

School Social Workers Association of Georgia Strategic Plan 2010-2015

Leadership Development Goal-	To implement a process to train and develop leaders at the district and state level.
Leadership Development Objectives	
	1). To hold an open annual summer leadership retreat for the Executive Board including basic orientation for District Presidents.
	2). To hold an open annual leadership training session at conference(s) for members for the purpose of recruiting new leaders with board members sending personal invitation to prospective leaders.
	3). To provide various media sources detailed job descriptions, roles, and responsibilities of SSWAG leadership positions.
	4). To actively recruit university and college representatives (including students) to participate in leadership training activities at the district level.
	5). To educate membership regarding open attendance to and observation of Executive Board meetings by bringing district members to member.
	6). To develop and maintain a Speakers Bureau for SSWAG members of outside speakers and potential SSWAG speakers.
	7). To invite faculty liaisons from social work programs to join SSWAG.
	8). To develop a formalized mentoring program at the state and district level.
	9). District Presidents promote SSWAG in district and address negative perceptions.
	10). Executive chairs add committee members & meet prior to summer retreat, executive meetings & conferences.

Professional Goal-	To Promote a professional image of School Social Work
Professionalism Objectives	
	1). To publish a short, concise description of all Executive Board positions to educate SSWAG members of service and leadership opportunities.
	2). To provide training on Social Work Code of Ethics for members.
	3). To provide professional leadership units and continuing education for members.
	4). To develop and maintain an archive for the history of our profession.
	5). Review and monitor the School Social Work Practice Manual annually.
	6). To provide published material with a professional look to SSWAG members (i.e. newsletter, journal, SSW manual).
	7). To share state minutes with districts to keep all members informed.
	8). To have representation on state boards of various local and state organizations.
	9). To promote SSW week and have proclamation signed by Governor.
	10). Recognize SSWs who obtain licensure, advanced degrees, or other recognitions.
	11). To continue legislative collaboration and promote SSW with legislators.

Conference Goal-	To provide two state conferences annually.
Conference Objectives	
	1). To up to a three year plan of conference sites.
	2). To coordinate and disseminate the information on hotel contracts as well we any follow up business to executive committee.
	3). To prepare a proposed itemized budget for Fall and Spring Conferences to be submitted to the Executive Board preceding the conference.
	4). To maintain and update as needed a conference planning manual to be presented to the Executive Board for approval

Finance/ Funding Goal-	To implement sound financial management
Finance/ Funding Objectives-	
	1). To prepare an annual budget for the fiscal year (including conferences)
	2). To provide a current financial statement to the members at each general business meeting at the Fall and Spring Conferences.
	3). To conduct an annual audit of the financial status of SSWAG.
	4). To include information about grants on the SSWAG website, including links to other sites and information about grants obtained by other SSWAG members.
	5). Non- Profit status-Maintain.

	6). Incorporation-Maintain.
	7). To explore avenues of fund raising to enhance the Association-Foundations, Business partnerships, sale of school social work paraphernalia.
	8). To obtained contracted services for printed material, typing, etc. when needed.
	9). To maintain bonding insurance for President & Treasurer.

Membership Goal-	To increase SSWAG Membership
Membership Objectives	
	1). To provide a benefits package to members with additional materials for new SSWAG members.
	2). To identify and recruit school social workers and social service workers (i.e. Pre-K and Psycho-Educational workers) as SSWAG members
	3). To provide incentives to students and university/college liaisons to become SSWAG members through special benefits packages and active recruitment strategies.
	4). To encourage districts and district presidents to identify new school social workers and provide them access to a mentor.
	5). To obtain an updated list of school social workers and Psycho-Educational social workers from DOE for SSWAG business purposes and for distribution to district presidents for recruitment purposes.
	6). To actively seek involvement if retired school social workers at district and state meetings

	through a special benefits package.
	7). To provide new school social workers with orientation (part of leadership development) and information packet with future availability on SSWAG website.
	8). To focus efforts on retaining and involving existing members.
	9). To provide a special login for SSWAG members to website.
	10). To be active on the internet through avenues such as facebook and twitter.
	11). To continue the ability to pay via credit card.

Coalition Goal-	To collaborate with various constituent groups networking for School Social Work and GA's Children.
Coalition Objectives:	
	1). To represent school social workers through a liaison relationship with professional groups to promote School Social Work. Ex: NASW, SSWAA, GAE, PAGE, etc.
	2). To identify appropriate children advocacy groups such as Drug endangered Children's Coalition, Prevent Child Abuse GA, United Against Child Abuse and appoint representatives as needed and others that may come to our attention.
	3). To identify and build professional and civic affiliations of membership.
	4). To build relationships with BSW and MSW programs, Field Supervisors and post secondary Social Work faculty.

Public Relation Goal-	To promote the profession of School Social Work
Public Relations Objectives:	
	1). To publish a professional newsletter after Spring Conference.
	2). To contract secretarial and public relations services as needed.
	3). To publicize SSWAG conference information statewide via NASW, SSWAA, GAE, SSWAG-webpage.
	4). To promote and publicize School Social Worker of the year via NASW, SSWAA, GAE, SSWAG-webpage, and AJC press release.
	5). To establish an effective public relations campaign via newspapers, videos, brochures, TV, radio, press releases, Internet website focusing particular emphasis on School Social Work Week in March.
	6). To publish an annual report and make available to all members on the website.
	7). To utilize a booth promoting SSWAG at various professional conferences-solicit retirees to facilitate this process.
	8). To provide members a yearly calendar of events to be distributed at Fall Conference and updated on website (Conference, Dates, School Social Work Week, Executive Board meetings).
	9). Publish a biannual Research journal.
	10). Publish Who's Who directory biannually and distribute to all members.
	11). Develop a job clearing house and maintain on website.
	12). To publish a brochure about school social work (update as needed)

	13). Explore the possibility of creating links to sswag.org from other professional groups' website.
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Legislative Goal-	To support legislation that strengthens the Social Work profession and promotes the social, emotional and educational well being of children and their families
Legislative Objectives:	
	1). Improve compliance with the recommended 1:2475 school social worker: children funding ratio/formula.
	2). To promote the professional role of school social work annually.
	3). To produce and endorse legislative priorities and agenda.
	4). To provide monetary compensation for legislative chair (use retirees within the Atlanta area).

Research Based Evaluation Goal-	To develop an accountability system which evaluates the effectiveness of School Social Work practices toward improved student achievement.
Research Based Evaluation Objective:	1). Appoint a SSWAG committee to facilitate the development of tools, techniques, and reporting procedures.
	2). Develop a referral form template that can be piloted in several school districts for active research.
	3). To work in conjunction with school social work stakeholders across the nation to develop SSW national guidelines.