NASW Strategic Direction

Goal 1. NASW is actively involved in focused legislation that affects social workers.

A. Create a proactive legislative agenda
B. Increase lobbying in healthcare
C. Organize an annual Day of Action for all social workers
D. Encourage social workers to run for office

Goal 2: All social workers are aware of the personal and professional benefits of membership and proud to be affiliated with NASW.

E. Build awareness of the organization’s value and benefits of membership.
F. Create a tangible presence and relationships with members and key stakeholders across the state.
G. Support member networking with social tools and interfaces.

Goal 3: NASW Oregon meets the needs of diverse members for high quality professional education and practice development opportunities for social workers.

H. Provide continuing professional education for social workers
I. Support the leadership and livelihood of practicing social workers
J. Increase the visibility of the social work profession
K. Produce an annual conference that brings together social workers from across the North-West and features cutting edge interventions for social workers

Goal 4: NASW listens to and communicates with members and stakeholders.

L. Produce intentional, focused, and regular communications
M. Create a campaign to increase awareness of social work among specific audiences
N. Solicit member feedback at every NASW event and via regular member surveys

Goal 5: A sustainable stream of leaders are attracted, placed, supported, and appreciated for their service.

O. Calibrate the staffing structure to achieve the goals and strategies
P. Adequately support staff to deliver desired results
Q. Support robust, effective Committees
R. Continue to develop the Board as a high-functioning team

Goal 6: NASW generates net revenue to support member benefits.

S. Develop a comprehensive revenue plan with clear goals and strategies
T. Implement new fiscal policies
U. Explore options for member scholarships based on financial need
V. Share financial goals and donation opportunities with members