



Moving social work into new territory on the World Wide Web

Website built to support social work practice mobility

Social work regulators, educators, and practitioners who attended ASWB’s 2016 Education Conference will recognize #moving-socialwork2016 as the hashtag for that meeting. Now, www.moving-socialwork.org is the new online presence for social work practice mobility. Previewed at the education conference, the site is now live, with the latest information and news about practice mobility and license portability in social work.

“We knew communication would be critical to making mobility a reality,” said ASWB CEO Mary Jo Monahan. “We are already using this site to share information and gather input and insights from our varied stakeholders. As we learn more and make decisions, we will

update the website.” The site is already gathering feedback: More than 65 social workers have signed a statement endorsing the Mobility Initiative, expressed their own support, and shared their stories about social work practice mobility.

“I think this is a very important need, particularly with the population getting older and social workers moving around to help meet the changing needs of society,” wrote Ronne Rabinowitz, LCSW, ACSW-R, CASAC. “One standard for the country would benefit Social Workers and the general population as a whole.”

Another social worker, James Haskins, LICSW, wrote, “With the increasing popularity of outreach

Social Work Practice Mobility

Association of Social Work Boards



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The world is moving fast, and you’re moving with it.

What about your social work license? Social work practice mobility and license portability are a public safety issue, a workforce issue, and a technology issue. The Association of Social Work Boards is leading the profession in solving this challenge. Learn more and become part of the solution!

Screen shot of the new website www.moving-socialwork.org

social work in mental health clinics and increasing use of technology in practice such as Skype, meeting the client where he or she is at can cross state lines much more easily in the present day... So not only is the need greater for social work portability, but the basic structure for this to occur is in place.”

Not surprisingly, many of the stories shared by social workers reflect the clinical supervision requirements for licensure, which vary more than other licensing requirements. “I began pursuing independent licensure in a southern state with one set of requirements.... Unexpectedly, it was necessary for me to re-locate to a more northern state when I had completed approximately 75% of the required hours of supervision. The first state required 2 hours of supervision for every 80 hours while the second state required 2 hours of supervision for every 40 hours worked. ... This difference extended the amount of time it took to obtain my independent license,” said Cheryl Renee Zerangue, LISW-S.

Traffic to the site has been steady since the late-September launch, with more than 4,800 page views in less than a month. The site was built using a mobile-first approach, making all the content easily accessible from mobile devices. Now that the site is live, that design decision makes sense, with more than 59 percent of the site’s visitors accessing the site via either a mobile phone or a tablet.

Movingsocialwork.org is the first entirely stand-alone site ASWB has built since the original www.aswb.org website was launched in the 1990s. “The



association’s web presence has always been segmented by audiences—whether they’re exam candidates or ASWB’s membership,” said Jayne Wood, director of communications and marketing. “With the mobility site, we are moving into new territory, where the content crosses a lot of those boundaries among audiences.” The site reflects the cooperative nature

of social work practice mobility, with a softer iteration of ASWB’s branding. “We wanted to make it clear that ASWB is leading this initiative,” Wood said, “but also illustrate that mobility is an issue that will require collaboration among all three pillars of social work—regulation, education and practice.”