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NB



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ASW

## Strategy Map 2017-2022

### Our Vision

NBASW envisions a professional organization that reflects the values of social work, provides ethical leadership and instills public confidence.

### Our Mission

The NBASW is an association that protects the public and promotes excellence in social work practice.

### Our Values

The New Brunswick Association of Social Workers (NBASW) code of Ethics

(2007) identifies these core values:

- Respect for the inherent dignity and worth of persons and the pursuit of social justice
- Integrity in professional practice
- Confidentiality in professional practice
- Competence in professional practice
- Diversity

## Member Engagement

### Improve Sense of Belonging

- The NBASW offers professional development and career services;
- The NBASW facilitates opportunities for meaningful member contribution; and
- The NBASW implements specialized member networks.

### Improve Communication

- The NBASW members are consulted on communication;
- The NBASW implements a detailed communication strategy; and
- The NBASW members have a positive member service experience.

### Improve Participation

- The NBASW members are consulted about the types of participation they value;
- The NBASW implements the types of participation opportunities that members value; and
- Participation opportunities are reviewed for effectiveness.

## Promotion of the Profession

### Improve Image

- The NBASW strikes a promotion of the profession committee;
- The NBASW uses media coverage to promote a positive image of the social work profession;
- The NBASW is a leader in speaking out on social justice and social issues; and
- The NBASW has a public campaign promoting the social work profession.

### Better Education

- The NBASW delivers tailored education about the social work profession to target audiences; and
- The NBASW uses a variety of technologies to educate others about the social work profession.

### Build Partnerships

- The NBASW identifies the most effective partnerships to establish for the promotion of the profession.

## Protection of the Public

### Accountability

- Policies, procedures and guidelines are reviewed for effectiveness; and
- The NBASW identifies the most effective processes for regulation of entry to the profession, including consideration of the ASWB Exam.

### Transparency

- The information about registration status and disciplinary processes are made highly visible to the public; and
- The NBASW delivers tailored education about the disciplinary process.

### Accessibility

- The NBASW ensures that registration status/process is easy to find;
- The NBASW ensures that materials about disciplinary process and NBASW role are available in plain language and multiple formats; and
- The NBASW complaint submission format is expanded.

## Governance and Resources

### Accountability

- The NBASW budgets are used efficiently and effectively;
- The NBASW has an updated board manual and training; and
- The NBASW has an up to date policy/procedures manual.

### Sustainability

- The NBASW preserves organizational knowledge by documenting processes and formalizing policies;
- Dues reflect operational costs;
- The NBASW leverages partnerships to create non-dues revenue; and
- The NBASW uses current technologies to remain relevant, accessible, and to reduce costs.

### Organizational Structure & Functions

- The NBASW modernises its legislation, by-laws and other policies and procedures.

### Develop a Culture of Continuous Improvement

- The NBASW fosters a culture of innovation, adaptability and flexibility;
- The NBASW introduces a mechanism to evaluate all Association activities; and
- An organizational audit is completed by an external company.