Measured Growth Will Continue To Guide Our Remarkable Results and Success
ASWB Convention and Events staff—offroading
ASWB Communications & Marketing Department
ASWB at National Association of Black Social Workers conference
mission
To strengthen protection of the public by providing support and services to the social work regulatory community to advance competent and ethical practices

Award-winning website!
ASWB Executive Team
Taking the oath of office, 2013
Chicago — Strat Team

Culpeper—Staff Strat Planning
ASWB Strategy Map 2014–2018

Mission
Strengthen protection of the public by providing support and services to the social work regulatory community to advance safe, competent, and ethical practices.

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

Values
- Respect
  - Embracing commonalities and differences in regulatory practice
- Accountability
  - Operating responsibly toward members, professionals, and the public
- Integrity
  - Being just, fair, and honest
- Service
  - Meeting the needs of members, professionals, and the public
- Excellence
  - Achieving the highest standards in all operations and services

Strategic Initiatives
- Expand member services
  - Enable member boards to adopt and use best practices for effective and consistent social work regulation
- Bridge the boundaries of social work regulation
  - Implement strategies to increase professional competence and mobility to allow practitioners to serve a diverse public
- Strengthen leadership for the future
  - Identify, develop, and build leadership capacity for regulatory practice to ensure a strong association in the future
- Broaden stakeholder relationships for the regulatory community
  - Build collaborations that embrace regulation to ensure public protection

Strategic Objectives
- Increase technological capacity
- Enhance member regulatory skills and effectiveness
- Identify and develop new verification and credentialing mechanisms
- Increase consistency of regulation across jurisdictions
- Develop processes to verify continued competence across jurisdictions
- Achieve licensure mobility for social workers across jurisdictions
- Review and revise ASWB Board governance procedures and structures
- Create avenues for enhancing leadership knowledge and skills of member boards
- Craft formal leadership programs and certificates aimed at helping individual regulators increase their effectiveness as regulatory leaders
- Increase public, academic, and professional knowledge about ASWB as an organization
- Educate stakeholders about the value of professional regulation for public protection
- Build collaborative relationships with social work regulators outside the US and Canada

Association of Social Work Boards
Adopted 11/2013
New Board Member Training

Montreal

Washington, DC
Members
2014 ASWB Finance Committee
Texas State Board of Social Worker Examiners meets at Texas State University in December 2013
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Integrity
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Service
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Excellence
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