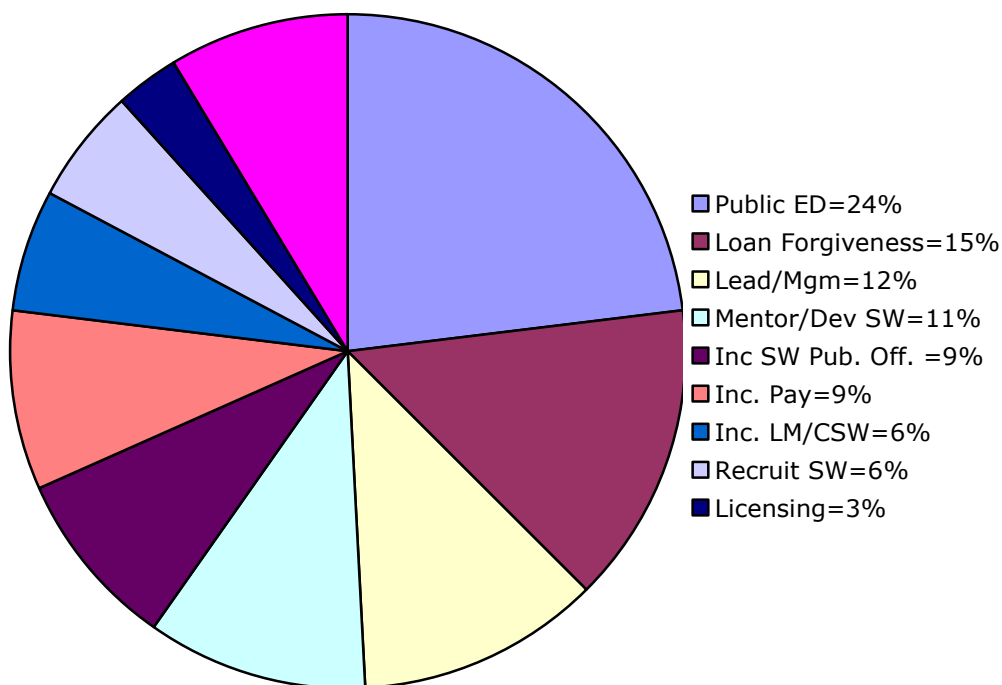


## SWRI GOALS PRIORITIZED

Thanks to all of you who were able to participate in one of the 8 SWRI meetings and/or 2 SWRI Summits. Although these events were held across the state, there was a general consensus about the issues facing social work in Georgia today.

The pie chart below depicts the rank order of issues which the participants believed the Georgia Social Work Reinvestment Initiative (GSWRI) should tackle.



In order these issues are:

1. Enhance the public's knowledge of social work practice in Georgia.
2. Passage of a State social work educational loan forgiveness program.
3. Promote and train social workers for leadership and management positions.
4. Mentor and develop new social workers.
5. Increase the number of social workers holding public office in GA.
6. Increase salaries for social workers.
7. Increase the number of licensed social workers in GA.
8. Recruit more individuals into the profession of social work.
9. Streamline the licensing process.

The pink area of the pie chart represents all other issues brought up by SWRI participants. None of the issues categorized as "other" had more than 5 supporters.

## **DRAFT PLANNING DOCUMENTS—INPUT WELCOMED!**

Based on the information gathered to date, the following three draft documents (Enhance the Public's Image and Knowledge of Social Work Practice in Georgia; Secure State Social Work Loan Forgiveness; and Enhance Social Work Leadership and Management Skills) are posted for your review and comment.

Please take a few minutes to familiarize yourself with the tentative plans and offer any suggestions you may have. A special email address: [ga-swri@mindspring.com](mailto:ga-swri@mindspring.com) has been set-up to receive all comments.

## **THANK YOU!!**

### **PRIORITY 1: Enhance Public Image of Social Work in Georgia**

#### **Definition of Issue:**

While the NASW focus groups held across the country revealed that the public respects the profession of social work, there remains a lack of understanding of the depth and breath of social work practice.

The Georgia Chapters first SWRI goal is to enhance the public's understanding and knowledge of social work practice in Georgia.

#### **Actions to be taken:**

Launch a media campaign by March 2008. Develop and implement an on-going public relations/education campaign at the State and unit levels.

#### **Available data/resources:**

- NASW Center for Workforce Studies Report.
- Number of licensed social workers in GA by county.
- Number of licensed social workers per capita.
- National average of licensed social workers per 100K population.
- The Georgia Board of Regents' Report on Future Healthcare Professions.
- NASW focus group results.
- Ellett (UGA) research regarding outcome measures.

#### **Needed data/resources:**

- Percent of GA social workers in specific areas of practice.
- Number of BSW and MSW graduates per year from Georgia Schools of Social Work.
- Number of members willing/able to participate in Public Education Efforts by geographic unit.
- Number of middle and high school career days, fairs and events at which a Chapter representative can be present.
- Number of newspapers, radio and TV stations that can be monitored by members.
- Cost associated with media consultant to develop templates which respond to media coverage of the profession and to develop press release formats and interviewing guidelines for awards, successes, and member accomplishments.
- Willingness of media to run public service announcements.

**Favorable conditions:**

- Board of Director's support.
- Possible access university/college journalism professors and students.
- Elected officials: Mayors of Savannah and Riverdale; two State Representatives.
- Excellent relationships with Schools of Social Work and other Social Work groups (SSWAG, OSWG, CSWSG, etc.).

**Unfavorable conditions:**

- General lack of knowledge by the public of social work practice.
- Lack of evidenced based research.
- Professional social workers leaving DHR employment.
- Exemptions to the licensure law.
- Social workers identified by the clients served rather than as a profession.
- Members who are unable or unwilling to give time to Chapter activities.
- Viewed as liberal, do-gooders in a very conservative State.
- Prevention is not rewarded and hard to document as a success.
- General misunderstanding of who clients are: we serve everyone, rich, poor, young, old.
- Media portrayed as anyone can be social worker.

**Time frame:**

- March 2008 target date for media campaign.
- On-going/evaluate every two years and update plan.

**People/partnerships/consultant resources required:**

- Schools of Social Work
- Major employers: DHR; JFCS; hospitals; Families First, etc.
- Media consultant
- Journalism student intern

**Financial resources required:**

- Maximum of 3K for consultation
- Maximum of 1K for journalism student intern
- Maximum of 2K for expenses associated with attending events
- Chapter web site and newsletter will be utilized extensively

**Key external resources:**

All large employers  
Chambers of Commerce  
Event planners  
Boards of other social work groups  
Schools of Social Work  
Newspaper and newsletter editors  
Advertising agencies  
Marta  
Airport authority

**PRIORITY 2:  
Secure State Social Work Loan Forgiveness**

**Definition of issue:**

The 4-E loan forgiveness program has helped to educate many social workers in Georgia who then work for the Department of Children and Family Services. This program is not available to social work students interested in the working in underserved areas of the state, aging population, the healthcare industry, etc.

The Georgia Chapters' second SWRI goal is to facilitate passage of a social work loan forgiveness program funded by the State of Georgia which will be broader than available programs.

**Available data/resources:**

- The Georgia Board of Regents' Report on Future Healthcare Professions
- NASW Center for Workforce Studies Report
- Number of licensed social workers in GA by county
- Number of licensed social workers per capita
- National average of licensed social workers per 100K population
- Other loan forgiveness programs available to GA social work students
- Healthcare Workforce Policy Advisory Committee Report, GA Department of Community Health (2002).

**Unknowns:**

- Average length of time to repay student loans by social workers.
- Average debt carried after graduation by GA social workers.
- Number of BSW and MSW graduates per year from Georgia Schools of Social Work who carry debt.
- Other State funded professional loan forgiveness programs (Public Defenders, Nursing).
- Average salary of new graduates.

**Favorable conditions:**

- Board of Director's support
- Support of deans and directors
- Excellent relationships with Schools of Social Work and other Social Work groups (SSWAG, OSWG, CSWSG, etc.)
- Great deal of support by membership
- NASW lobbyist respected in the General Assembly
- Excellent attendance at annual Student Lobby Day
- Two State Representatives with social work degrees.

**Unfavorable conditions:**

- General lack of knowledge by the legislature about social work practice
- Professional social workers leaving DHR employment
- Exemptions to the licensure law
- Viewed as liberal, do-gooders in a very conservative State
- Economy in the State
- State budget deficits

**Time frame:**

- Three to five years:
  - Task Force formed 2007
  - 2008 Student Lobby Day will focus on education of legislators about the need for loan forgiveness and gaining support.
  - 2008 PACE contributions will reflect supportive candidates.
  - Introduction of bill in 2009 General Assembly.

-On-going advocacy until passage.

**People/partnerships/consultant resources required:**

- Student Loan Forgiveness Task Force
- Boards of Directors of all social work organizations
- Schools of Social Work
- NASW Lobbyist
- NASW Legislative and PACE Committee support

**Financial resources required:**

- Maximum of 15K for lobbyist
- Maximum of 1K for expenses associated with attending events
- Chapter web site and newsletter will be utilized extensively

**Key external resources:**

Boards of other social work groups

Schools of Social Work

Legislative and Executive branches of state government.

Department of Human Resources

**Priority 3:  
Enhance Social Work Leadership and  
Management Skills**

**Definition of the issue:**

The need to provide opportunities for members to enhance leadership and management skills was ranked as the third SWRI priority.

**Action(s) to be taken:**

Develop and implement a Leadership Program for Chapter members starting with a *Train the Trainer Institute*.

**Available Data/Resources:**

- Board of Regents Report (June 2006)
- NASW Center for Workforce Studies: "Assuring the Sufficiency of a Frontline Workforce: A Study of Licensed Social Workers. (March 2005)
- Healthcare Workforce Policy Advisory Committee Report – Georgia Department of Community Health (2002). The Healthcare Workforce Planning Act (2002)
- Intellectual Capital Partnership Program (ICAPP) Information
- Courses on leadership and management available to social work students in the accredited Schools of Social Work in Georgia
- Georgia Center for Non-Profits

**Data Needed/Unknowns:**

- Information regarding social workers in leadership and/or policy-making positions in Georgia
- Understanding why some social workers don't continue to identify themselves as social workers as they move up the leadership ranks
- Information from model programs on leadership, community and partnering (an example is Emerging Leaders program)
- Information on internships/ externships for emerging leaders in the Social Work profession

**Favorable conditions:**

- Existence of some Social Workers in leadership and policy-making positions
- Awareness with the Social Work profession of the need to re-invest; that social workers need to do the work
- Current accredited schools of Social Work and some emerging dual programs such as MBA's
- Members with extensive knowledge and understanding of leadership issues

**Unfavorable conditions:**

- Social workers own assumptions, perceptions, presentation of self as leader, policy-maker/influencer, business person
- Reluctance on the part of some social workers to advocate for themselves
- Reluctance on the part of some social workers to advocate for their profession
- The tendency of some social workers to place the needs of others above their own
- Low salary/high demand jobs
- Lack of ability/willingness of some social workers to devote time to non-work related issues.
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**Estimated Time Frame for Accomplishment:**

- 2 to 5 years for development
- Built-in sustainability

**People/partnerships/consultant resources required:**

- Schools of Social Work
- Georgia Center for on-Profits
- Atlanta Workforce Development Agency
- NASW member(s) Champions for this issue

**Financial resources required:**

- Minimum of 1K for consultation
- Minimum of 2K for program development and implementation
- Minimum of 1K for Train the Trainer Institute

**Key external resources:**

- Healthcare Systems in Georgia
- Political Leaders
- Business Leaders/Chambers of Commerce