



Social Work Congress
*Reaffirm, Revisit &
Reimagine the Profession*

April 22 & 23, 2010

Hyatt Regency Washington on Capitol Hill

400 New Jersey Avenue

Washington, DC 20001

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CONVENED BY



2010 Social Work Congress

Editors/Contributors

Elizabeth J. Clark, PhD, ACSW, MPH
Executive Director, NASW

Elizabeth Hoffler, MSW, ACSW
Co-Chair of the Student Social Work Congress
Special Assistant to the Executive Director

Ebony Jackson, BA
Co-Chair of the Student Social Work Congress
Web Designer

Richard Loomis, BA
Co-Chair of the Social Work Congress
Chapter Services Manager

Rebecca S. Myers, MSW, LSW
Director of External Relations

Martha Rothblum, BA
Co-Chair of the Social Work Congress
Creative Arts Manager

Gail Woods Waller, MS
Director of Communications

Tracy Whitaker, DSW, ACSW
Director of the Center for Workforce Studies

Joan Levy Zlotnik, PhD, ACSW
Director of the Social Work Policy Institute



Dr. Dorothy I. Height (March 24, 1912 – April 20, 2010)

The Co-Convening organizations of the 2010 Social Work Congress dedicate the event and this final

report to Dr. Dorothy I. Height (March 24, 1912 – April 20, 2010). Dr. Height was a legendary social worker and civil rights activist. She was prepared to attend the 2010 Social Work Congress to receive the NASW Lifetime Achievement Award, but died two days before the event. The social work community was devastated by the loss.

Dr. Height attended New York University and earned her bachelor and master's degrees in four years.

She did postgraduate work at Columbia University and the New York School of Social Work.

In 1957, Dr. Height was elected the fourth National President of the National Council of Negro Women, and served in this role until 1998 when she became its Chair and President Emerita. Dr. Height was the only woman team member leader in the United Civil Rights Leadership which included Dr. Martin Luther King, Jr., Whitney M. Young, Jr., A. Philip Randolph, James Farmer, Roy Wilkins, and John Lewis.

In 1989, President Ronald Reagan presented her with the Presidential Citizens Gold Medal.

In 1997, President Bill Clinton awarded her the Presidential Medal of Freedom. In 2004, President George H. W. Bush presented Dr. Height with the Congressional Gold Medal, awarded by act of both houses of Congress, and which, along with the Presidential Medal of Freedom, is the highest civilian award in the United States. In the same year, she was inducted into the Democracy Hall of Fame International. She received 36 honorary doctorates in her lifetime.

Congressman Ed Towns and Senator Barbara Mikulski named the most comprehensive piece of social work legislation ever introduced, the Dorothy I. Height and Whitney M. Young, Jr. Social Work Reinvestment Act, after these two extraordinary social workers.

Former Representative Chris Shays, Dr. Dorothy I. Height, Congressman Edolphus Towns, Elizabeth J. Clark



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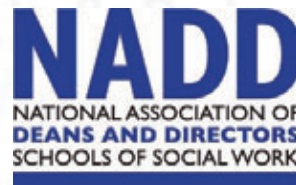
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In addition, one representative from every sister social work organization was invited to attend.

The 2010 Social Work Congress once again brought together 400 social work leaders from across the country. The theme was ***“Reaffirm, Revisit and Reimagine the Profession.”***

Goals of the Social Work Congress

The goal of the Congress was to examine the internal challenges facing the social work profession, with a special focus on transferring leadership from established leaders to emerging leaders.

Social Work Congress Vision and Purpose

In 2005, leaders of the social work profession gathered to develop an aggressive action agenda for the next decade and to launch an action campaign to transform the social service landscape. Challenges within the socio-economic and political environment threatened not only the profession’s social justice role, but also its ability to thrive in the social services arena.

The **2005 Social Work Congress** focused on these external challenges and concluded with the adoption of 12 imperatives for the social work profession, as well as a strategic plan to implement the imperatives. From 2005-2010, the convening organizations and participants worked successfully on initiatives to realize a new vision set for the profession at that meeting:

Social work expertise is highly valued for helping the global community protect and advance the well-being of all people, at every stage of life.

Five years after the first Social Work Congress, social work leaders found themselves at a new crossroads. The profession now faces challenges that threaten the professional workforce.

The country has been rocked by the worst economic recession since the Great Depression and many social work jobs in the nonprofit and public sectors are being eliminated. Social workers face increasing competition from professions that require less training and from direct care workers who demand lower salaries. Simultaneously, social work student debt is skyrocketing and new graduates are questioning the economic feasibility of a social work career.

These critical issues shaped the **2010 Social Work Congress**.

Diagnostic Statement

The convening organizations, met in advance of the Congress to develop a “diagnostic statement.”

The Social Work profession has several key strengths that can help it grow during the next decade. These include:

- A clear, positive purpose as a profession
- Unique knowledge, values and skills
- An ability to mobilize resources to promote social justice causes
- Leadership and advocacy roles in many sectors and institutions
- Good, rewarding careers and many diverse career paths
- A social and economic environment in which social work services are more relevant than ever

At the same time, the social work profession will improve its position as it addresses the following issues:

- 1) **The profession is aging and baby boomer retirements will reduce workforce supply, service availability and leaders.** The profession lacks diversity in age, ethnicity and other demographics to thrive in the 21st century. It has not identified its next generation of leaders.
- 2) **The profession competes with multiple disciplines for students and jobs.** Lack of clarity in the public about social work educational standards and career benefits weakens social work’s position in the face of these challenges.
- 3) **Social workers often lack necessary business, financial and technical skills.** Many social workers lack the variety of skills to secure new funding sources for programs, to build and grow small businesses, and to lead organizations.
- 4) **Many social workers say that a lack of professional recognition, stagnant wages, and high student debt are barriers to working in the field.** Current employment environments and educational support opportunities do not promote retention of social workers in the field.



2010 Social Work Congress General Session

Social Work Congress Proceedings

The 2010 Social Work Congress was held on April 22 and 23, 2010 in Washington, DC. Approximately 400 social work leaders were in attendance, which included a group of 30 emerging leaders under the age of 30. The focus of this Congress was a reflection on internal professional challenges, as well as the transfer of leadership from established social workers to new professionals.

In the spirit of leadership development, a parallel Student Congress was convened entirely online with 400 social work students from across the country. These students viewed components of the live event online, ranked the adopted imperatives, and created imperatives of their own.

To kick-off the 2010 Congress, a Congressional briefing featured remarks from several social work members of Congress and the Obama administration. Congresswoman Barbara Lee, Congresswoman Allyson Schwartz, Congresswoman Carol Shea-Porter, Congressman Edolphus Towns, staffer Mona Shah from Senator Barbara Mikulski's office and Jared Bernstein, Chief Economist and Economic Advisor to Vice President Biden helped set the stage for a successful event with words of wisdom and inspiration.

They each discussed how they used their social work education, training and experience to step into roles of leadership and guide their decision making process to shape national policy.

The opening keynote address was given by Kirstin Downey, award-winning journalist and author of *The Woman Behind the New Deal: The Life and Legacy of Frances Perkins—Social Security, Unemployment Insurance, and the Minimum Wage*. She focused on the strategies and contributions of social work pioneer Frances Perkins, and revisited significant accomplishments of the profession. Downey stressed the importance of linking social policy with social work practice in order to achieve broad social change.

On day two of the event, Congress participants heard from Daniel Brook, author of the *The Trap: Selling Out to Stay Afloat in Winner Take All America*. Brook discussed how public service professions, including social work, have become out of reach for many individuals who can't afford to choose these careers. Due to a confluence of factors—including low salaries and high educational debt, combined with increasing costs of living—public service is an impossible choice for many. Brook challenged social work leaders to rethink the long-term debt model.

The Congress breakout session format allowed for discussion and debate around eight substantive areas including: Leadership Development, Common Objectives, Education, Recruitment, Retention, Technology, Business of Social Work, and Influence. Participants were randomly assigned to one breakout session each day, where they engaged in a facilitated dialogue about one issue area with other leaders. Out of each discussion came three top "candidate" imperatives for consideration by the entire delegation. To see the full list of data points, visit SocialWorkers.org/2010Congress/sessions.asp.

In the concluding general session, Congress participants voted electronically for the top ten imperatives that will guide the social work profession for the next decade.

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Future Plans

The 2010 Social Work Congress defined a new set of imperatives which focused internally on professional challenges. These imperatives join those established in 2005 to inform the work of social work leaders. For the social work profession to thrive and continue serving society, these imperatives must be incorporated into the daily work and future planning of all areas of the profession. Collectively, the commitments made by social work organizations, employers, allies—and individual social workers—will create an action plan that defines our future.

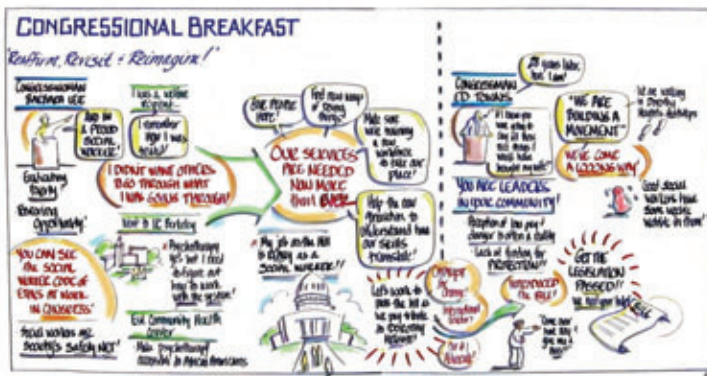
We should reassess our progress periodically to determine if the action plan is helping the profession achieve the goals we intended, or if revisions or additional steps are needed. More than 600,000 social workers in the United States have a role to play in creating the changes we seek and ensuring the profession's impact for decades to come.

Contributors

Many individuals and organizations contributed significantly to the 2010 Social Work Congress. In addition to the Congress participants listed below, several deserve special recognition.

NASW Assurance Services, Inc. generously agreed to be the presenting sponsor of the Congress. The co-convening organizations were fully participating partners. They provided guidance, support, and resources. Several of them signed on when plans were just forming. Without their belief in the concept of a Congress, we could not have gone forward.

A large group of NASW staff worked on Congress planning for over a year. They were dedicated and conscientious and made the Congress look seamless. Also, the planning for the Congress included the NASW Board of Directors, and their support was greatly appreciated.



Robert Mittman of Mittman Consulting and his team of facilitators and graphical recorders are owed a debt of gratitude for their skillful facilitation and moderation of the Congress.





Social Work Congress
*Reaffirm, Revisit &
 Reimagine the Profession*

Social Work Imperatives for the Next Decade

- **Business of Social Work** – Infuse models of sustainable business and management practice in social work education and practice.
- **Common Objectives** – Strengthen collaboration across social work organizations, their leaders, and their members for shared advocacy goals.
- **Education** – Clarify and articulate the unique skills, scope of practice, and value added of social work to prospective social work students.
- **Influence** – Build a data-driven business case that demonstrates the distinctive expertise and the impact and value of social work to industry, policy makers, and the general public.
- **Influence** – Strengthen the ability of national social work organizations to identify and clearly articulate, with a unified voice, issues of importance to the profession.
- **Leadership Development** – Integrate leadership training in social work curricula at all levels.
- **Recruitment** – Empirically demonstrate to prospective recruits the value of the social work profession in both social and economic terms.
- **Retention** – Ensure the sustainability of the profession through a strong mentoring program, career ladder, and succession program.
- **Retention** – Increase the number of grants, scholarships, and debt forgiveness mechanisms for social work students and graduates.
- **Technology** – Integrate technologies that serve social work practice and education in an ethical, practical, and responsible manner.

Adopted at 2010 Social Work Congress, April 23, 2010.

2005 Social Work Congress Imperatives



2005 Social Work Congress
A Coming Together of the Profession

Social Work Imperatives for the Next Decade

- Assure excellence in aging knowledge, skills, and competencies at all levels of social work education, practice, and research.
- Increase the value proposition of social work by raising standards and increasing academic rigor of social work education programs.
- Participate in politics and policy where major decisions are being made about behavioral health.
- Mobilize the social work profession to actively engage in politics, policy, and social action, emphasizing the strategic use of power.
- Assure a qualified social work labor force to serve children.
- Continuously acknowledge, recognize, confront, and address pervasive racism within social work practice at the individual, agency, and institutional levels.
- Take the lead in advocating for quality universal healthcare.
- Strengthen social work's ability to influence the corporate and political landscape at the federal, state, and local levels.
- Elevate the public's awareness of the efficacy and cost-effectiveness of social work practice in healthcare.
- Promote culturally competent social work interventions and research methodologies in the areas of social justice, well-being, and cost-benefit outcomes.
- Address the impact of racism, other forms of oppression, social injustice, and other human rights violations through social work education and practice.
- Connect research and practice through partnerships among researchers, the field, and communities.

Adopted at Social Work Congress 2005, March 18, 2005

Welcome Reception



The welcome reception included a short program highlighting the leadership legacy of Whitney M. Young, Jr. The Association of Baccalaureate Social Work Program Directors (BPD) and NASW collaborated on a teaching guide *Leadership Lessons From Whitney M. Young, Jr.* to accompany an upcoming documentary film on Mr. Young.

Dr. Elizabeth Clark opened the program speaking about Mr. Young and the project. Dr. Freddie Avant, former President of BPD, spoke about the importance of the collaboration and the need for social work students and practitioners to learn about and to strengthen their leadership skills. Dr. Susan Kosche-Vallem spoke about her experience using the teaching guide with BSW students. Using the information from the guide, students applied it to a service project conducted annually. This year's results were greatly expanded, due in part to the leadership lessons learned from Mr. Young.

A six-minute clip of the rough cut of the documentary was shown. The documentary is being produced by Bonnie Boswell, Mr. Young's niece. She is also the founder of The Whitney Young Film and Leadership Development Project. A highlight of the clip was Dr. Dorothy I. Height's reflections about working with Mr. Young, including the importance of their social work skills in ensuring the 1963 March on Washington occurred.

Whitney Young's guidance reaches down through the ages. Nearly 40 years since his untimely death, his words about social workers and our profession still ring true. *There is a lot more to tell the public. The important thing now is that we can begin saying something as persistently as we can. The media and the government, regardless of their reasons, cannot continue to disregard the findings of current research and the knowledge of thousands of social workers who know as much or more than the so-called experts on the social problems draining the spirit and resources of our nation.* The reception served to remind us of our tremendous legacy of leadership and of the opportunity to work together for the future of the profession.

Daniel Brook – Keynote Speaker

Daniel Brook is the author of *The Trap: Selling Out to Stay Afloat in Winner-Take-All America* and a journalist whose work has appeared in *Harper's*, *The Nation*, and *Slate*, among other publications. Brook won the *Rolling Stone* College Journalism Contest in 2000, while a student at Yale. He is at work on a new book on the use of Western architecture in non-Western cities, to be published by W.W. Norton in 2012. He lives in Philadelphia.



Kirstin Downey – Keynote Speaker



Kirstin Downey became a staff writer for the *Washington Post* in 1988. In the mid-1990s, Downey began writing articles and columns on the American workplace, tracking employment statistics and emerging trends. She initiated a series of articles on the increasing incidence of sexual harassment incidents nationwide. In 2000, Downey was awarded a Nieman fellowship at Harvard University, where she studied American economic history at Harvard Business School and participated in the Harvard Trade Union Program, where young labor activists are trained to become leaders in the movement. The fellowship also gave Downey the opportunity to focus full-time on research for her new book, *The Woman Behind the New Deal: The Life of Frances Perkins, FDR's Secretary of Labor and His Moral Conscience* (2009). In 2008, Downey shared in the Pulitzer Prize awarded to the *Washington Post* staff for coverage of the campus slayings at Virginia Tech.

Robert Mittman – Facilitator

As founder of *Facilitation, Foresight, Strategy*, Robert Mittman works with groups of organizations to discover and implement shared approaches to complex and intractable problems. He engages audiences in a lively exchange of perspectives to turn simple meetings into forums that allow diverse individuals to work productively together.



Robert facilitates strategic thinking with non-profit health organizations, government agencies, and the for-profit health care industry, including the National Cancer Institute; the Centers for Disease Control and Prevention; the American Association for Cancer Research; the University of California; San Francisco's School of Medicine; Health Level 7; the Pacific Business Group on Health; the California HealthCare Foundation; Ascension Health; and Kaiser-Permanente. Recent work has included integrating the disciplines of biophysics, physical chemistry, and mathematics into biological research; developing a vision of how information technology can improve quality and safety in a range of health care settings from research to the clinic to the home; and crafting a vision for personalized health care.

Robert's health care strategic analysis combines both quantitative and qualitative methodologies to examine how the health system will evolve. His forecasts include work on the role of the Internet in health care, an analysis of the diffusion of innovation in health care, an investigation of the future of cost and utilization controls across health care practice settings, the development of cancer care quality measurements, and an analysis of the impact of managed care on the practice of oncology. His column, *Technology Foresight*, is available on www.ihealthbeat.org, and he is a co-author of *The Internet in Health Care: A Five-Year Forecast* and *The Diffusion of Innovation in Health Care*.

For nearly two decades, Robert provided strategic advice to health care organizations as director at the Institute for the Future. Robert holds graduate degrees in computer science and public policy analysis, and a Bachelor of Science degree in electrical engineering, all from the University of California at Berkeley.

Opening Remarks by Elizabeth J. Clark, Executive Director, NASW



We are delighted to have a diverse and representative group of leaders come together to focus solely on the social work profession. The selection process for the Social Work Congress was competitive, and you are sitting in this room because you have been chosen as one of the top leaders in our profession. You are diverse in terms of geography, ethnicity, practice area, and experience. You each bring a specific skill set and knowledge that is critical to the success of this event. Your expertise and experience have been recognized by others and we look forward to hearing from you over the next two days.

In an effort to make sure that the social work profession will survive and thrive for many years to come, we have invited social workers of all ages to attend this event and voice their concerns. We want to extend a special welcome to our 30 emerging leaders under the age of 30 who make up approximately eight percent of our attendees. Their opinions are critical to the discussion, as they will play a major role in implementing the imperatives we develop. They have much to learn from those of you with years of experience, and in turn, they will have insights that will provide important guidance as we craft our professional blueprint.

In addition, 400 students from 17 schools of social work are viewing the Congress as it is live-streamed to them in the first virtual Student Social Work Congress. This inclusive representation is not only indicative of our ethical commitment to diversity but also ensures that the work we do today will transcend our careers and drive the profession for many years to come.

In 2005, we held the first Social Work Congress. Many of you attended that event, where our goal was to launch an action campaign to transform the social service landscape. We focused our discussion on the areas of aging, behavioral health, children and families, and health and health disparities, as well as social work education, policy, practice and research. We adopted 12 imperatives that have driven the profession for the past five years. We've made significant progress on those imperatives since 2005 and will continue to work on them in the coming years.

The 2010 Social Work Congress has a different purpose. As social workers, it is our professional obligation to serve others. As such, many of us have become uncomfortable speaking up when we need help ourselves. However, our clients, our students, and our careers depend on protecting and advancing the profession. Therefore, we want to celebrate our past, address the realities of the present, and prepare for the challenges that the future holds.

You joined us today because you care about this profession. We each became social workers to help others and to change the world. Whether we provide direct services, conduct research on society's most pressing problems, run non-profit organizations, advocate on a macro level for societal change, or educate future social workers, we all are invested in the future of social work. But it's because of that diversity and the broad range of work that we do, that people still do not clearly understand the profession. This includes not

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only our clients, our friends, and our families, but also our elected officials. As a result, the profession has not received the same public investment as comparable professions such as nursing or teaching.

Social work students are emerging from school with increasingly high educational debt and are faced with positions that often pay inadequate salaries. Will students continue to choose social work as a career when they are presented with options such as human service professional or counselor, which require less rigorous educational requirements, less time and less money?

The economy is worse than most of us have ever witnessed in our lifetimes. This puts a “double-squeeze” on most social workers as we must provide services to an ever increasing number of clients, while struggling with high caseloads and dwindling budgets. Many of us rely on grant funding to keep our organizations running, and with a tightened fiscal environment, our agencies are at risk. Likewise, associations are undergoing drastic changes and relying on dues revenue may quickly be an outdated method of operation.

In response to these problems, the co-convening organizations have developed a “diagnostic statement” in preparation for our discussions at this Congress. These issues have a great impact on our profession and our day-to-day professional activities. They were difficult to define and will be even more difficult to overcome.

However, the social work profession also has many strengths, and is more relevant today than ever before. Social work is necessary for a healthy society. We have spent a century building our reputation as “the helping profession,” but we must adapt to the changing requirements of business, the political climate, and of an increasingly competitive workforce.

We are not here to complain. We are here to develop fresh ways of thinking about the challenges we face. Many of these challenges are within our control, but we’ve been stuck in old patterns of thought for too long. Perhaps, we haven’t updated our vision to reflect a new reality.

As author and leadership blogger Michael Hyatt said, “Vision is the lifeblood of any organization. It is what keeps us moving forward. It provides meaning to the day-to-day challenges and setbacks that make up the rumble and tumble of real life.” However, he goes on to say that in difficult circumstances such as a down economy, “We are just trying to survive. What worked yesterday does not necessarily work today. What works today may not necessarily work tomorrow. Decisions become pragmatic. But after awhile this wears on people. They don’t know why their efforts matter. They cannot connect their actions to a larger story...this is where leadership makes all the difference. Leadership is more than influence. It is about reminding people what it is we are trying to build—and why it matters.”

I encourage you to think about how the world has grown and if the profession has evolved along with it. Many of us pride ourselves on being change agents. We consider it our role as social workers to be the leaders who are the impetus for great societal change. Yet as a profession we often cling to dead ideas, or the status quo, or even the social work profession of the past. Our world is complex and sophisticated, and the profession of social work must reflect that. If we fail to keep pace with the rapid changes around us, our clients, our students, our communities and our society will suffer as a result.

We can continue to discuss the same problems without offering solutions and waste this opportunity with 400 of the profession’s leading minds. But my hope is that we each take this call to action very seriously. We must be innovative and think greater than our challenges. We need your experience and expertise to develop solutions. As Dr. Dorothy I. Height once said, “We hold in our hands the power to change not only our own—but the nation’s future.”

Social Workers in the Federal Government



Dr. Jared Bernstein
Office of Vice President Biden



Congresswoman Susan A. Davis (CA-53)



Congressman Luis V. Gutierrez (IL-4)



Congresswoman Barbara Lee (CA-9)



U.S. Senator Barbara Mikulski (MD)



Congressman Ciro D. Rodriguez (TX-23)



Congresswoman Allyson Schwartz (PA-13)



Congresswoman Carol Shea-Porter (NH-1)



U.S. Senator Debbie Stabenow (MI)



Congressman Edolphus Towns (NY-10)

Shaping the Future of the Profession: Leadership in Transition – Panel Presentation



One of the main themes of the Social Work Congress was a transition of leadership and a focus on the emerging leaders in the profession. The Student Congress (SocialWorkers.org/2010congress/students/default.asp) provided diversity in experience and age and the 30 emerging leaders under the age of 30 made the Social Work Congress more representative of the entire profession. In the spirit of this theme, the Social Work Congress also featured a panel presentation, "Shaping the Future of the Profession: Leadership in Transition" which highlighted four social workers at different points in their career. The panel participants

discussed the importance of mentorship and opportunity and shed light on how new social workers can ascend into leadership ranks.

Mit Joyner, MSW, LCSW, BCD, is currently the Director/Chairperson of the Undergraduate Social Work Department at West Chester University of Pennsylvania. She also serves as the President-elect of the Council on Social Work Education. Ms. Joyner is a former President of the Association of Baccalaureate Social Work Program Director's (BPD). She served as treasurer of the Institute for the Advancement of Social Work Research, and has been a member of the ANSWER Coalition. Co-author of *Critical Multicultural Social Work* (2008), Ms. Joyner is recognized nationally for her leadership in gerontology social work education. In honor of her leadership and vision, AGE-SW and BPD created the Mit Joyner Gerontology Leadership Award in 2005 for undergraduate social work faculty or students who promote leadership in gerontological social work. "The discussion by social work leaders at the historic Congress reflects the profession's desire to address current challenges as well as prepare for an unknown and uncertain future. Significant changes are looming for the social work profession, not the least of which is the unprecedented number of social work leaders who are retiring during this decade. Successful transitions of leadership are critical for the profession, but have we paid enough attention to how these transitions will occur? We are pleased to bring together a panel of social work leaders at various points in their careers to discuss this important topic."

Ruth W. Mayden, MSW, is Director for the Program for Families with Young Children at The Annie E. Casey Foundation. She is responsible for its emerging work in child care, and early childhood development, with a special focus on outcomes associated with children being healthy and ready to succeed in school. She was also Dean of the Graduate School of Social Work and Social Research at Bryn Mawr College from 1987 until 2002.

Andrew W. Safyer, PhD, is Dean and Professor at Adelphi University School of Social Work. He has been a clinical practitioner and researcher for twenty-five years and the former co-editor of the journal, *The Clinical Supervisor*. Dr. Safyer's present interests also include clinical supervision and leadership development and succession planning pertaining to nonprofit organizations.

Renee Rivera, MSW, LCSW, is the Executive Director of the NASW Colorado Chapter. She has been working in administration for the past ten years, along with adjunct teaching in college social work programs. Renee has a Masters in Social Work from Catholic University 1988.

Ann Widger is a Deputy Associate Director with the White House Office of Public Engagement. She currently works with the health care and aging communities. Before joining the Administration, she was the Coordinator for the American Federation of State County and Municipal Employees (AFSCME) Retirees. She also served as the Obama-Biden campaign's National Senior Vote Director. Ms. Widger has a BS in Social Work from Plymouth State University.

2010 Social Work Congress Closing Remarks



Following the final voting on the imperatives, one current and one emerging leader from each co-convening organization was asked to close the event by answering the question, "Based on the discussion during the 2010 Social Work Congress, what do you envision for the future of the social work profession?"

Mike Daley, President, Association of Baccalaureate Social Work Program Directors (BPD):

"I am encouraged by discussions about moving to speak with one voice. Our numbers and united presence can really make a difference for the future of the profession."

Amanda Scott, Association Manager (BPD): “Understanding the business of social work and how the social work agenda is shaped were never emphasized in my educational training. I am inspired to encourage other young professionals to be involved in social work on all levels and to know their voice help shapes the profession’s future.”

Julia Watkins, Executive Director, Council on Social Work Education (CSWE): “The real challenge to us as a profession is to act on the work we’ve done in the past two days—to conceive strategies and operationalize them as a systemic and integrated response across all sectors of social work practice and education. The future is our opportunity.”

Meredith Eisenhart, Co-Director (CSWE) Gero-Ed Center Representative: “I appreciate the emphasis the Social Work Congress has placed on emerging leadership; it recognizes that leadership development is a process that occurs on a spectrum. It can start early in your career and continue throughout it.”

Alberto Godenzi, President, National Association of Deans and Directors of Social Work (NADD): “I agree that a crisis is a terrible thing to waste. We are mission driven, as we should be, but we are not often market savvy. What we need is collaborative, decisive action to ensure that social work is not going out of business. Let’s provide social work innovation in a time when the nation needs us most.”

Lucinda Acquaye, Doctoral Candidate—Howard University School of Social Work (NADD): “I see us doing a better job in disseminating social work knowledge—connecting academia with the practice realm. As a future researcher, it is my responsibility to ensure that the work I do is instrumental in supporting the work of social workers in the field and can be utilized in their everyday practice.”

Jim Kelly, President, National Association of Social Workers (NASW): “We must take up the challenge of transitioning leadership—mentoring new social workers, and passing on our knowledge to them. I doubt that any of us would be in this room without experienced social workers guiding us along the way. Now, it is our turn to continue that social work tradition.”

Elizabeth Hoffer, Special Assistant to the Executive Director and Lobbyist (NASW): “I envision a future where all social workers—micro, macro, and clinical, lobbyist, educator, psychotherapist and community organizer—value one another’s worth and recognize that we must work together to succeed.”

Social Work Congress Participants

- Kimberly D. Acquaviva, PhD, MSW
 Lucinda A. Acquaye, MSW
 James P. Adams, Jr., PhD, MSW
 Toni Ahrendt, MSW
 James Akin, MSW, ACSW
 Gretchen E. Alkema, PhD, LCSW
 Charlotte Allen, LCSW
 Floyd Allen, IMSW
 Jaime Alvelo, DSW, MSW
 Deborah Amdur, ACSW
 Jeane W. Anastas, PhD, IMSW
 Irma Anthony, PhD, MSW, LCSW
 Warren Ken Aoki, LCSW, ACSW
 Maximo Arias, ACSW, LICSW
 Judy Lukas Arnold, IMSW, ACSW
 Margot Aronson, MSW, LICSW
 Kathryn M. Audette, MSW
 Christina A. Austin-Valere, LCSW, PhD
 Freddie Lee Avant, PhD, IMSW-AP,
 ACSW, C-SSWS
 George V. Baboila, MSW
 Gary Bailey, MSW, ACSW
 Julia Baldwin
 Mary B. Banach, DSW
 Melissa Barbosa, LCSW
 Lawanna Renee Barron, ACSW, LCSW
 Richard P. Barth, AB, MSW, PhD
 Nancy Bateman, MSW
 Gloria Batiste-Roberts, DPH, IMSW-AP
 Susan Becker, PhD, MPH, LICSW
 Ralph D. Belk, LICSW, LCSW-C
 William C. Bell, MSW
 Tricia B. Bent-Goodley, PhD, MSW,
 LICSW
 S. Megan Berthold, LCSW, PhD
 Amy Bess, MSW
 Lawrence C. Betcher, LCSW
 David H. Bialik, MBA, MSW, BCD
 Phyllis N. Black, MSW, PhD
 Allison Blake, PhD, LSW
 Emily W. Bleyl, MSW, LCSW
 Cassandra Bowers, PhD, MSW
 Katherine B. Boyd, ACSW, CMSW
 Shana Lorraine Braithwaite, LCW
 Lorrie L. Breshears, IMSW
 Katharine Briar-Lawson, PhD, MSW
 Jacqui Lynn Broughton, IMSW
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 Beverly J. Buckles, DSW
 Karen Bullock, PhD, LCSW, MSW
 Steven Burton, MSW, LCSW
 Monique Busch, PhD, ACSW, LCSW
 Katharine V. Byers, PhD
 Johanna G. Byrd, ACSW
 Jessica L. Cabness, MSW, PhD, LCSW
 Lidice Angelina Candelario-Matos,
 MSW, ACSW
 Reinaldo A. Cardona, MSSW, LCSW,
 ACSW
 Renee J. Cardone, MSW
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 Jimmy Cook, MSW
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 Jolene Coronella, MSW, LCSW
 Katrina Cosner, MSW, LCSW
 Yangcha P. Crabb, ACSW, PhD
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 Catherine Crisp, PhD, MSW
 Dennis J. Crowell, ACSW, DCSW,
 QCSW
 Ellen L. Csikai, PhD
 Sherry Cummings, PhD
 Paul A. D'Agostino, ACSW, LCSW
 Michael R. Daley, PhD, LCSW PIP,
 ACSW
 Mena daSilva-Clark, MSW, LICSW
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 Brian Deakins, MSW
 Donna DeAngelis, LICSW, ACSW
 Peter Delany, PhD, LCSW-C
 Nancy S. Dickinson, PhD, MSSW
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 James Drisko, PhD
 Peter Ducharme, MSW, LCSW
 Amanda Duffy Randall, PhD
 Meredith Eisenhart, MSW
 Jennifer M. Elkowitz, LSW
 Joy Swanson Ernst, PhD, MSW
 Amanda Evans, MSW, EdD
 Theora Evans, PhD, MPH, MSW
 Becky L. Fast, IMSW
 Sarah M. Ferguson, PhD
 Jason Floyd, LBSW
 Marilyn Flynn, PhD
 Sondra Joanne Fogel, PhD
 Rowena Fong, EdD
 Joseph Ford, LCSW-C
 Susan R. Fort, MSSW
 Anne E. Fortune, PhD
 Paula D. Foster, LCSW
 Karen L. Franklin, IMSW
 Shirley Furtick, ACSW, IISW-AP/CP,
 LMFT
 Betty Garcia, PhD, LCSW
 Sarah Gehlert, PhD, MSW
 Amy E. Gibbons, IMSW
 Anna Gilbert, LSW
 Michael L. Gilman, LICSW, ACSW
 Patricia E. Gleason-Wynn, PhD, LCSW
 Alberto Godenzi, PhD
 Bert J. Goldberg, ACSW
 Robyn Golden, LCSW, ACSW, DCSW
 Adriana Gonzalez, LCSW, CADC
 Stephen H. Gorin, PhD, MSW
 Jo Dee Gottlieb, MSW, LCSW
 Elizabeth Gould, MSW, LCSW
 Susan Grettenberger, PhD, IMSW, MPA
 Laura W. Groshong, LICSW
 Victoria J. Hansen, IMSW-AP, ACSW
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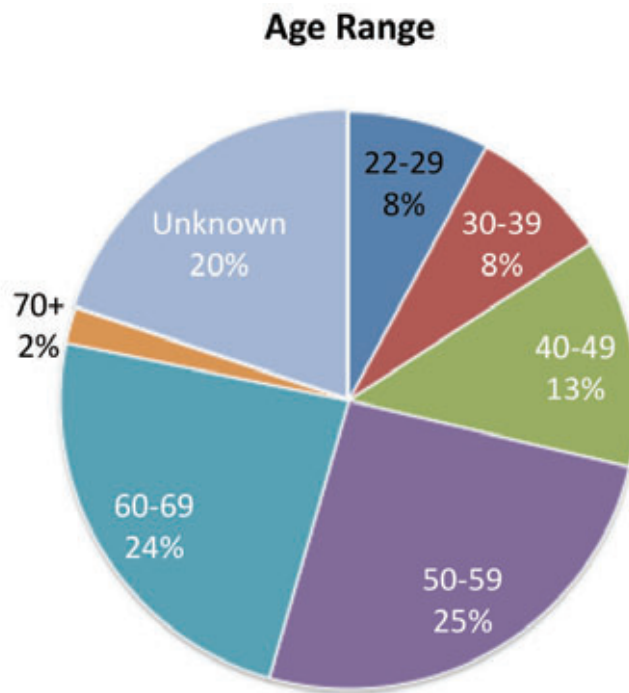
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Alice Kassabian, ACSW, LCSW, PhD
James J. Kelly, PhD, LCSW, ACSW
Megan D. Keup, MSW
Sara J. Klaas, MSW, C-ASWCM
Wendell Knight, LMSW
Louise Knight, MSW, LCSW-C, OSW-C
Mary Ellen Kondrat, PhD, MSW
Wynne S. Korr, PhD
Susan Kosche Vallem, MSW, EdD, LISW
Kathryn Suzanne Krase, PhD, JD, MSW
Nancy P. Kropf, PhD
Stefan Krug, PhD, MSW
Margret Kyndyll Lackey, MSSW
Esther J. Langston, PhD, LCSW, ACSW
Guadalupe G. Lara, LMSW
Alisa Lear, ACSW, LCSW
Nara Lee, LGSW
Laura Lein, PhD
Steven C. Levi,
Gwat-Yong Lie, PhD
Kathy Lopes, MSW, LICSW
Luisa Lopez, MSW
Sandra A. Lopez, ACSW, LCSW, DCSW
Kevin Lotz, LCSW, CASAC
Tracey Mabrey, DSW, MSW
Lambert Maguire, PhD
Dustin Manhart, MSW
Karol Elizabeth Markosky, MSW
Phyllis Martin-Davis, MSW, LICSW, LCSW-C
Carol Frazier Maxwell, LCSW, ACSW
Ruth Wyatt Mayden, MSW
Mary L. McCarthy, PhD, LMSW
Daphne L. McClellan, PhD, MSW
Karen Lane McKinley, LCSW, ACSW, PsyD
Alicia McLaughlin, LCSW, PhD
Anna R. McPhatter, PhD, LCSW
William Meezan, MSW, ACSW, DSW
Jenna M. Mehnert, MSW
Diana Melendez, BSW, LMSW
Carolyn Messner, DCSW, MSW, ACSW
Nancy Meyer-Adams, PhD, MSW
Christina Michels, LMSW
Nancy Miller
Terry Mizrahi, PhD
Linda M. Mockeridge, ACSW, LCSW
Joseph T. Monahan, MSW, ACSW, JD
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Lydia B. Montes De Oca, LMSW
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Dennis K. Pfrimmer, MSW
John Poulin, PhD
Pamela L. Pressley, MSW
Tamitha R. Price, ACSW, CSWM, LBSW-BP
Angela Ratkowski, MSW
La Voyce Reid, LCSW
James Reinardy, MSW, PhD
Chris D. Rich, LSW, ACSW
Debra Riggs, BA
Barbara Rittner, PhD, LCSW
Renee V. Rivera, MSW, LCSW
Charles L. Robbins, ACSW, LCSW, DSW
Jenny Elizabeth Roberts Claxon, MSSW, CSW
Chanda Roberts White, BSW
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Cathy W. Rousse, LICSW, LADC
Joel L. Rubin, MSW
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Betty J. Ruth, MSW, MPH
Scott D. Ryan, MSW, MBA, PhD
Andrew W. Safyer, PhD, MSW
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Rebecca Lynn Sanford, MSSA
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Mona C. S. Schatz, DSW
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Marlene Schulz, MSW, CSW-PIP, QMHP
Nelly Rojas Schwan, PhD, LCSW, ACSW
Amanda Denise Scott, BSW, MA
Yan Searcy, PhD
Blair Sedlacek, BSW
Myke M. Selha, LISW
Luba Shagawat, MSW, LCSW
Barbara W. Shank, MSW, PhD, LICSW
Linda W. Shearer, ACBSW
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Debbie K. Shimizu, LSW, ACSW
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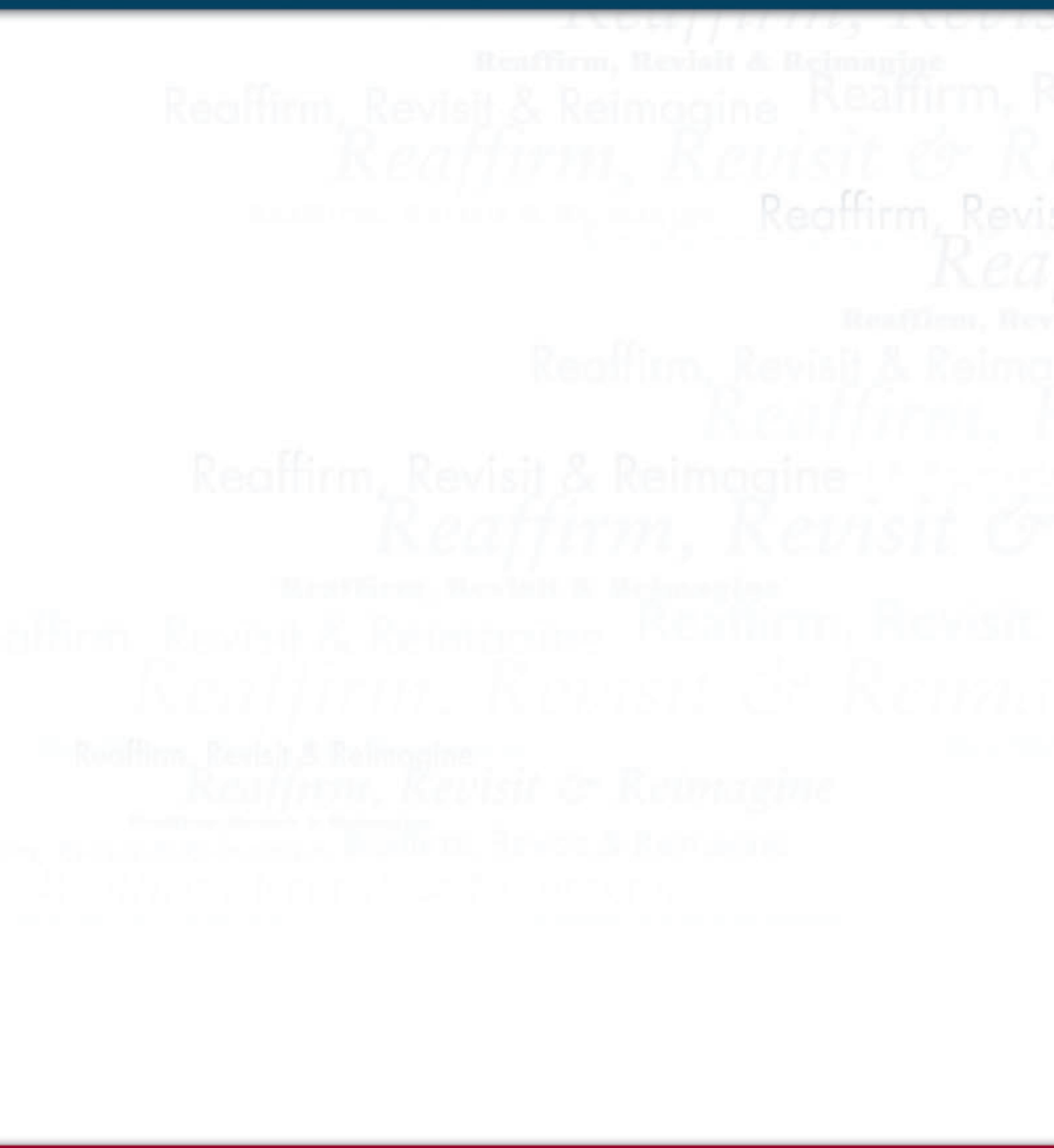
Karen M. Sowers, PhD, ACSW
 Kelli A. Soyer, LMSW
 Cheryl Springer, PhD, MSW
 Catherine J. Stakeman, MSW, DSW, ACSW
 Carol A. Stambaugh, MSW, LCSW, CAE
 Andrea Stewart, DSW, MSW
 Delmar Stone, LMSW, ICAADC
 Frederick Streeck, MSW, ACSW
 Diana R. Stroud, LCSW, ACSW, DCSW
 Hoyt C. Suppes, MSW
 Suzan Swanton, MSW
 Paula J. Taylor, MSW
 Maxine A. Thome, PhD, LMSW, ACSW
 Lann E. Thompson, EdD, MSSW, ACSW
 Eryn Siobhan Tobin, BSW
 Catherine Tompkins, PhD
 Roxana Torrico, MSW

Carol J. Trust, LICSW
 Patrick Tyrrell, ACSW, LISW
 Michelle Upham, MSW, LICSW
 Peter B. Vaughan, PhD, ACSW
 Betsy Yourlekis, PhD, ACSW
 Willie Walker, ACSW, LCSW, DCSW
 Kathy Walsh, PhD, MSW
 Brenda Rene Ward, LCSW, ACSW, MS
 Julia Watkins, PhD, MSW
 Margaret A. Watson, MSW, DSW, LCSW
 Taylene S. Watson, ACSW
 Cynthia M. Webb, MSSA
 Sherri Weisenfluh, ACHP-SW
 Carmen D. Weisner, MSW, LCSW, ACSW
 Chasity L. Wells-Armstrong, MSW, CADC
 Terrance Martin Werner, BSW

Sky Westerlund, LMSW
 Darrell P. Wheeler, ACSW, PhD, MPH
 Tracy Whitaker, DSW, ACSW
 Jordan Wildermuth, BSW, MSW/
 MPA candidate
 John H. Wilkinson, ACSW
 James Herbert Williams, PhD, MSW
 Melvin Wilson, MSW
 Janlee Wong, MSW
 L. Annette Woodruff, LCSW
 Gail Wright, C-ACSWCM
 Nelrene Yellow Bird, LCSW, IAC
 Elise Young, MSW, ACSW, DCSW
 James Zabora, ScD, MSW
 Marjorie Ziefert, LMSW, ACSW
 Joan Levy Zlotnik, PhD, ACSW
 Sarah Zlotnik, MSW, MSPH

Age Demographics of Social Work Congress Participants





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STUDENT
Social Work Congress
*Reaffirm, Revisit &
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FINAL REPORT

2010 Student Social Work Congress

April 22 & 23, 2010
Virtual Environment

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2010 Student Social Work Congress

Editors/Contributors

Elizabeth J. Clark, PhD, ACSW, MPH
Executive Director, NASW

Elizabeth Hoffler, MSW, ACSW
Co-Chair of the Student Social Work Congress
Special Assistant to the Executive Director, Lobbyist

Ebony Jackson, BA
Co-Chair of the Student Social Work Congress
Web Designer

Martha Rothblum, BA
Co-Chair of the Social Work Congress
Creative Arts Manager

Nou Vang, MPA
Special Projects Assistant to the Chief
Operating Officer

Gail Woods Waller, MS
Director of Communications



Social Work Congress
*Reaffirm, Revisit &
 Reimagine the Profession*

Social Work Imperatives for the Next Decade

- **Business of Social Work** – Infuse models of sustainable business and management practice in social work education and practice.
- **Common Objectives** – Strengthen collaboration across social work organizations, their leaders, and their members for shared advocacy goals.
- **Education** – Clarify and articulate the unique skills, scope of practice, and value added of social work to prospective social work students.
- **Influence** – Build a data-driven business case that demonstrates the distinctive expertise and the impact and value of social work to industry, policy makers, and the general public.
- **Influence** – Strengthen the ability of national social work organizations to identify and clearly articulate, with a unified voice, issues of importance to the profession.
- **Leadership Development** – Integrate leadership training in social work curricula at all levels.
- **Recruitment** – Empirically demonstrate to prospective recruits the value of the social work profession in both social and economic terms.
- **Retention** – Ensure the sustainability of the profession through a strong mentoring program, career ladder, and succession program.
- **Retention** – Increase the number of grants, scholarships, and debt forgiveness mechanisms for social work students and graduates.
- **Technology** – Integrate technologies that serve social work practice and education in an ethical, practical, and responsible manner.

Adopted at 2010 Social Work Congress, April 23, 2010.

2010 Social Work Congress



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2010 Student Social Work Congress

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In addition, one representative from every sister social work organization was invited to attend.

The 2010 Student Social Work Congress brought together 400 students from across the country, virtually. The theme was ***“Reaffirm, Revisit and Reimagine the Profession.”***

Goals of the Student Social Work Congress

The goals of the 2010 Student Social Work Congress were to explore a transition of leadership within the profession and to help social work students understand, more fully, the workforce issues that will affect their professional careers. The Student Congress also sought to prepare students to set an agenda with a large, diverse group and understand the processes that are used to take sizeable concepts and condense them into focused imperatives which are representative of the voting body and the profession.

Students were asked to submit their votes on the final ten imperatives developed at the 2010 Social Work Congress. They voted “yes” if they agreed that the imperative should have been included as a final imperative or “no” if they disagreed. They also had the opportunity to comment on each imperative. Each class was also asked to submit one imperative of their own before the live Congress began.

Preparation for the Student Social Work Congress



Preparation for the Student Social Work Congress coincided with preparation for the Social Work Congress. Initially, information about the Student Congress was distributed to schools of social work and social work organizations with an education focus. Social Work faculty members were encouraged to apply for their class to participate in the event.

The online application was launched in November 2009. The application included the school of social work, geographic area, class focus, degree level, class size, whether the school was a Historically

2010 Student Social Work Congress

Black College or University or Minority Serving Institution, willingness to commit time to the event and coordinate student participation, comfort with and previous use of technology, and a narrative asking why the professor believed his or her class should be chosen to participate. Over 80 professors applied for their classes to participate. In order to closely mirror the 2010 Social Work Congress, 16 classes were chosen for a total of approximately 400 students. Classes were chosen based on all of the factors noted above for a representative and diverse group of students from across the country. Professors were then notified of their selection and asked to submit a full roster of student names and email addresses. Students were also individually welcomed to the event via email.

Professors were asked to coordinate their students to participate in a variety of activities. First, a curriculum guide was created (available at SocialWorkers.org/2010congress) to help students understand the process behind the 2005 Social Work Congress and to prepare to participate in the 2010 Student Social Work Congress. Professors were asked to devote two class periods to review the curriculum material. The curriculum included background information, workforce data, and various tasks including leadership, social work reinvestment and brainstorming activities for the students to engage in discussion around the issues that would be addressed at the 2010 Social Work Congress.

An online “virtual environment” was created by CommPartners® specifically for the 2010 Student Social Work Congress. This virtual environment included everything that students and professors would need to participate in the event including relevant videos, information about the 2010 Social Work Congress, social work workforce information, and general information about the profession. Each student and professor was issued a username and password so that they could individually participate in the Congress. Many professors chose to have students watch portions of the event together as a class, while other students watched the event on their personal computers.

Two webinars were held prior to the live event. The first focused specifically on the 2010 Student Social Work Congress. Students were asked to submit questions regarding the Congress ahead of time which were answered in a pre-recorded video. In addition, students could ask live questions during this webinar. The second webinar focused more broadly on the profession, including the social work workforce and career development. Again, students could either submit questions prior to the webinar and/or participate live. Each webinar was held during the work/school week in the late afternoon to accommodate time zone differences. In addition, the webinars were archived and made available throughout the semester in the virtual environment.



A Student Social Work Congress Twitter feed and Facebook page were also created. Through these social media outlets, students could meet virtually before the event, discuss relevant social work ideas and opinions, and even stay engaged with one another after the event. This also served as a good platform to remind students and professors of important dates and deadlines, and answer questions about the process, pre-event webinars and the live event. Out of approximately 400 students, 194 students joined the fan page.

Finally, students participated in the 2010 Social Work Congress which was held on April 22 and 23, 2010. Students could watch the general session of the Social Work Congress live. They could also view the event in archive form for one week after the end of the event. Voting on the imperatives began Monday, April 26, 2010 and students had the opportunity to submit their votes by Friday, April 30, 2010 at 5:00pm EST.



2010 Social Work Congress General Session



General Session: Shaping the Future of the Profession—Leadership in Transition

Social Media

In an effort to engage students and social workers who attended the live event through social media, we created Facebook groups. These groups are private and accessible via invite only. 194 students and 87 social workers signed up for the two groups. These groups allowed participants to introduce themselves and engage one another before the Congress. They also provided an additional channel for event staff to disseminate information. Participants were asked for their feedback, reminded of the pre-Congress webinars, and provided information about the live event via the group's comment wall and email announcements sent through the group messaging system.

Examples of Questions Posed to the Facebook Groups

- Why did you choose to study social work?
- What are the major challenges facing the social work profession?
- Curious about careers, résumés, macro social work, or the future of the profession? What questions do you have?
- 2010 Social Work Congress Imperatives – What do you think?

Comments from Facebook

- I am glad to be part of this Congress and to meet new folks. Hopefully we can come up with some good plans to move the social work profession forward. The discussions should be interesting.
- I'm a junior at Western New Mexico University, in Silver City, NM. I think this is a great opportunity to meet other social work students from across the country.
- I feel that one of the biggest challenges that the social work profession has today is the lack of political power in government, which leads to de-funding of social services and programs that are crucial for the many populations that the profession serves. Whether it is mental health programs, community organizations, or services for immigrant families, they are being cut all across by the politicians who do not understand the immediate and desperate need that these populations live under. I feel that a great necessity is to activate every single social worker, which can lead to a stronger profession and then to better funding for the populations we serve. In a nutshell, to reach out, activate, organize, and create political power among social workers is the biggest challenge for the future of the profession.
- I'm looking forward to seeing so many of those I've only met online, and reacquainting with others. The ideas and energy from gatherings like this are always such a gift, don't you think?
- I'm an MSW student at the University of Maine. I think the biggest problem facing new social workers is the huge amount of graduate school loan debt vs. starting salary ratio.
- It will be good to touch base with some old friends, make some new ones and hopefully see the profession plan to move forward in a positive manner.

- I'm a social work student at Western New Mexico University, in Silver City, NM. I think the biggest problem facing social workers who are new to the profession is the learning curve, and learning the ins and outs of policies on multiple levels—the agency level, the state level, and the federal level.
- I am a first year MSW student at UCLA. It's so great to interact with other social work students from around the country!
- As a student, I felt that my participation in voting on the imperatives was a real step toward becoming included in the decision making process as to where social work is going...If nothing else, I feel this experience allowed me to examine some of the ways social work is relevant in our society and the trends developing within our chosen profession. I am profoundly grateful for this experience.
- I'm looking forward to meeting other social worker leaders who are committed to our profession's growth and mission.

Twitter was used to send out general information before the event. During the live event, participants were encouraged to use the official event hashtag: #SWCDC when tweeting so that their tweets could be easily found and recorded.

Tweets Sent During the Congress

- Almost there! @nasw 2010 Social Work Congress #swcdc I am thrilled to be 1 of the 30 Under 30!
- Happy Earth Day to all. Looking forward to a great day working for the profession of Social Work at SW Congress. #swcdc
- Social work practice without the political is hypocritical #SWCDC
- Dr. Jared Bernstein, from the Office of Vice President Biden is about to address the audience at the Congressional Breakfast. #SWCDC
- Author Kirsten Downey just gave an inspiring speech on SW legend Frances Perkins at #swcdc
- Congress has concluded. What a great 2 days of working on imperatives for our profession. #swcdc
- SW Congress 2010 #swcdc has concluded, but it was incredible! We'll be posting the new imperatives for the profession on our site next week!



Ebony Jackson and Nou Vang managing the Student Congress onsite at NASW

2010 Student Social Work Congress

Social Work Congress Imperative Votes

Students were presented with the ten imperatives selected by participants at the 2010 Social Work Congress. They were asked to vote “yes” if they agreed that the imperative should have been included as final, or “no” if they disagreed. They could also offer a brief comment on any of their votes.

IMPERATIVE	YES	NO
Technology: Integrate technologies that serve social work practice and education in an ethical, practical, and responsible manner.	163 (80.69%)	39 (19.31%)
Business of Social Work: Infuse models of sustainable business and management practice in social work education and practice.	155 (76.73%)	47 (23.27%)
Leadership Development: Integrate leadership training in social work curricula at all levels.	175 (86.63%)	27 (13.37%)
Common Objectives: Strengthen collaboration across social work organizations, their leaders, and their members for shared advocacy goals.	179 (88.61%)	23 (11.39%)
Influence: Build a data-driven business case that demonstrates the distinctive expertise and the impact and value of social work to industry, policy makers, and the general public.	157 (77.72%)	45 (22.28%)
Retention: Increase the number of grants, scholarships, and debt forgiveness mechanisms for social work students and graduates.	197 (97.52%)	5 (2.48%)
Education: Clarify and articulate the unique skills, scope of practice, and “value added” of social work to prospective social work students.	171 (84.65%)	31 (15.35%)
Recruitment: Empirically demonstrate to prospective recruits the value of the social work profession in both social and economic terms.	163 (80.69%)	39 (19.31%)
Influence: Strengthen the ability of national social work organizations to identify and clearly articulate, with a unified voice, issues of importance to the profession.	176 (87.13%)	26 (12.87%)
Retention: Ensure the sustainability of the profession through a strong mentoring program, career ladder, and succession program.	180 (89.11%)	22 (10.89%)

Student Feedback on the Imperatives

TECHNOLOGY: Integrate technologies that serve social work practice and education in an ethical, practical, and responsible manner.

Yes: Rural areas are without access to many resources, and it is important to provide access to technology for social work practice for further provision of services.

No: We would rather see social workers get better pay, than to receive better technology.

BUSINESS OF SOCIAL WORK: Infuse models of sustainable business and management practice in social work education and practice.

Yes: I think this will be important for students who plan to be directors at their respective agencies.

No: I don't think this is imperative to social work education. Not every social worker is going to go into private practice and courses on program development should cover this.

LEADERSHIP DEVELOPMENT: Integrate leadership training in social work curricula at all levels.

Yes: Social workers should be able to take a leadership role to advocate for individuals and communities at all levels.

No: I think we are already doing this.

COMMON OBJECTIVES: Strengthen collaboration across social work organizations, their leaders, and their members for shared advocacy goals.

Yes: As social workers, our job is to direct clients to resources and if we have established a relationship between the agencies we represent and those in our community it will be easier to introduce our clients to those resources.

No: While presenting a unified front is important, I also feel that it limits the amount of disagreement and therefore growth among professionals in the field.

INFLUENCE: Build a data-driven business case that demonstrates the distinctive expertise and the impact and value of social work to industry, policy makers, and the general public.

Yes: Social work plays an important role in the well-being of the community at large. There needs to be evidence presented to legislators and the public so that support may be gained for our profession.

No: I feel like this is less about the actual profession of social work and more about fulfilling a desire to have one's profession endorsed by other professions.

RETENTION: Increase the number of grants, scholarships, and debt forgiveness mechanisms for social work students and graduates.

Yes: Education is expensive. So many agencies want social workers to have so much education. Not everyone can afford it, therefore some must choose to do what he or she loves to what they can afford.

2010 Student Social Work Congress

EDUCATION: Clarify and articulate the unique skills, scope of practice, and “value added” of social work to prospective social work students.

Yes: It took a long time for me to decide on social work, because I didn’t really know what it was. There are a lot of misconceptions out there, and in order to increase the field, these need to be addressed.

No: This is already being done.

RECRUITMENT: Empirically demonstrate to prospective recruits the value of the social work profession in both social and economic terms.

Yes: This imperative must be accompanied by improved economic benefits such as loan forgiveness and/or increased salaries to avoid false promises.

No: I think that social work, despite its sometimes bad reputation, actually is doing fairly well as far as recruitment goes.

INFLUENCE: Strengthen the ability of national social work organizations to identify and clearly articulate, with a unified voice, issues of importance to the profession.

Yes: We should continue to advocate for ourselves and our profession as a unified voice for changes in recognition of our profession.

No: Instead strengthen local organizations so they have a stronger voice nationally.

RETENTION: Ensure the sustainability of the profession through a strong mentoring program, career ladder, and succession program.

Yes: It seems that advocacy for our profession, and the prospective future leaders of this profession, is critical.

No: Fair salaries and debt repayment are more important.



Dina Kastner and Becky Corbett at the AV Control Booth



CommPartners® at the Control Booth

Schools of Social Work Participants

California State University, Northridge

Location: Northridge, CA

Coordinators: Amy Levin, PhD and Jean E. Daniels, DSW

Class Focus: Research

Class Imperative: Build a blanket of retention by improving case load size, average income, and on the job safety for the social worker.

Catholic University

Location: Washington, DC

Coordinator: Anthony Hill, PhD

Class Focus: Social Work Policy and Services

Class Imperative: Underscore the importance of culturally sensitive social work practitioners, by including courses in undergraduate social work curriculum that build basic proficiency of students in a variety of languages, including American Sign Language (ASL).

Lewis-Clark State College

Location: Lewiston, ID

Coordinator: Brian Christenson, PhD

Class Focus: Policy

Class Imperative: Advocate for student loan forgiveness programs for social work practitioners who work for public or non-profit agencies.

Minot State University

Location: Minot, North Dakota and Bismarck, ND

Coordinators: Ruth Kihm, LCSW and Jennifer Schlinger, LICSW

Class Focus: Social Work Policy and Advocacy

Class Imperative: Educate the public about what social workers do, which will generate more respect and understanding of the profession and can lead to higher wages, more interest in social work degrees, and more qualified social workers.

Ohio State University

Location: Columbus, OH

Coordinator: Keith Anderson, PhD

Class Focus: Aging Policy and Practice

Class Imperative: Retain effective social workers through adequate funding (e.g., education, salaries, agencies), sufficient support (e.g., supervision, training), and high-quality, affordable education.

Texas Christian University

Location: Fort Worth, Texas

Coordinators: Linda Moore, PhD, LCSW-AP, Tracy Dietz, PhD, LMSW, and Harriet Cohen, PhD, LCSW

Class Focus: Public Policy

Class Imperative: Strengthen the reputation of the social work profession by establishing a clear concept of what social work is through public and targeted educational media campaigns

University of Arkansas at Monticello

Location: Monticello, AR

Coordinators: Neeley Reeder, LMSW and Jennifer Freer, PhD

Class Focus: Human Behavior and the Social Environment

University of California, Los Angeles

Location: Los Angeles, CA

Coordinator: Toby Hur, MSW

Class Focus: Practice in Organizing Communities and Policy

Class Imperative: Improve the image of social work as a valued profession, protect the title of social worker and regulate its usage in public domain.

University of Maine

Location: Orono, ME

Coordinator: Lenard Kaye, DSW, MSW

Class Focus: Foundation Macro Practice

University of North Carolina at Pembroke

Location: Pembroke, NC

Coordinators: Sherry Edwards, PhD, MSW and Alice Locklear, MSW

Class Focus: Social Work Policy

Class Imperative: Advocate for social work educational programs and social work itself to fight against the social constructs that convey implicit and explicit directives to "genderize" the profession and increase the number of professionally trained male social workers.

University of North Dakota

Location: Grand Forks, ND

Coordinator: Bret Weber, PhD, MSW, LCSW

Class Focus: Human Behavior and the Social Environment

Class Imperative: Increase availability of paid field placements and educational stipends for social work students.

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University of Texas at San Antonio

Location: San Antonio, TX

Coordinator: Robert Ambrosino, PhD

Class Focus: Community Organizing

Class Imperative: Social workers should advocate for loan forgiveness for the profession.

Wartburg College

Location: Wartburg, IA

Coordinators: Susan Kosche Vallem, MSW, EdD, LISW and Stephanie Schwinn, MSW, LISW

Class Focus: Senior Seminar

Class Imperative: Advocate for loan forgiveness and other financial incentives, such as tuition reimbursement and better salaries, for all social work majors and professionals.

West Chester University

Location: West Chester, PA

Coordinator: Michele Belliveau, PhD, MSW and Steve Wilmot, MSW

Class Focus: Social Welfare Policy

Class Imperative: Organize and develop a collective front of social workers to establish and improve the status of the profession and elevate the image of social work in the public eye. Advocacy is needed for social work salaries to be more in line with other clinical professionals.



Western New Mexico University

Location: Silver City, NM

Coordinator: A. Hamilton Williams, PhD, LMSW

Class Focus: Policy and Advocacy

Class Imperative: Recruit and develop social work leaders from rural communities to advocate and represent the issues important to this specific population including diversity, oppression, and privilege.

Winston-Salem State University

Location: Winston-Salem, NC

Coordinator: Isiah Marshall, PhD, MSW

Class Focus: Public Policy

Class Imperative: Address the issue of violence within the profession at the BSW and MSW levels, so that the students will be trained on the proper safety measures before entering the field.



Student Participants

California State University, Northridge

Coordinators: Amy Levin, PhD and Jean E. Daniels, DSW

Students:

Michele Bartlett
Hugo Centeno
Amy Charles
Melissa Christensen
Alisa Cohen
Erica Cohen
Anna Fautz
Susana Ornelas
Dominique Furukawa
Chauntelle Ratcliff
Jennifer Rosenberg
Daniel Rothenberg
Clarissa Ruiz
Rajdeep Samra
Erica Wright

Catholic University

Coordinator: Anthony Hill, PhD

Students:

Samantha Alves
Heather Donahue
Margaret Doody
Jennifer Ginsberg
Joshua Edwards
Edward Larson
Holly Murray
Marguerite Ratay
Debra Riley
Melissa Sliviak

Lewis-Clark State College

Coordinator: Brian Christenson, PhD

Students:

Carrie Burris
Katie Carlson
Jeremiah Carlson
Mariajose Cerdena
Anne Devault
Heidi Hardin
Richard Kremer
Jessica Lounsberry

Ryan Oatman
Cleo Patrick
Keicia Schmidt
Trisha Stouder
Kathryn McCall
Stacey Calvert
Matthew Campbell
Calli Ford
Jessica Hertlein
Amber Kayser
Stacey Kelley
Anulese Kennedy
Donna Layton
Karen Nunneley
Samantha Sheppard
Kathleen Sproles
Hailey Yount

Minot State University

Coordinators: Ruth Kihm, LCSW and Jennifer Schlinger, LICSW

Students:

Amanda Blomberg
Andrea Brown
Hillary Caron
Michele Caton-Richardson
Amanda Gourd
Rhonda Gross
Charlotte Grote
Katie Hanson
Kasey Herman
Karissa Hoff
Jennifer Kilian
Jodi Lindquist
Gloria Odden
Dinell Polsfut
Jenna Rask
Rebecca Rose
Robertta Sauvageau
Kayla Schafer
Carly Toso
Richelle VanBuren
Bailey Walters
Kristin Wentz-Krumwiede
Melissa Whitebull
Jennifer Workman

Ohio State University

Coordinator: Keith Anderson, PhD

Students:

Austin Corpron
Leslie Detty
Lynette Fisher
Kendra Haralson
John Irvin Hauser
Tiffany Jones
Marisa Kress
Brian Kubala
Laura Merklin
Elizabeth Miles
Nicole Miracle
Erin Moore
Roxanne Nisly
Patrice Palmer
Valerie Tang
Ra'Lanna Toland
Quintasha Waters

Texas Christian University

Coordinators: Linda Moore, PhD, LCSW-AP, Tracy Dietz, PhD, LMSW, and Harriet Cohen, PhD, LCSW

Students:

Heather Anderson
Katie Jo Anderson
Steven Ashbrook
Blade Berman
Heather Brown
Emelia Daniels
Danielle Folks
Susan Harz
Caroline Hunt
Holle Hutto
Amber Johnson
Keyana Jones
Grant Kingsley
Alicia LeMons
Caitlin McAfee
Shauna Montgomery
Connie Pacheco
Victor Perales
Samantha Peterson
Nikita Purdy
Zachary Richmond
Christina Sessums
Cynthia Sorto

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Lauren Taylor
Kristine Tisinger
Lauren Wright

University of Arkansas at Monticello

Coordinators: Neeley Reeder, LMSW
and Jennifer Freer, PhD

Students:

Nicki Beasley
Christene Bell
Tratesha Bell
Wesley Briant
Angela Brown
Angelia Buford
LaSandra Burton
Frances Dye
Richard Eberle
Corley Evans
Jaclyn Hammons
Annie Haynes
Bonnie Johnson
Lesa Kilpatrick
Ronny Mankin
Shemika Marshall
Dawn McMillan
Rhonda Norman
Marshae Shaw
Richard Smith
Lakrystal Thomas
Kelli Tyler
Lindsey Watson
Brenda Wooley
Tiara Young

University of California, Los Angeles

Coordinator: Toby Hur, MSW

Students:

Carlos Amador
Melissa Andrizzi
Rachel Atkins
Mariana Badra
Valerie Bagnol
Carri Brown
Mariana Cervantes Mendez
Grant Courtney
Jean Duranti
Rachel Gannon
Renee Garrett
Ellen Hiller

Whitney Holmes
Eva Hom
Sandra Hui
Nellie Kim
Fonda Kim-Tokushige
Karla Leon
Sheila Modir
Bertha Molina
Cynthia Patino
Victoria Perera
Jacqueline Perez
Laura Posada
Miguel Rodriguez
Karen Siegel
Christina Tam
Jessica Tovar
Malena Traverso
Shannon Turner
Callie Woodard
Rachel Woodhull

University of Maine

Coordinator: Lenard Kaye, DSW, MSW

Students:

Heather Butler
Ezra Chapola
Ren Chu
Mark Coffey
Katherine Dobresspang
Miranda Fearon
Michelle Folster
Kaniehtawaks Francis
Robin Smith
Kathleen Gormley
Kara Janes
Susan McGee
Karen Neptune
Nathan Platt
Lisa Przbylski
Nan Simpson
Heather Reid
Janet Whitten
Jennifer Serrato
Meredith Wurple

University of North Carolina-Pembroke

Coordinator: Sherry Edwards, PhD,
MSW and Alice Locklear, MSW

Students:

Monique Baker
Brittany Barnes
Doreen Bullard
Vashene Burden
Faith Canady
Rolanda Collins
Cindy Connor
Berniece Critcher
Sheila Dunlap
Carolyn Griffin
Krystal Herbert
Ethel Lewis
Pamela Lockwood
Jessica Madden
Whitney Melton
Alicia Oxendine
Jacqueline Oxendine
Shaqwana Peterson
Nakisha Revels
Kimberly Rockwell
Monique Sautler
Tasha Singh
Lakeischa Tillman
Shequetta White
Vanessa Willaims

University of North Dakota

Coordinators: Ruth Kihm, LCSW and
Jennifer Schlinger, LICSW

Students:

Andrea Brekke
Elizabeth Conkins
Mary Crompton
Leilani Crosby
Kristen Fischer
Allison Geroux
Angelique Gierszewski
Jacqueline Hagen
Shari Hayles
Celin Manlove
Clanci Miller
Richard Mosher
Kristopher Mundt
Jenna Narum
Heather Prigge

Jessica Safranski
 Angela Saurdiff
 Lavon Schmidt
 Erika Severson
 Ashley Skadsberg
 Danelle Soiseth
 Amy Swart
 Aisha Tauheed
 Kenyetta Wakini
 Amanda Wallace
 Tricia Wermter
 Alexis Zaste

University of Texas at San Antonio

Coordinator: Robert Ambrosino, PhD
 Students:
 Debbie Aguilar
 Rondol Bradshaw
 Blanca Rosa Braswell-Tucker
 Rosie Cantu
 Cynthia Clemente
 Kat Cole
 Frederic Courtois
 Enrique Flores
 Esther Forster
 Christina Forsythe
 Andrea Gallegos
 Shaina Gaston
 Kate Gruy
 Leticia Hamilton
 Rene Jimenez
 Kristin King
 Maegan Kreuger-Blaschke
 Maria Martinez
 Morgan Miller
 Veronia Morales
 Sharon Palmer
 Eddie Pena
 Elizabeth Ramirez
 Nicolesha Reed
 Christina Rondero Mosier
 Amanda Rodriguez
 Sally Sebastian
 Joel Smith
 Amy White

Wartburg College

Coordinators: Susan Kosche Vallem,
 MSW, EdD, LISW and Stephanie
 Schwinn,
 MSW, LISW
 Students:
 Kayla Allen
 Alexander Boer
 Azzie Forbes
 Heather Glass
 Mariah Griffin
 Elias Haroun
 Emily Maiden
 Gloria Marshall
 Erin Suchy
 Samantha Traeger
 Colleen Zack
 Melissa Sechrist

West Chester University

Coordinator: Michele Belliveau, PhD,
 MSW and Steve Wilmot, MSW
 Students:
 Maddi Anderson
 Kearston Armbrust
 Sarah Baida-Spell
 Angela Banks
 Karlene Bratsch
 Evelyn Burke
 Tenay Casey
 Kimberly Coder
 Katie Cohen
 Nicole Cronin
 Brittney Davis
 Andrea Felicetta
 Suezette Fonseca
 Terri Franke
 Renee Frazier
 Kristen Green
 Jessica Gregory
 Justin Gruber
 Amy Harris
 Stephanie Heydt
 Justine Hicks
 Heather Jacoby
 Tiffany Kearse
 Katie Kirszenblat
 Sarah Kriebel
 Jeanne Martin

Rachel Miller
 Christine Mitchell
 Whitney Moore
 Thomas Nee
 Rachel Palmer
 Maureen Quigley
 Jenna Roadside
 Charet Sanders
 Kelly Scheibe
 Annie Simon
 Kathryn Suchniak
 Alexandria Tabakelis
 Brandylynn Tynes
 Charlene Reed
 Erin Reynolds
 Kimberly Rosen
 Callie Scott
 Georgia Smith
 Amanda Snyder
 Danielle Turner
 Claudia Vogelsang
 Brandon Wright
 Kimberly Yancey

Western New Mexico University

Coordinator: A. Hamilton Williams,
 PhD, LMSW
 Students:
 Marcella Arellano
 Toni Artiaga
 Roy Banks
 Annabelle Carbajal
 Renaldo Chapman
 John Chess
 Michelle Cisneros
 Sarah Crawford
 Schalicia Degase
 Annie Eastman
 Rebecca Estrada
 Kaylene Francis
 Sandra Gonzales
 Michelle Grayless
 Bonnie Hobbs
 Kathy Link
 Leona Leonard
 Teresa Marquez
 Stephanie Mendoza
 Maria Morales
 Bernie Montano

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Quintin McMichael
Linda Padilla
Jadelyn Perry
Marina Reyes
DeAnna Smith
Andrew Sandusky
Nakomi Valdez
Jennifer Velazquez
Elisa Wilson
Samantha Wylie
Trevor Zamar
Lucy Veleta

Winston-Salem State University

Coordinator: Isiah Marshall, PhD, MSW

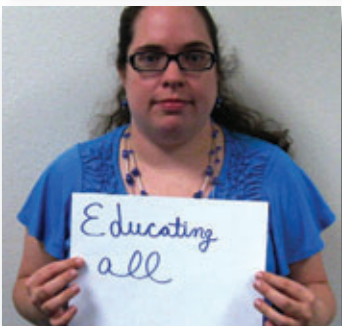
Students:

Andrea Butler
Theresa Cato
Shellvia Cearnal
Jasmine Hopkins-Clark
Asia Jami
Patricia Manneh
Quintina Mcglothen
Charnece Mercer
Tabatha Rainey
Jeanine Robinson
Vivian Roopchan

Damien Smith
Brooke Spivey
Mary Spruill
Lauren Waters

ADDITIONAL PARTICIPANTS

Eric Bean, Baylor University
Kate Bean, Baylor University
Michael Francum, University of Maryland
Ayisha Jones, University of Maryland
Emily Mathew, Baylor University
Jamila Shand, Howard University
Karolina Stelzer, Baylor University
Briana Walters, University of Maryland



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