document is to provide strategic direction and guide the work of NBASW staff and volunteers for the coming five-year period.



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

**STRATEGIC
PILLARS**
2023 - 2028



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).

Improve Retention (Continued)

- 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).

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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.



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