



FOR IMMEDIATE RELEASE
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ASWB ADOPTS NEW MISSION, VISION

The Association of Social Work Boards (ASWB) has completed a series of strategic planning sessions that have resulted in a new mission and vision for the association, as well as established a “strategy map” for the organization’s future. In addition to its ongoing commitment to developing and maintaining an outstanding licensure examination program, ASWB will be focusing efforts on increasing its outreach to regulatory board members, social workers and social work faculty, and regulators outside the U.S. and Canada.

As approved by the ASWB Board of Directors, the new mission of the association is to “Strengthen protection of the public by providing support and services to the social work regulatory community to advance competent and ethical practices”. For the first time ever, the association has also adopted an official vision:

- Knowledgeable and effective regulators
- Competent and ethical social workers
- Informed and protected public

The mission and vision are reflected in the association’s strategy map, a general outline of possible directions ASWB will take over the next three years. During that time, the association will aim to increase its visibility generally, and will look at developing additional products, services, and trainings that will assist its member boards in their public protection missions. Copies of this map are available on the ASWB website at www.aswb.org

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ASWB Strategy Map (as of 11/10)

Vision

- Knowledgeable and effective regulators
- Competent and ethical social workers
- Informed and protected public

Mission

- Strengthen protection of the public by providing support and services to the social work regulatory community to advance competent and ethical practices

Key Differentiators

• Public Protection

• Resources (Model Law, Exam, Experts in Regulation, Testing Experience)

• Establishment of entry level standards for practice

Strategic Objectives

•Expand Outreach:
Increase ASWB visibility to regulatory boards, the social work community and the public

•Strengthen ASWB organizational structures:
Create more effective collaboration with member boards to foster participation and develop leadership

•Pursue ASWB Opportunities:
Explore and develop programs and resources to improve services and support to regulatory boards, the social work community and the public

•Broaden International Collaboration:
Actively participate in the globalization of social work practice and regulation

2011 - 2013 Priorities

- Brand ASWB for use in all aspects of promotion
- Craft orientation packet and CDs to reach students in the field
 - Put on a pre-CSWE/APM/BPD conference program for Field Directors / Field Instructors
- Develop a 'blog' of monthly legal cases/issues

- Develop an outreach team of staff and volunteers and a plan to "visit" all member boards
 - Develop a plan to provide training and assessment of volunteers and leadership
- Develop an advanced board member training

- Develop a mechanism for member boards to provide regular feedback to ASWB
- Develop an online continuing education platform to offer ASWB-developed, ACE-approved courses
 - Develop and implement a method/system to track and store CE attendance
- Develop a task force to conduct feasibility study for new credentialing program

- Participate in dialog with social work regulators outside the US and Canada
 - Offer opportunities to social work regulators in other countries to participate at ASWB-sponsored events
 - Encourage education committee to expand global cultural awareness
- Offer consulting services to regulators in other countries